

HURON UNIVERSITY COLLEGE
DEPARTMENT OF FRENCH AND ASIAN STUDIES
CHN 2241G: Understanding Chinese Business Culture 2
Winter 2019

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: Tuesday & Thursday 11:30 am – 12:20 pm, or by appointment.

Course Descriptions:

An intensive study of spoken and non-verbal communication in the cultural context of contemporary Chinese business. Classes are conducted in modern Chinese. The course examines predominant Chinese business values and behaviours, comparing them with those found in non-Chinese societies. Survey results and empirical data are studied. Discussion of real cases helps the student to develop an awareness of cultural differences that may be encountered in doing business with the Chinese in China.

The course presents basic theories and approaches to understanding the role of Chinese culture in business. The learning method is enquiry-based. Students critically evaluate the selected readings and cases to understand cultural variations in business practices. Class discussions are an opportunity for the student to gain the knowledge and skills to analyze and identify Chinese business cultural strategies and to bridge cultural divides.

Objectives:

This course will help students to gain insight into the radically transformed and rapidly evolving Chinese business world. Through active participation and diligent work throughout the course, a student will develop an increased awareness of cultural expectations essential for effective business interaction. 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.

Required Readings in English will be selected from the books below:

e-book access available online via Western Libraries. Detailed reading list will be available at the course OWL site.

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

Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*. Revised and Expanded 3rd ed. New York: McGraw-Hill.

Holloman, D. M. (2013). *China Catalyst: Powering Global Growth by Reaching the Fastest Growing Consumer Markets in the World*. Hoboken, New Jersey: Wiley.

Randau, H. R. & Medinskaya, O. (2015). *China Business 2.0: Analyze the Economy, Understand the Society, and Manage Effectively*. Cham: Springer.

Additional required readings (in the English and Chinese languages) will be selected from academic journals, newspapers, annual reports, and other Chinese and North American business sources. Where available, electronic links to these readings will be provided on course OWL.

Evaluation:

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

1. Preparation and Contribution 20% (Recorded Every Class)

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: **February 4, 2019**

Test 2: **March 11, 2019**

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, etc.).**

3. Term Paper 40%

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

Papers are due in class on **March 25, 2019**. Submissions received after 9:00am 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 write on a particular topic in Chinese business culture from the course-required readings and approved by the course instructor, regarding which they will analyze and compare different perspectives on the assigned topic. *More detailed instructions on the content, style, evaluation criteria, requirements, and methods of submission will be available in class and on OWL.*

Chinese 2241G: Understanding Chinese Business Culture 2

Jan.-Apr. 2019

Dr. C. Gordon

Lecture Topics
Assignments

WEEK 1 Jan. 7	Business Environment and Practices Introduction: 国情与商务	
WEEK 2 Jan. 14	Studying Cultural Differences Discussion 1: 商务文化的基本内容与功能	
WEEK 3 Jan. 21	Contemporary Patterns of Communication Discussion 2: 中国企业家精神	
WEEK 4 Jan. 28	Great Expectations Discussion 3: 新型小资消费	
WEEK 5 Feb. 4	Catalysts for Consumption Discussion 4: 支付宝	Written Test #1.
WEEK 6 Feb. 11	Political Feelings Discussion 5: 中国人情	
<i>Feb. 18</i>	<i>No Classes</i>	<i>Spring Reading Week</i>
WEEK 7 Feb. 25	Crowd Sourcing to the West Discussion 6: 全民创业奔小康	
WEEK 8 Mar. 4	Markets for the People Discussion 7: 共享经济、实干兴民	
WEEK 9 Mar. 11	Framing to Branding Discussion 8: 品牌战略、面子消费	Written Test #2.
WEEK 10 Mar. 18	China-based Innovation Discussion 9: “国字号”创新	
WEEK 11 Mar. 25	Oral Presentations of Abstracts 学生口头交流学期论文摘要	Term Paper due.
WEEK 12 Apr. 8	Evolution of Chinese Business Culture Discussion 10: 中国商务文化方兴未艾	

Appendix to Course Outlines

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enrol in it without them, you may be removed from this course and it will be deleted from your record. If you enrol in this course despite having already taken an antirequisite you may be removed from this course and it will be deleted from your record. Removals for these reasons may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites or for having already taken the antirequisites.

Conduct of Students in Classes, Lectures, and Seminars

Membership in the community of Huron University College and the University of Western Ontario implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the *Code of Student Conduct* at:

<https://huronuc.on.ca/sites/default/files/pdfs/Code%20of%20Student%20Conduct.pdf>

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Academic Accommodation for Medical/Non-Medical Grounds

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

- (a) **Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising**

University Senate policy, which can be found at

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf,

requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform_15JUN.pdf.

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

**(b) Accommodation on Medical Grounds for assignments worth less than 10% of final grade:
Consult Instructor Directly**

When seeking accommodation on medical grounds for assignments worth less than 10% of the final course grade, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

(c) Non-medical Grounds: Consult Instructor Directly

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student’s request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student’s ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Statement on Academic Integrity

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;
- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;
- Unauthorized collaboration;
- Fabrication of results or sources;
- Purchasing work and representing it as one's own.

Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Dean's Office, and this record of the offence will be retained in the Dean's Office for the duration of the student's academic career at Huron University College.

All required papers may be subject to submission for textual similarity review to the commercial

plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence,
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Policy on Special Needs

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post that information on the Huron website, <https://huronuc.on.ca/about/accessibility> (“Cancellations and Closures”).

Mental Health @ Western

Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Academic Advising

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation [see above], students should contact an Academic Advisor in Huron’s Student Support Services (huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <https://huronuc.ca/student-life-campus/student-services/academic-advising>

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at:

<https://huronuc.ca/student-life-campus/art-social-science>