



unimc
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

DEPARTMENT OF
**POLITICAL SCIENCE,
COMMUNICATION AND
INTERNATIONAL RELATIONS**



Programme

Info

8 Cfu | 40 hours

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didattica.spocri@unimc.it

Segreteria studenti

Via Don Minzoni, 2
62100 Macerata

Week	Date	HRS	Topic
1	22 March	2	Entry modes and entry barriers in the Chinese Market
1	22 March	2	Companies incorporation and set up
1	23 March	4	The investment catalogue
1	26 March	4	Made in China 2025
2	27 March	2	Consumers market in China
2	28 March	2	Consumers market in China
2	28 May	4	Looking for a partner and developing alliances in China: Going it alone in China
3	29 May	4	OBOR and the impact on the world economy
3	29 May	4	Due diligencing the partners
4	30 May	6	HR management and cross cultural issues. Conducting a negotiation
4	31 May	6	Presentations

Course of Excellence

DOING BUSINESS IN CHINA

A.A. 2017 / 2018

March the 22nd
May the 31st 2018

