



---

## STUDY & INTERN ABROAD PROGRAMS

---

Ph. 1.212.931.9953 • Fx. 1.212.528.2095 • info@KEIabroad.org • www.KEIabroad.org  
63 Sickletown Road • West Nyack • New York • 10994 • USA

### **COURSE DESCRIPTIONS & SYLLABI BUSINESS & POLITICS COURSES**

**Host Location:** Beijing, China  
**Host Institutions:** University of International Business and Economics  
**Prepared by:** Knowledge Exchange Institute

The following course descriptions and syllabi have been provided by the University of International

# University of International Business and Economics

## Marketing in China

---

### **I. Course Description**

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

### **II. Course Objective**

The primary objective of this course is to expose you to issues involved in China's marketing. The Chinese business is becoming increasingly more aware of the international marketplace and is looking for employees with international expertise. It is impossible in any one course to teach you how to market every product in every country. In this course, we will look at general examples and frameworks of China's marketing through lectures and class discussions. We will also look at some specific examples of how to market products China through the group project. By providing the framework and one in-depth example, students should be able to apply their knowledge of marketing to the Chinese situations.

### **III. Format and Class Policies.**

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each week. Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the

terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

#### **IV. Course Texts:**

- a) Required Textbook: Reading Materials prepared for the course.
- b) Cateora, Philip and Graham, John, *International Marketing, 13th Edition*  
McGraw-Hill

#### **V. Course Requirements and Grading Procedure.**

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

**GRADING:** Grading will be made up as follows:

Class participation:	10%
Mid-term exam:	30%
*Final presentation	60%
Total	100%

#### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A <sup>-</sup> =89-91	B <sup>+</sup> = 85-88	B=81-84	B <sup>-</sup> =77-80;
C <sup>+</sup> = 73-76	C=70-72	C <sup>-</sup> = 60-69	F=failure (below 60)	

#### **VI. Academic Integrity**

*Students are responsible for knowing policy regarding academic honesty.*

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting

substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change.

<b>Class / Week</b>	<b>Chapter Title or Topic</b>	<b>Chapter Assignment</b>
1	Trial lecture	
2	Introduction, outline and beginnings	Ch.1-2
3	Current Situation of Marketing in China	Ch.3
4	Global and China's Business Environment	Ch.4-5
5	Cultural impacts on marketing	Ch.7-8
6	Business Customs and Practices in China's Markets	Ch.6
7	Mid-term Exam	
8	China's Political Environment	Ch.9-10
9	Field trip	Field trip report Ch.12-13
10	Branding in China	Ch.14
11	Distribution Channels in China	Ch.16
12	Advertising and Promotion in China	
13	Students' presentation of the final paper	

*While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.*

### **Week 1: Trial lecture**

This week, we have a lecture entitled "overview of China's economy", students decide if they would like to take the course or not.

## **Week 2: Introduction, outline and beginnings**

We get acquainted with each other, and talk about how to do business in China

## **Week 3: Current Situation of Marketing in China**

We will examine China's market in terms of Demographic Information, Economy information, Imports and exports, Global economy, and China business tips

## **Week 4: Global and China's Business Environment**

In this week, we will examine the business environment of China in the coming years with the aid of a PPT and discussions.

Edward Tse, China's Five Surprises (Strategy+business: Winter, 2005)

Jack Stratton, The Straight and the Narrow (US-China Business Council: Jan.12, 1998)

## **Week 5: Cultural impacts on marketing**

Marshall Goldsmith, Crossing the Cultural Chasm (Businessweek, May 30, 2007)

Wensen Li, Chinese Culture and Customers (Fudan University, lecture notes)

Breaking through the Great Wall: Doing Business with the Chinese  
(Knowledge@Wharton, March 28,2001)

Selling to the Local Chinese Market: An interview with Lenovo's Deepak Advani and BCG's HI Sirkin (Knowledge@Wharton, Oct. 16,2006)

## **Week 6: Business Customs and Practices in China's Markets**

Piset Wattanavitukul, Lessons from the Chinese Marketing Battlefield (Awakening Dragon-Doing Business in China, Feb./Mar.2003)

One Billion, Three Hundred Million: The New Chinese Consumer  
(Knowledge@Wharton, Oct.16, 2003)

The Changing Face of Management in China (Knowledge@Wharton, June 01, 2005)

## **Week 7: Mid-term Exam**

## **Week 8: China's Political Environment**

This week we will examine China's political structure. The fast development of

China's economy

Broken China (Businessweek, July 23,2007)

Political environment- who are the decision makers?

([http://www.china-britain.org/sistem\\_china/3\\_political.html#political](http://www.china-britain.org/sistem_china/3_political.html#political))

### **Week 10: Branding in China**

The world has witnessed China's rapid economic development in the past two decades, yet few of China's own brands have been recognized.

