



Doing Business in China (Specialization)

Edition: 1
Start date: 28/10/2010
Duration: 6 months
No. credits: 15 ECTS
Virtual Campus language: English
Language of teaching: English

Through the International Graduate Institute, the Universitat Oberta de Catalunya (Open University of Catalonia, UOC) is taking another step in leading the way in quality online continuous education, offering people, organisations and companies a range of programmes of recognised academic rigour, geared towards the needs of professionals and with a clearly international vision and orientation.

The intensive use of information and communication technologies (ICTs) in the programmes offered by the UOC's International Graduate Institute ensures that participants gain knowledge of the tools needed for communicating and creating the social relation networks required by today's society and the people and organisations comprising it.

The International Graduate Institute offers a wide range of Graduate Training programmes in modular and progressive format (Masters, graduate diplomas and specialisations) accredited by quality agencies and with official and the university's own degrees, depending on the case. In addition, each of the International Graduate Institute's areas of knowledge makes available to you a wide range of open programmes of recognised quality, accessible to all, as well as a specific bespoke training offer for companies.

Innovation is the lynchpin of an educational offer, the aim of which is to stimulate entrepreneurship and which places particular emphasis on training people in the skills that today's society demands.

The satisfaction of thousands of students and graduates backs us up. If you wish, come and join our university community. We are looking forward to receiving you and welcome your contributions to help us all continue building this valid and effective training offer for all related people and institutions.

Josep M. Duart

Vice President, Postgraduate Studies and Lifelong Learning

A university open to the world

Internet use and the asynchronous model facilitate worldwide student participation in Graduate Training programmes. The international dimension to the university emerges through inter-university agreements that facilitate the mobility and presence of students in the classrooms from different geographical backgrounds, with a series of common characteristics that enable them to share interests and enrich learning.

The profile of Graduate Training participants is characterised by the following features:

- Advanced knowledge and users of new technologies
- 12% with international origins
- 81% aged between 25 and 45
- 83% have a job

Over 20,000 professionals have completed different activities on the frequent Graduate Training teaching programme.

Specialisation in Doing Business in China

The aim of the **Doing Business in China** course is to better understand the Chinese business system, economy, society and policies.

Upon course completion, the participants will understand all of the theoretical and practical aspects required to do business in China. They will also know how to get maximum results from their business or activity and be informed on the economic and legal conditions concerning business in this country.

Besides systematized information on today's China, specific aspects on how to deal with China entrepreneurs to be successful in business will be looked at. Cases will also be analysed to better understand China and Chinese and the steps to follow when entering the China marketplace.

Who it's for

The course is addressed mainly to the entrepreneurs and managers who want to know more about China and learn about the different advantages and opportunities that a huge and rapidly growing economy of more than a billion people offers them.

- Business people
- Entrepreneurs
- Multinational directors
- Directors of companies with international trade
- International trade managers
- Sales managers
- And Local and regional development institutions and bodies

Academic aims

The main objectives of **Doing Business in China** programme are: to find out about China and some of the opportunities for collaboration, and how to deal with such a huge country, which means understanding the regulatory framework, namely legal aspects related to investment, labour, social expectations, etc.

Aplicació professional

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Methodology

The UOC pedagogical model is based on the participant, who works independently, managing their time and building their own learning itinerary through interaction and cooperative work.

Through the Virtual Campus, they achieve in-depth and flexible learning, without barriers of space or time, anywhere and at any time.

This model provides personalised attention from professionals, teachers and highly regarded specialists, who accompany each participant on an individual basis and the group as a whole in the construction of their new knowledge.

The teaching materials and resources include and integrate contents, practical applications and tools that are directly related to the environment and specific work activities. This programme uses a varied combination of methodologies, since the participants are active professionals and the exchange of their own professional experiences will play a very relevant part in achieving the academic aims.

Participants entering the virtual campus environment for the first time will complete parallel training at the start of the teaching programme based on a short introductory course where they will learn to browse the environment, learn how it works and how to use the communication and teaching spaces.

Materials

UOC graduate courses have digital format materials. Students receive the materials as the course progresses.

Programme structure and contents

1. General background of China

- 1.1- China and World economy
- 1.2- General Characteristics of the socialism and the economic reforming policy in China
- 1.3- Productive sectors: the rural economy and the urban economy
- 1.4- Foreign Affairs
- 1.5- The main weaknesses of the Chinese economic model

2. Legal Aspects

- 2.1- Corporate Structures For Doing Business in China
- 2.2- Selling Products and Services
- 2.3- Taxes
- 2.4- Protecting Intellectual Property Rights In China
- 2.5- Labor Management
- 2.6- Dispute Settlement

3. Business practices

Studying case studies

Programme Administration

Maggie Alonso Hernandez

Postgraduate Programme Administrator

Entry requirements

To gain entry to the programme, participants need to have an officially recognised university qualification. If they do not, an entry committee will assess applicants' knowledge and professional experience on the basis of their CV.

Qualifications

When the assessment process is completed, the UOC will award the participants with a **Doing Business in China Specialisation Certificate**.

Assessment system

Assessment of the learning process is continuous and focuses mainly on work that facilitates the integration of knowledge and the acquisition of skills for the professional practice of each student.

If you would like more information about the assessment system, do not hesitate to contact our training advisors on +34 93 326 30 00 or send an e-mail to queries@uoc.edu.

Enrolment

The cost of this programme should be confirmed when registration is formalised.

Other advantages

The UOC Graduates and Former Students Club represents the continuity of the concept of the university community with voluntary membership when not currently enrolled.

The UOC Club focuses on offering services, resources and activities in the field of personal and professional development. The main axes of action are professional projection, informal or post-training learning, culture, leisure, relationships and the exchange of experiences and knowledge.

Virtual Library, connection with the world's leading libraries and availability of extensive consultation services. Virtual Cooperative, being a member of the cooperative allows students to enjoy its library

services and IT material. Virtual communication spaces, which facilitate relations with other participants and professionals through Campus forums and chat rooms.

Information and enrolment

If you would like more details about the graduate programmes, please contact our training advisors:

- Telephone: +34 93 326 30 00
- Email: queries@uoc.edu
- In person at any of the UOC's centres.

Madrid
Plaza de las Cortes, 4
28014 Madrid

Seville
C/ Virgen de Luján, 12
41011 Seville

Valencia
C/ Paz, 3
46003 Valencia

Barcelona
Rambla de Catalunya, 6, plantas 1 y 2
08907 Barcelona

Mexico, D.F.
Paseo de la Reforma, 265, Piso 1
Col. Cuauhtémoc
06500 México, D.F.
Opening times: Monday to Friday, 9 am to 7 pm
Telephone: + (52 55) 55 11 42 25

The UOC also offers companies, institutions and groups direct and flexible communication and preferential conditions when enrolling their professionals.

For more information:

[*matriculacorporativa@uoc.edu*](mailto:matriculacorporativa@uoc.edu)

The programmes included in this document are available as in-company training.

For more information:

[*incompany@uoc.edu*](mailto:incompany@uoc.edu)

Note: The information contained in this PDF is for information purposes. Its validity should be checked when formalising enrolment.