Course Title:

China Rural Economy

Course Code:
Credits: 2
Teaching hours: 32
Prerequisites:
Semester: Spring Semester

Lecturer's Information:

Name: Dr. Xing ZHAO
Office Hour: after class （pre-booking is required）
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Course Description:

The primary goals of this course are to prepare the students to see the differentiations between rural and urban China and understand the mechanism behind directed by the economy theories and marketing philosophy educated in the classroom. Emphasis is also placed on the China food market. By the end of the semester, students will gain a better understanding of rural China as well as Chinese food supply chain.

Aims and Objectives:

In this course we seek to:

1. Introduce you to key differentiations between rural and urban China and mechanism behind this circumstance

2. Develop your skills in rural economy analysis

3. Enhancing your problem analyzing and decision-making abilities in China food market

We explore theory and practice that draws on rural development, sustainability, food safety and international agrifood trading. We use cases, reading materials, and

discussions to provide an integrating picture and hand on problem solving skills. We encourage a variety of perspectives in the classroom.

Teaching Methods:

Teaching methods will involve a combination of formal lectures, group work, case study, presentation, and multimedia show.

Students will be encouraged to explore the application of concepts learned through the use of contemporary cases/reading materials.

Assessment:

Final Examination	50%
Class performance, individual presentation, mid-term test	40%
Attendance Check	10%
Total	100%

To achieve a pass grade in this course, students must obtain 60% or more as an aggregate mark on the assessment.

Examination content:

90-minute mid-term examination; 120-minute examination at the end of the semester. The examinations are designed to cover the learning outcomes and to test skill development. Questions are set to test students' ability to apply knowledge learned in the classroom.

Class performance, and individual/team presentation:

The assessment of Class participation and performance is provided through the classes in which students are required to attend the class and present their opinions based on case studies.

Your Input:

Including time spent in lectures and classes, you should expect to spend an average of approximately 5 hours per week on this course. You will be expected:

- to review your lecture notes and follow up references on each lecture topic;

- to prepare for each class discussion in advance by reading and preparing outline answers to questions and notes to form the basis of discussion;

- to work through lecture notes and other material regularly to check your understanding of the concepts and models discussed, and to raise any difficulties with your lecturer.

Course outline:

Chapter 1: Understanding the differentiation between rural and urban China and forming students' own ideas about what are mechanism behind this circumstance. It is a solid foundation for all follows

Chapter 2: Making the student to understand rural China economy. Explaining the advantages and problems in current rural China

Chapter 3: Introducing potential rural developing strategies and understand advantages and disadvantages of each strategy.

Chapter 4: Helping students to know current research trends related to rural China

Text Books and Indicative Reading List:

CBBC (China-Britain Business Council). 2015. "China Middle Income Consumers." China-Britain Business Council. http://www.cbbc.org/cbbc/media/cbbc_media/KnowledgeLibrary/Reports/Sector%20Profile/CBBC-China-s-Middle-Income-Consumers.pdf

Fukase, Emiko, and Will Martin. 2016. "Who Will Feed China in the 21st Century? Income Growth and Food Demand and Supply in China." Journal of Agricultural Economics 67(1): 3-23.

Huang, Kuo, and Gale Fred. 2009. "Food Demand in China: Income, Quality, and Nutrient Effects." China Agricultural Economic Review 1(4): 395-409.

Mao, Yushi, Nong Zhao, and Xiaojing Yang. 2013. Food Security and Farm Land Protection in China. Singapore: World Scientific Publication

Zhou, Zhangyue, Hongbo Liu, and Lijuan Cao. 2014. Food Consumption in China: The Revolution Continues. Cheltenham: Edward Elgar.

Zhou, Zhangyue. 2017. Achieving Food Security in China: The Challenges Ahead. London: Routledge

Calendar of TeachingActivities:

	Activities	Chapters	Things to remember
Week 1	Lecture	Introduction: rural and urban China	

Week 2	Lecture/case analysis	Rural China—food security	
Week 3	Lecture/case analysis/	Rural China—food crisis	
Week 4	Lecture/case analysis	Rural China—private/government owned companies and employees	
Week 5	Lecture/case analysis	Presentation and discussion: differentiations around the world	
Week 6	Lecture/case analysis	Presentation and discussion: differentiations around the world	
Week 7	Case analysis	Mid-term exam	Group work
Week 8	Lecture/case analysis	Rural development: branding/GI practice	
Week 9	Lecture/case analysis	Rural development: tourism	
Week 10	Lecture/case analysis	Rural development: e-commerce	
Week 11	Lecture/case analysis	Rural development: various strategies	
Week 12	Lecture/case analysis	Presentation and discussion: differentiations around the world	
Week 13	Lecture/case analysis	Presentation and discussion : differentiations around the world	

Week 14	Lecture/case analysis	Chinese consumers and food consumption	
Week 15	Lecture/case analysis	Chinese consumers and forest products	
Week 16	Lecture/case analysis	Review and discussion	