EE6612 Studies on Electronics Industry in China and Asia Pacific

http://www.cityu.edu.hk/pg/current/course/EE6612.htm

Course Aims

• This course aims at enabling the students to engage in depth studies on operation of electronics business and industry in China and in Asia Pacific countries such as Japan, South Korea or Taiwan.
Teaching and Learning Activities

• Lectures
• Forums
• Company visits
• Group activity reports
• Literature Research
• Oral Presentation
• Class Discussion
Lecture: Industry Globalization

• The present-day industry is truly global and touches all our lives in ways we cannot imagine.
Lecture: Electronics Industry in Hong Kong

• **Infrastructure**
  – Top business infrastructure (e.g. airport, local transport, MTR), First world freedoms

• **Unique blend of East and West**
  – Educated, cosmopolitan population
  – Trilingual replacing bilingual

• **Open market, services oriented economy**
  – Focused on China and the West
  – World’s largest port; key finance center
Lecture: Electronics Industry in China

• The electronic information industry in China grew rapidly after the liberalization of the economy under the national strategic policy of accelerating the "informatization" of its industrial development.

• As of 2011, China has become the world's largest market for personal computers.

• The main areas of China’s electronics industry are computer-related goods (including software), communication equipment, electronic parts and household entertainment equipment.
Lecture: Electronics Industry in Japan

• The Japanese electronics industry is the largest consumer electronics industry.

• Japanese companies have been responsible for a number of important innovations, including having pioneered the transistor radio and the Walkman, the first mass-produced laptops, the VHS recorder, and solar cells and LCD screens.

• Though the share of these Japanese companies gradually declined by competition not just from South Korea and Taiwan, but increasingly from China.
Lecture: Electronics Industry in Korea

• The technologies, manufacturing procedures, capabilities, and infrastructure that have made the Republic of Korea successful in the electronics industry.

• Many have analyzed the reasons for Korea’s amazing electronics industry growth, looking at its proactive acceptance of technology, value-added development with enhanced performance, and quick transition through industrial structuring.
## Assessment Tasks/Activities

<table>
<thead>
<tr>
<th>Type of assessment tasks</th>
<th>Weighting (if applicable)</th>
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<tbody>
<tr>
<td>Continuous Assessment</td>
<td>100%</td>
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<td>2 Reports (50%)</td>
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<tr>
<td>2 Oral Presentations</td>
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<td>(30%)</td>
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<td>Attendance (20%)</td>
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<tr>
<td>Examination</td>
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<td>Written exam</td>
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