

HURON UNIVERSITY COLLEGE
DEPARTMENT OF FRENCH AND ASIAN STUDIES
CHN 2240F: Understanding Chinese Business Culture 1
September 2018

Classes: Monday 8:30 am – 11:30 am in HC Classroom W101

Instructor: Dr. Clare Gordon (傅守超)
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Office Hours: Monday, Tuesday & Thursday 11:30 am – 12:30pm, or by appointment.

Course Descriptions:

This course is an intensive study of socio-cultural underpinnings of China's domestic and international business. All lectures are in modern Chinese language. Discussion of selected readings from Chinese and English print and internet resources will give the student language and cultural skills crucial to understanding business interactions in China.

The course provides an overview and analysis of Chinese business culture, its behavioural patterns, and habits of thought from both Chinese and Western perspectives. Basic theories of practices pertaining to corporate cultures will be introduced. Classroom work is highly interactive based on discussion of real-world cases illustrative of Chinese business. Critical analysis of selected works will concentrate on advancing an awareness of the role of Chinese culture in business.

Objectives:

This course will help students to understand the essential cultural elements for business success in China in the 21st century. By active participation and diligent work throughout the course, a student will be able to acquire the theoretical and practical knowledge and skills necessary to function comfortably and confidently in the Chinese business community. While taking this course, students will be invited to:

- 1) Gain insight into the theories of culture for effective business interaction in China;
- 2) Develop familiarity with key authors and current publications on cultural issues in Chinese business;
- 3) Acquire skills to identify and evaluate the impact of culture on business activities;
- 4) Demonstrate a capacity to research Chinese business culture using scholarly methods;
- 5) Apply improved competence in communicating research results in modern standard Chinese.

Readings:

The cases discussed in class are accessible online via the Western library:

Hamilton, S. & Zhang, J. A. (2012). *Doing Business with China: Avoiding the Pitfalls*. Basingstoke: Palgrave Macmillan.

Other required readings (in English or Chinese) are selected from academic books, journals, newspapers, annual reports, and other Chinese and North American business sources. They are available online and will be identified in class or on OWL.

Evaluation:

Make-up for missed tests or assignments can be arranged **only** for documented medical and emergency reasons.

1. Preparation and Contribution 20%

This involves (5%) class attendance, (5%) preparation of assigned readings for class discussions, and (10%) contribution: individual participation in discussions by summarizing readings, analyzing cases, presenting additional relevant information, asking meaningful questions. Marks will be given and recorded for each class.

2. Written Tests 40% (2 x 20%)

There will be two 90-minute written tests scheduled on:

Test 1: **October 15**

Test 2: **November 12**

The format will be multiple-choice questions and short essays covering lecture and reading materials. Essay questions will be given three classes in advance of the test. Answers to multiple choice questions will be evaluated in class immediately following the test.

Not allowed during the tests is use of any English/Chinese dictionary (paper or electronic), or any electronic device (such as cell phone, calculator, PDA).

3. Research Paper 40%

This assignment requires a research paper in Chinese of 3500 characters approximately (typed, double-spaced), excluding references, footnotes, and an abstract. The paper should follow APA style.

Papers are due in class on **December 3**. Submissions received after 8:30am on the due date will be considered one day late. Late papers will be penalized by a deduction of 10% per calendar day.

Students are to explore a particular topic in Chinese business culture chosen from the course's required readings, analyzing the sources and comparing different presentations of and perspectives on the topic. Any student who wishes to write on a topic not discussed in the readings must first obtain approval from the instructor. *More detailed instructions on the content, style, evaluation criteria, and methods of submission will be available in class.*

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Sep.-Dec. 2018

Dr. C. Gordon

Lecture Topics
Assignments

WEEK 1 Sep. 10	40 Years “Open for Business” 中国当代企业家；中国商务文化
WEEK 2 Sep. 17	Theories and Methods of Understanding Business Culture Discussion 1: 中国软实力与企业文化力
WEEK 3 Sep. 24	When in China, do as the Chinese do Discussion 2: 入乡随俗、客随主便
WEEK 4 Oct. 1	The Chinese Way in Business Discussion 3: 财富无处不在
Oct. 8.	<i>No Regular Classes. Fall Reading Week</i>
WEEK 5 Oct. 15	Chinese Merchant Groups Discussion 4: 21世纪的中国商帮 Written Test #1
WEEK 6 Oct. 22	Social Status of Business in Chinese Culture Discussion 5: 大款、儒商、企业家
WEEK 7 Oct. 29	Changing Government-Business Relations Discussion 6: 变化中的政商关系
WEEK 8 Nov. 5	Growing Value through Cultivation of <i>Guanxi</i> Discussion 7: 运作关系、回报收益
WEEK 9 Nov. 12	The New Middle Class in China Discussion 8: 中国企业文化模式 Written Test #2
WEEK 10 Nov. 19	Evolving Chinese Cost-Benefit Thinking Discussion 9: 中国特色的生意经
WEEK 11 Nov. 26	Chinese Models of Business Success Discussion 10: 全球思维、地方经营
WEEK 12 Dec. 3	Term Paper due. Oral Presentation of Abstracts 学生口头交流学期论文摘要

The Appendix to Courses is posted on the OWL course site.