



**COURSE INFORMATION**

**Course Title:**

LIN 203-Chinese Business Language and Culture

**Semester:**

Summer 2019

**OVERVIEW**

It is widely believed that China will play a key role to reshape the world economy in the 21<sup>st</sup> century. Yet many people find it extremely difficult to understand Chinese culture, laws and regulations, social values and economy. This course is designed for students who have interest in doing business in China or want to know more about Chinese business culture. A series of lectures will provide students a comprehensive understanding on China's unique business environment, innovations and economic development, gives insight into the Chinese culture, social values and economy.

By attending this course students will gain knowledge on China's laws and regulations, how to work and live in China, and build business networks. This course provides a unique opportunity for students to gain necessary knowledge and skills in managing cross-cultural communications and doing business in China.

**LEARNING OUTCOME**

Aim of this course is to provide students with a comprehensive understanding about the contemporary business environment in China. This course also highlights social, cultural, economic challenges and opportunities for individuals and/or firms expecting to do business there.

Upon successful completion of the course students will have knowledge and skills to:

- a comprehensive knowledge on China's history, culture, political and legal system, socio-economic issues; and develop an understanding on how these factors are inter-related for doing business in China,
- understand the importance of business networking and how it works in China,
- gain a comprehensive knowledge on China's economic growth and contemporary economic factors,
- improve communication skills for Chinese business engagement,
- be better prepared for further education or a professional career in China-business related areas such as foreign policy, cultural exchange programs, global entrepreneurship or multinational corporations.

**PREREQUISITES**

Principles of Microeconomics, and Principles of Macroeconomics. Those who have not met those prerequisites must obtain a permission from the course instructor in order to take this course.



### ·CLASS HOURS

Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.

### LEARNING RESOURCES

#### **Suggested text book:**

Doing Business in China 4th Edition, Authors: Tim Ambler, Morgen Witzel, Chao Xi

#### Additional reading:

- Alibaba: The House That Jack Ma Built Hardcover (2016)  
by Duncan Clark (Author)
- Dealing with China: An Insider Unmasks the New Economic Superpower (2015)  
by Henry M. Paulson

#### **Case Analysis (suggested Academic Articles)**

- Interpersonal relations in China: Expatriates' perspective on the development and use of guanxi (2018), by Ying Guo, John Bensonc, Ying Zhu, Peter J.Dowling
- Religious belief and international business negotiations: Does faith influence negotiator behaviour? (2018) Christopher Richardson, Hussain Gulzar Rammal

#### **Guideline for Group Assignment**

The purpose of the assignment is to give students an opportunity to familiarise themselves with the business environment in China. This is a major group assignment for this course. The group has to choose a Chinese multinational/local company operating in China. Students can use existing case study, company website, industry report, stock market report, company brochures, newspaper articles, and any other reliable sources to obtain information about the chosen company.

#### Sections of the business report

- Title page
- Contents
- Executive Summary
- Introduction
- Main body/Findings/Discussions
- Conclusions
- Recommendations
- References
- Appendices



WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	<b>Part 1</b> The Road to Cathay	Chapter 1
	2	Through a Glass Darkly: China from a Western Perspective	Chapter 2
	3	The Furniture of the Mind	Chapter 3
	4	Relationships and Regulations	Chapter 4
	5	Business and the Law	Chapter 5
2	1	<b>Group Project Workshop:</b> <ul style="list-style-type: none"> <li>• Form group</li> <li>• Choose a topic</li> <li>• Discussion on Report structure</li> <li>• Decide on Group rules and responsibilities</li> </ul>	
	2	<b>Part II</b> Creating Harmony: Alternative Venture Formats in PRC	Chapter 6
	3	<b>Presentation and Discussion on Case Analysis</b>	
	4	The Marketing Mix	Chapter 7
	5	The Marketing Process	Chapter 8
3	1	Rightness and Correct Form: The Yi and Li of Relationships in China	Chapter 9
	2	Western and Chinese Commercial Thinking	Chapter 10
	3	<b>Presentation and Discussion on Case Analysis</b>	
	4	Special Topics: religious makeup of China; cultural revolution, reform and their impacts on today's business and mindset.	
	5	<b>FINAL EXAM</b>	
ASSESSMENT			
Assessment Task		Weight	
CLASS PARTICIPATION		10%	
ONE-PAGE WRITTEN PAPER		15%	
SMALL GROUP CASE PRESENTATION		15%	
2 CASE ANALYSIS (15% each)		30%	
<b>Final Exam</b>		<b>30%</b>	
<b>Total</b>		<b>100%</b>	



## HOMEWORK, CLASS ATTENDANCE, AND PARTICIPATION

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (10% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion. It is important that you read the assigned readings as background information on the issue/topic *before* each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

*Please note the following:* In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 33% of this course) will be *grounds for failure*. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions.

Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand**. Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?



- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments “safe?”
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

### ONE-PAGE WRITTEN PAPERS (2)

Each student must submit a one-page written paper at the end of each of the first two weeks, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class; the second weekly questions will be provided at the end of the prior week.

### SMALL GROUP CASE PRESENTATION

Students will be assigned to a small group and each of these groups will make an in class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.

### COURSE GRADING

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage	
A	80-100	
B	70-79	
C	60-69	
D	50-59	
E	0-49	

### ACADEMIC INTEGRITY

The academic ethics codes of the school are applied in this class. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details regarding the code.

### DISABILITY ACCOMMODATION

Any student who needs special accommodation due to the impact of a disability should contact the instructor and/or the university within the first week of the class.