

# Chinese Firms in Global Markets

Introduction Class



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# Plan for Today



**Who Are You?**



**Schedule**



**Rules**



**More Info**

# Who Are You?

## Basics

Name, where are you from, age, ect.

## Field of Study

So CBE, CLE, CPS, or something else? What would you study if you had to start anew?

## Something Memorable

Just come up with something fun to help me remember your name plz



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# Your Rules

come to class  
(yes, I know it's Friday)

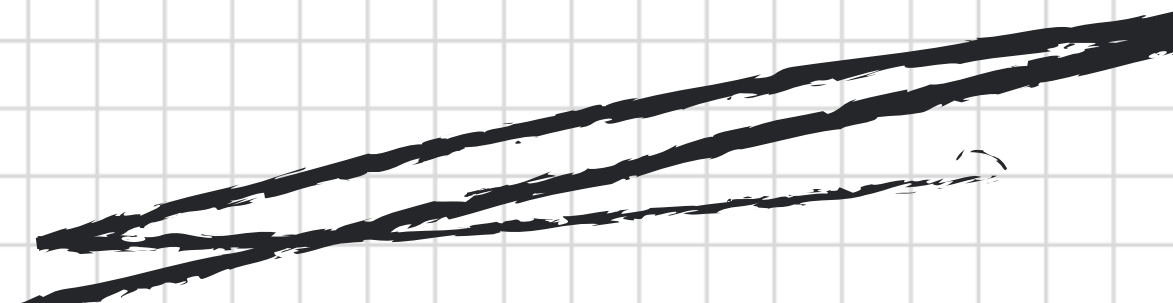
try to be on time  
(but come, even if you're running late)

participation makes the class more enjoyable for all of us

I will call on people anyway, so be prepared

try to find answers on your own

use your chance to get the bonus



# My Rules

come to class  
(I don't like Friday classes either)

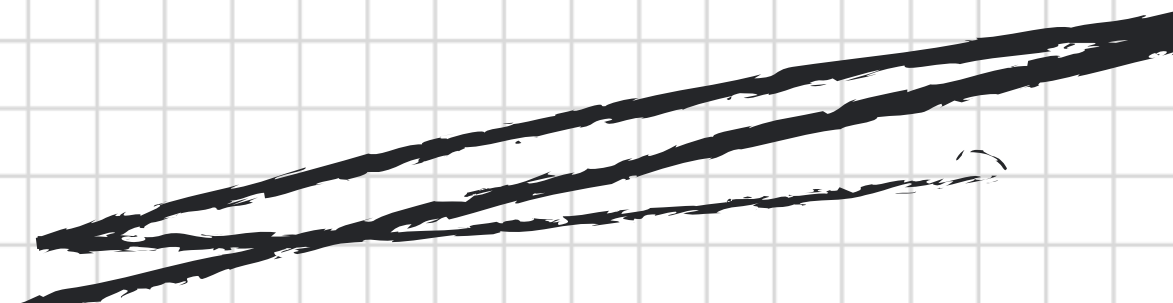
try to be on time  
(not a morning person, usually don't show up before 10)

I will make this class as informative and enjoyable as possible

I will try to provide references

after sincerely trying yoursleve,  
I will do what I can to help you out

use your chance to get the bonus or I'll have to prepare extra  
classes , which will be included in the exam



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02.05.2025 Electricity (SGCC)

09.05.2025 Telecom (Huawei)

16.05.2025 Luxury (ttf)

23.05.2025 Sports (Suning)

30.05.2025 Aviation (COMAC)

06.06.2025 Media (ByteDance)

13.06.2025 Film (WANDA)

20.06.2025 Mobility (BYD)

27.06.2025 Fashion (SHEIN)

04.07.2025 Presentations I

11.07.2025 Presentations II

18.07.2025 Q&A



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# Exam Information

## Exam

- Run-off-the-mill exam
- Most likely a written exam

## Bonus

- 20% of your combined grade
- presentaion + class participation

## Extra Information

- 50% of your COMA grade
- Bonus can only increase your grade



# Bonus

## What?

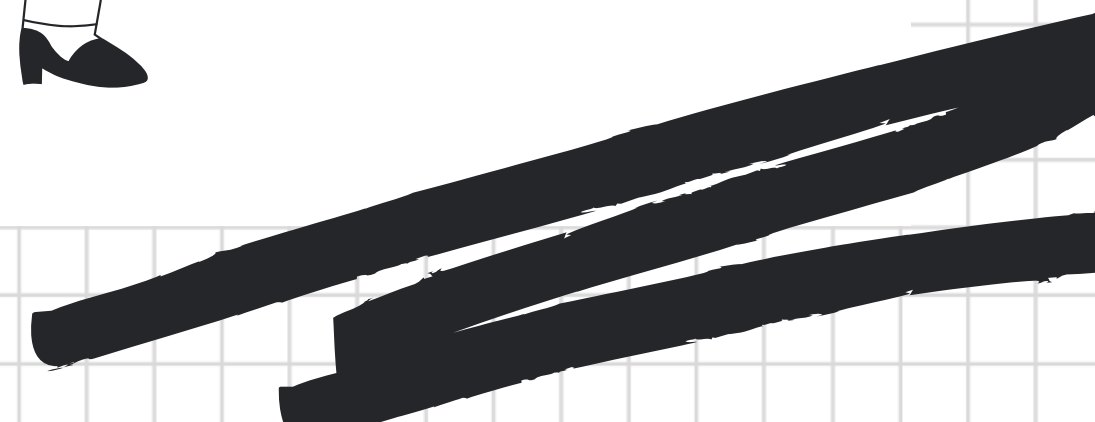
15 minutes about the internationalization of a Chinese company of your choice

## Who?

Either alone or in groups of two (time stays the same; more lenient with one-person presentations)

## When?

Depending on the number of groups on both  
July 4 and 11



# Homework

- read the text in the internationalization strategy of the State Grid Corporation of China. It's quite interesting!
- you will be quizzed on the text at the beginning of the next lesson :)

# Questions?

