



**Component I**  
Introduction to China (5 days)  
25 - 29 August 2008

**Component II**  
Optional learning trip to China (8 days)  
11 - 19 October 2008



## INTRODUCTION

China's increasing global presence and rapid economic expansion have created considerable business interest in the world's most populous nation.

This structured executive learning programme will provide foundational knowledge and analytical insights to equip participants for doing business with China.

## TARGET GROUP

The programme is ideally suited for business leaders, executives, senior managers and international managers who want to advance their knowledge and skills from an inside perspective on the fascinating growth story of China and the business opportunities in that country.

## STRUCTURE AND CONTENT

### Component I

This component comprises a five-day lecture series focusing on a detailed overview of the political economy of China and doing business in China. The sessions will provide participants with a solid basis from which to expand their knowledge of China and how to engage with this global actor. Participants will also be familiarised with the cultural and historical background of the nation, learning about Chinese society and business etiquette. This will include a basic introduction to the Mandarin language. It is assumed that participants will have read the prescribed material in order to participate fully in the lecture sessions.

### Component II

The second component of the programme takes the form of a learning trip to China. Although optional, this phase is undoubtedly a highlight as it allows participants to experience China and business practices in the Asian market at first hand. Participants will experience modern China in Beijing and Shanghai in October 2008, where they will visit Chinese multinationals and South African companies in China as well as cultural and historic sites. Also included is a one-day report-back session to share experiences and learning and relate these to South African and African business practices.

The content of the programme includes areas such as:

- **China's Place in the World**  
Contextualising China in terms of geopolitical situation, regional relations and participation in international organisations.
- **Introduction to China's Political System**  
Overview of the development of China's current political system, internal political tensions, reform challenges
- **China's Economic Reform Path**  
Economic developments since 1978, drivers of economic growth, current trends and issues in China's economy.
- **Cross Straits Relations between China and Taiwan**  
Explaining the "One China Principle", political developments in Taiwan and their impact on cross-strait relations, the role of the USA.
- **Business Environment of China**  
Challenges of business operation in China, foreign investment trends, case study analysis



- **China's Foreign Policy in Africa**  
Historical political ties, case studies of China's relations with selected African countries, trade and economic relations, objectives and outcomes of the China-Africa Co-operation Forum
- **Chinese Business in Africa**  
China's strategic commercial engagement with Africa, "going global" policy, dominant trends as well as benefits, opportunities and challenges for Africa, Chinese diaspora in Africa.
- **South African Business in China**  
SA investment trends in China (current and prospective), dominant industries receiving SA investment, emerging trends for SA investment in China.
- **Introductory Mandarin**  
The use of the Putonghua dialect, basic set phrases, explanation of pinyin
- **Chinese Business Etiquette and Protocol**  
The importance of guanxi, negotiation tactics, business norms

### **OBJECTIVES**

The course aims to provide participants with knowledge of China's political, economic and business environment as well as social skills and know-how as a solid basis from which to expand their knowledge of China, rendering engagement with China more accessible.

### **AIM OF PROGRAMME**

This programme aims to:

- Inform participants about the current business issues in China
- Create a better understanding of the Chinese business and political environment
- Provide an insight into trends and issues of China's economy
- Create a platform from which to expand participants' business knowledge of China
- Provide first-hand experience of the China-Africa business dynamic
- Provide a basic introduction to the Mandarin language and Chinese culture and etiquette
- Equip participants with the necessary skills to engage more successfully with Chinese executives
- Provide participants with know-how about managing relationships with Chinese individuals and organisations.

### **ADMISSION REQUIREMENTS**

No formal tertiary qualifications are required. Participants should have management experience and a basic knowledge of economic and political theory in order to understand the subject matter. A period of five years in middle to senior management is recommended.

### **NQF ALIGNMENT**

NQF level 6



## VENUE AND DATES

### Component I

*USB, Bellville*

25 – 29 August 2008

Class times: 8:30 – 17:30

### Component II

*Trip to China*

11-19 October 2008

Registration deadline: **30 April 2008**

## FEES

There are two course structure options:

### Component I

R9 500

Fees include tuition, instruction material, lunches and refreshments.

### Component II (subject to minimum number of delegates)

Additional R58 500

Fees include travel and visa costs, accommodation, transport and living expenses in China, as well as tour guide, interpreters, admission to tour and business site fees, and other related expenses.

Component II may not be taken independently of Component I.

### Payment policy

A 50% cancellation fee is payable if the participant cancels later than one week prior to the commencement of the programme.

Please note that programme fees and dates are subject to change

## FURTHER ENQUIRIES

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