

## Course Outline

Virtual Exchange Autumn Semester 2025

Course Title: Eight Insights into China

Number of ECTS-Credits: 3

Format of the course:

- ☒ synchronous online course (FIX timeslots)
- ☐ asynchronous online course (NO fix timeslots)
- ☐ mix of synchronous and asynchronous online course
- ☒ synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- ☐ asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- ☐ mix of synchronous and asynchronous hybrid course
- ☐ other, namely:

Number of Students accepted

- ☐ Total number of students is limited to
- ☒ Total number of students is unlimited
- ☐ Total number of virtual exchange students is limited to
- ☒ Total number of virtual exchange students is unlimited

Responsible lecturer: Michael Jeive

Link to lecturer's profile at FHNW: <https://www.fhnw.ch/en/people/michael-jeive>

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## 1. Course content

"China is Changing the world"

The cultural, economic, geopolitical and environmental impact of the People's Republic of China can hardly be underestimated. To understand major global developments in these fields, we need to understand the influence of China.

"Eight Insights into China" offers essential perspectives into China's profound transformation and its expanding global influence. Students will explore China's economic evolution, ambitious Belt and Road Initiative, and the rapid rise of its digital giants.

The course addresses China's strategic ambitions, political governance, and geopolitical rivalries shaping global security. Environmental challenges and sustainability leadership, alongside China's growing soft power, are also analyzed. Understanding China's demographic shifts and social dynamics further equips participants to grasp China's internal complexities.

This course provides the critical knowledge necessary for future business leaders to effectively navigate and engage with one of the world's most influential nations.

## 2. Learning objectives

Knowledge and understanding

- Develop a comprehensive understanding of China's economic development journey and its transformative impact on global business landscapes.

Application of knowledge and understanding

- Analyze the political landscape in China, including governance structures, policy frameworks, and their impact on business operations and investments.
- Examine outbound Chinese foreign direct investment (FDI) trends, strategies, and their impact on global markets and industries.

Ability to make judgements

- Evaluate China's geopolitical position and its implications for regional and global economic dynamics, trade relations, and strategic alliances.
- Assess China's role in global value chains and its influence on international trade, supply chain management, and industry competitiveness.
- Explore strategies for overcoming environmental challenges in China and promoting sustainable business practices to address pressing ecological concerns.

Communication

- Speak knowledgeably on complex topics
- Distinguish inherent bias and critically engage with academic and non-academic specialist sources

Self-learning skills

- Develop research and analysis skills and apply these in context

- Study independently

### 3. Prior knowledge and entry requirements

- None, but a basic understanding of business concepts and an interest in China's role in the global economy are recommended.

### 4. Course structure and dates

- **Chinese Tech Giants and Digital Power** – Exploring the rise of companies like Huawei, Alibaba, and Tencent, their global influence, and implications for international digital governance.
- **China's Economic Transformation** – Understanding China's shift from export-driven manufacturing to innovation-led growth, digital economy, and dual circulation strategy.
- **Belt and Road Initiative: Ambition and Controversy** – Evaluating the strategic, economic, and geopolitical impacts of China's global infrastructure development projects.
- **China's Climate Challenges and Sustainability Efforts** – Analyzing China's climate challenges, clean energy leadership, and global role in combating climate change.
- **The Changing Nature of Chinese Politics** – Examining the consolidation of Xi Jinping's power, the role of ideology, and implications for governance and stability.
- **China's Geopolitical Ambitions and Strategic Rivalries** – Assessing China's ambition to reshape global governance, its regional assertiveness, strategic competition with the US and other major powers, and its implications for global stability.
- **China's Soft Power and Cultural Influence** – Investigating China's efforts to expand global cultural influence through education, media, Confucius Institutes, and diplomacy.
- **Demographic Challenges and Social Change** – Evaluating implications of demographic shifts, aging population, youth unemployment, urbanization, and changing social expectations.

**Course time: Fridays, 13:00h – 16:15h**

**Course dates: Sept (26), Oct (03/10/24), Nov (14/21/28), Dec (05/12/19)**

The course will be delivered in Hybrid form. Students may attend onsite in Basel or online from anywhere in the world.

### 1. Assessment

☒ Assessment with (online)presentation, report, groupwork, test etc. during semester

Students work in small groups to create a short video exploring one of the core themes of the course. The video should include existing published materials re-edited with a commentary and reflections from the students.

### 2. Literature

All literature will be provided via an online platform

### 3. Grading

☐ Pass-fail

☒ According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail