



中咨聯智

C3 EDUCATION

DOING BUSINESS IN CHINA PROGRAM

DOING BUSINESS IN AMERICA PROGRAM

[Close This Window To Return To The C3 Website](#)



[Close This Window To Return To The C3 Website](#)

DOING BUSINESS IN CHINA
Industry Specific
Executive Training Program
2007

COURSE DESCRIPTION

This course introduces students to the general environment of doing business in contemporary China and equips students with the background, effective strategies and approaches for doing businesses in that particular environment through an overview survey of relevant aspects of China in terms of its society, politics, culture, history, economy and market entry strategy aspects.

In addition, the course introduces students to a selected Chinese industry by presenting the history of the industry, the current companies within the industry, government policies affecting the industry, current business opportunities within the industry, the projected future development of the industry and strategies for doing business with and in this industry

The course is a 32 hours executive training course geared towards foreign business executive stationed in or en route to China, overseas businessmen interested in expanding their business into China and business students considering further detailed studies of Chinese business. The course assumes a basic business knowledge or background on the part of the attending students. Prior exposure to China through prior business dealings, trips to China or previous Chinese educational studies is helpful but not required.

The course is offered in China at sponsoring Chinese educational institutions and abroad at sponsoring Western educational institutions. The course is taught in English.

PART ONE – HOW BUSINESS IS DONE IN CHINA	2.0 Days
PART TWO – STRATEGIES FOR DOING CHINA BUSINESS	0.5 Days
PART THREE – DOING BUSINESS WITH THE CHINESE XYZ INDUSTRY	1.5 Days

Objective of Teaching Modules - Part One, Two & Three

The objectives of Part One are to introduce the western students to the workings of the Chinese economy at the macro level and then move on to survey how the Chinese company operates at the micro economic level. With the micro and macro economic over views of the Chinese economy, the students are then introduced to the effects on the Chinese economy by the State Owned Assets companies and their reform and the role and impact of the developing Chinese financial markets on the Chinese economy. In Part Two, the emerging Chinese Rule of Law and its effect on the Chinese economy is briefly discussed upon along with The Chinese Relationship Based Form Of Conducting Business and some practical strategies for entering the China marketplace. With the basic understanding of how business is conducted in China as provided in Parts One and Two, the course then moves to Part Three and focuses on a particular Chinese Industry. The objectives of Part Three are to introduce the western students to a specific Chinese industry by presenting the history of the industry, the current companies within the industry, government policies affecting the industry, current business opportunities within the industry, the projected future development of the industry and strategies for doing business with and in this industry

PART ONE – HOW BUSINESS IS DONE IN CHINA

Contemporary Chinese Macro Economics

- *The Development And Origins Of Contemporary Economics
- *The Development Of Macroeconomic In China And Its Challenges

Contemporary Chinese Micro Economics - Company Operational Strategy And Choice

- *Organizational Resources, Strategic Decision Making And Competitive Analysis
- *Company Growth Strategy
- *The Formation Of Company Strategy And Strategic Decision Making
- *The Process And Methods Of Decision Management
- *The Framework Of A Company's Strategy Management
- *The Establishment, Practice And Evaluation Of A Company Strategic Plan

State-Owned Asset Management System Reform

- *The Evolution Of China's State-Owned Asset Management System
- *China's State-Owned Asset Management System's Reform And The Steps to Reform

Chinese Company Development And The Chinese Financial Market

- *Company Development Is Indispensable For Financial Market Development
- *The Current Situation And Future Trends Of The China Financial And Securities Market
- *The Present Problems In The Financial System Supervision
- *The Precautionary Measures For Financial Risks
- *The Analysis Of Typical Financial Products

Chinese Political System

- * Chinese Communist Party
- * Chinese Governmental Institutions
- * Chinese Political Decision-Making Process
- * The Relationship Between The Central Government and The Local Government
- * The Regional Politics
- * The Effect of the Chinese Political Institutions on How Business is Conducted in China
- * Case Studies

