

CAP Introduction & Content

China Access Program (CAP) is a blended online and offline course module, aiming to inspire, influence, and educate international students, whilst creating global citizens ready to bridge cultures and establish cooperation between China and their home countries.

Each course will be delivered in sessions, each session will include online videos which provides students with a comprehensive understanding of core content and key ideas. The offline workshops are carried out by expert facilitators, then utilises interactive exercises, case studies and group discussion to encourage students to engage with the academic content of the course.

Together, online courses and offline workshops will provide students with an in depth understanding of contemporary China and how they can identify career development and business opportunities in China or with China.

CAP Course 1 - The Story of China's Modern Global Expansion

CAP Course 2 - China's Economic Development Model and What Makes It Different

CAP Course 3 - Changing Consumer Trends and China's Inland Development

CAP Course 4 - The E-Commerce Market in China: Innovation and Technologies

CAP Course 5 - The Entrepreneurial Mindset and Local Startup Ecosystems

CAP Course 6 - Opportunities and Challenges of Globalisation for Chinese Enterprises

CAP Course 1 - The Story of China's Modern Global Expansion

I. Topic and Description

In this course, students will connect current Chinese economic development plans with economic developments in their own respective countries by learning about these case studies as follows:

- Case studies of special economic zones in Russia
- Case studies of special economic zones in Thailand
- Case studies of Chinese enterprises such as Huawei, Mobike, Didi and Alibaba

II. Objectives

- Show the geographical coverage of the Belt and Road Initiative and its relevance to regional countries
- Show how the Belt and Road Initiative can help drive economic development of local economies
- Make introductions to large Chinese enterprises spearheading the global expansion of Chinese standards

III. Learning Outcomes

- International students need to connect current Chinese economic development plans with economic developments in their own respective countries
- Understand how industrial expansion and Chinese enterprises going abroad can help international students identify new prospective career opportunities in China

IV. Sessions

CAP Course One will be broken down into four sessions:

1. Introduction to The Belt and Road Initiative
2. China's Unique Economic Approach & Special Economic Zones
3. Industries Expanding Abroad
4. Chinese Companies Expanding Abroad

CAP Course 2 - China's Economic Development Model and What Makes It Different

I. Topic and Description

In this course, teachers will highlight and evaluate different parts of China's economic development such as:

- Economic policies, their implementation and the consequences, for example, policy experimentation during the 1980s and 1990
- Regional differences, bottom up initiatives and local innovations
- How the above contributed to China's economic development

II. Objectives

- Show different stages of economic development since 1979 and how it has impacted Chinese society, economic development and political structure
- Demonstrate how China's macro economic environment is different and how this brings unique challenges and opportunities

III. Learning Outcomes

- To understand why China's economic and political landscape is different when compared with other emerging economies
- For international students to understand an alternative approach for economic development

IV. Sessions

CAP Course Two will be broken down into four sessions:

1. Changes within the Chinese Economic Environment from 1979 - 2002
2. China's Export Driven Growth and International Trade from 2002 - 2010
3. Internet Companies and Innovation in China from 2010 - 2017
4. The China Model and Why It's Being Adopted by Emerging Economies

CAP Course 3 - Changing Consumer Trends and China's Inland Development

I. Topic and Description

In this course, teachers will highlight how the five year plans intend to boost certain industries and sectors; also identify opportunities in the China market, especially when it comes to import of certain goods and services.

II. Objectives

- Understand China's five year economic plans and how these plans contribute to the growth of certain industries
- Identify trends and gaps across different markets
- Understand the unique characteristics of different regions across China

III. Learning Outcomes

- Identify career opportunities in China by understanding how they could contribute to the market
- To better understand Chinese consumers and what makes them different
- To understand regional differences in China and how these differences influence different markets

IV. Sessions

CAP Course Three will be broken down into four sessions:

1. The Power of the Emerging Middle Class in China
2. Chinese Five Year Economic Plans: the 12th Five Year Plan and the 13th Five Year Plan
3. Inland China Economic Development and Opportunities This Could Bring
4. International Trade Opportunities as a Consequence of Changing Consumer Trends

CAP Course 4 - The E-commerce Market In China: Innovation and Technologies

I. Topic and Description

In this course, teachers will help students:

- Understand different operational systems and how they contribute to the scale of their e-commerce platforms
- Gain insights into different technologies that contribute to operational efficiencies
- Highlight key opportunities in the market and how international students can set up their own e-commerce businesses

II. Objectives

- Understand how the e-commerce platforms in China operate,
- Understand how e-commerce platforms in China use certain supply chains and distribution networks
- Understand how this impacts Chinese consumer choices and preferences

III. Learning Outcomes

- Understand the role that e-commerce platforms play in the lives of Chinese consumers
- Understand how these platforms provide small and medium enterprises with a platform for customer engagements

IV. Sessions

CAP Course Four will be broken down into four sessions:

1. Introduction to the Key Players in Chinese E-commerce Market
2. Supply Chain Theories and Understand How These Enterprises Operate
3. Modern Technologies and How They Contribute to Operational Efficiency
4. Challenges and Opportunities in E-commerce Landscape

CAP Course 5 - The Entrepreneurial Mindset and Local Startup Ecosystems

I. Topic and Description

In this course, teachers will help students:

- Understand theories of how business concepts are developed
- Access examples of how different entrepreneurs succeeded and failed in China
- Gain insights into how startup communities support each other and offer an unique environment for business growths

II. Objectives

- Understand the different startup communities across China and how they support local startups and entrepreneurs
- Understand how individuals create business concepts and turn these into business models, products and services

III. Learning Outcomes

- Cultivate the mindset that China nurtures and encourages entrepreneurship and the startup culture
- International students should understand how network and relationships support startup communities in China

IV. Sessions

CAP Course Five will be broken down into four sessions:

1. What Does It Mean to Be An Entrepreneur in China
2. The Different Methods of Creating A Business Concept
3. How Do Entrepreneurs Use Relationship Building to Grow Their Businesses in China
4. Local Startup Ecosystems and How These Communities Contribute to the Growth of Your Business

CAP Course 6 - Opportunities and Challenges of Globalisation for Chinese Enterprises

I. Topic and Description

In this course, teachers will help students:

- Understand different localisation theories
- Gain insights of successful and failed cases of localisation
- Appreciate what makes the China environment unique and difficult for international firms to enter
- Gain insights into how Chinese enterprises can better prepare for globalisation

II. Objectives

- Differentiate between globalisation strategies and understand their strengths and weaknesses
- Understand the particular set of challenges faced by Chinese enterprises going abroad

III. Learning Outcomes

- Better understand their value to Chinese enterprises currently expanding abroad and how they can create value for these enterprises
- To understand different globalisation strategies

IV. Sessions

CAP Course Six will be broken down into four sessions:

1. Theories of Globalisation and How Multinational Operate As They Rapidly Expand to Overseas Markets
2. Understand Different Localisation Methods and How They Can Be Applied to Chinese Enterprises
3. Identify Opportunities for Chinese Enterprises
4. Identify Challenges for Chinese Enterprises As They Globalise