Chinese Legal System

- * China Business Law
- * China Commercial Dispute Resolution Process
- * The Chinese Courts
- * Chinese Lawyers

PART TWO – STRATEGIES FOR DOING CHINA BUSINESS

Differences In Doing Business In China Versus Doing Business In the West

- * Chinese Relationship Based Business Process
- * Alignment of Western & Chinese Business Processes
- * Company Structural Changes for Managing the Alignment Process

China Market Entry Strategies from Abroad

- * Spacemen Marketing
- * The China Representative Office

Operating Strategies for Foreign Companies Doing Business Within China

- * Forms of Doing Business for Foreign Owners – WOFE's and JV's
- * Where to Locate Your China Base of Operations

Selected Case Studies

- * Telecom Industry
- * Financial Services Industry
- * Widget Industries

PART THREE – DOING BUSINESS WITH A SELECTED CHINESE INDUSTRY

A Selected Chinese Industry – A Historical Perspective

The Contemporary Selected Chinese Industry – The Players & Structure of the Industry

Governmental Regulations and Policies Affecting the Selected Chinese Industry

Current Business Opportunities for Western Companies Within the Selected Chinese Industry

Projected Future Developments Within the Selected Chinese Industry

Strategies For Doing Business With And In The Selected Chinese Industry

DOING BUSINESS IN AMERICA

A Primer for Chinese Companies



中咨聯智

2008

[Close This Window To Return To The C3 Website](#)

TABLE OF CONTENTS

INTRODUCTION TO DOING BUSINESS IN AMERICA

- Business In The USA
- Starting A Business In The USA
- USA Business Structures
- Investing In A USA Business
- USA Visa Information
- Taxation In The USA
- Business Travel In The USA
- Business Entertaining In The USA

WHY OPEN A U.S. BUSINESS OPERATIONS

- Introduction Geography People Government Economy Communications
- Transportation

STRUCTURING, STAFFING & SUPPORTING A U.S. OPERATIONS

- Offshore Holding Companies For U.S. Business Operations
- Where To Establish Your U.S. Business Operations
- Staffing Your U.S. Business Operations
- Supporting Your U.S. Business Operations From China

STRATEGIES FOR ENTERING THE U.S. MARKET

- How To Create A Winning U.S. Market Entry Strategy
- Strategies For Chinese Manufacturers In Opening A Us Operations
- Strategies For Chinese Service Providers In Opening A Us Operations

SUMMARY AND CONCLUSIONS ON DOING BUSINESS IN AMERICA.

BUSINESS IN THE USA

The United States of America offers a relatively open business environment. It is very easy to start a business or to conduct commerce in the USA. There are, however, some restrictions that apply and many hazards to avoid. C3 Consulting Company will provide you with information about doing business in the USA including many useful tips on how to start and develop your business and how to avoid the most common problems.

This information is presented to help foreign firms currently doing business in the USA, to assist foreign entrepreneurs wishing to establish a business in the US, and to aid foreign businesses in establishing commerce with US companies.

C3 Consulting Company will provide basic information about the organization and structure of various US business models. We will present some of the most common legal requirements and basic taxation issues. We will discuss generally accepted business practices, corporate etiquette and US business culture. C3 Consulting Company has a wealth of information about the business environment in various states and cities throughout the country.

We offer links to resources and relationships that can help answer your business-related questions.

STARTING A BUSINESS IN THE USA

It is relatively easy to start a new business in the USA. If you have a valuable skill, if you can perform a helpful service or if you can produce some useful product, you can create your own business. Simply hang a sign in your front yard and begin to sell your products or services. It can be that easy!

Naturally, most new business ventures are a bit more complex. They might be subject to a few rules and restrictions. We will attempt to explain some of the common steps involved in creating a new business venture in the USA. We will point out a few of the restrictions that may apply.