The Branding of China (Businessweek:, Nov.10,2004)

Building Brands in China (Businessweek, Nov.22,2005)

Shaun Rein, The Key to Successful Branding in China (Businessweek, Sept.25,2007)

Sourcing From China: No longer Just for Shoes, toys and Clothes

(Knowledge@Wharton, June 1, 2005)

'Quality Fade': China's Great Business Challenges (Knowledge@Wharton, July 25, 2005)

TCL's Dongsheng Li: "We Should Control and Own Our Brands"

(Knowledge@Wharton, June 1, 2005)

BW's 20 Best Chinese Brands (Businessweek, Aug.25, 2006)

### **Week 11: Distribution Channels in China**

Piset Wattanavitukul, Why Distribution is key to Marketing in China (Awakening Dragon-Doing Business in China, December, 2002)

Navigating the Labyrinth: Sales and Distribution in Today's China

(Knowledge@Wharton, Oct.16, 2006)

China is Trying to Cope with its Logistics Challenges but Gaps Persist

(Knowledge@Wharton, June 1, 2005)

Sun Haiyan, Production, Supply, and Marketing of Chinese Cabbage Stored for Winter Consumption in Beijing (EDI Development Policy Case Series Teaching

Cases No.2: Case Studies of Chinese Economic Reform, 1996), pp 31-50

**Week 12: Advertising and Promotion in China**

Yuan Wang, Xinsheng Zhang & Rob Goodfellow, Effective Marketing (*China Business Culture Strategy for Success* Published by Talisman 2003) pp201-237

**Week 13: Final presentations**

Students work in groups (with 4-6 people in a group) to present any topics in relevant with China's marketing or any other topics that have agreed upon by the professor.

School of International Education, UIBE

# China's Economic and Business System

Fall

## Syllabus

Instructor: Prof. ZHAO Zhongxiu, Ph.D

### Aims and Objectives of the Course

- Aims

The course aims to provide an introduction to China's overall economic and institutional environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market.

- Objectives

On completion of this course, students will be able to:

1. Appreciate how China's recent economic and political history has shaped its business environment for local and foreign firms. Understand the economic policies in China in the era of economic transition and catching up.
2. Apply basic principles to understanding the management of international business in the Chinese context.
3. Understand the advantages and disadvantages of exporting, licensing and foreign direct investment as market servicing strategies for China.
4. Be aware of the political, economic, legal and social factors that will most impact on foreign business in China, and to have insight as to how these are best managed.
5. Comprehend the opportunities and challenges for foreign firms in selected Chinese strategic industries.
6. Explore the key factors in China's Development Model and challenges for sustainable development in China.



## Course Approach

- Teaching Approach
  - Primarily lecturing and case method
  - Class discussion as an important learning channel
  - Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
  - Tutorial
  - Cumulatively building and applying
  
- Lots of feedback – two ways
  - Me to you – both individual and class level
  - You to me – periodic, anonymous informal questions
  
- Course materials
  - No Textbook
  - Teaching notes
  - Supplementary articles, internet sources, to be distributed
  
- Team project
  - Up to 4 students form a team
  - Assignments and term paper by team
  - Term paper (4000 words)
  
- Basis for grades
  - Class Participation – 10%
  - Assignments – 20%
  - Term paper – 40%
  - Team presentation– 30%

## Class Policies and Ground-Rules

- Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

- Promptness
  - We are going to start on time; persistent or serious lateness will be frowned upon
  - Conversely, I will not keep you beyond the end of class
  
- Academic Integrity
  - You are expected to prepare your own team work
  - Plagiarism or cheating in any form will result in failure in the course

### Course Schedule

Lecture	Time	Topic
1	Sep.15	Introduction to China's economic and business environment
2	Sep.29	China's governmental, administration and bureaucratic systems
3	Oct.13	State Owned Enterprises in China
4	Oct.20	Private Sector in China
5	Oct.27	Managing Foreign Business in China (1)-Entry Mode and Partner Selection
6	Nov.3	Managing Foreign Business in China (2) – HR and Marketing
7	Nov.10	Managing Foreign Business in China (3) – Products , Production and SCM; IPR, Technology Transfer and R&D
8	Nov.17	Financial System in China
9	Nov.24	China's Social Security System
10	Dec. 1	China's Regional Development
11	Dec.8	China and the World: FTA,WTO and Go Global
12	Dec.15	<b>Presentation and Final Exam</b>

# Course Outline

## 1. Introduction to China's economic and business environment

In this introduction lecture, I will cover the following topics:

- Overview
- China Profile as a world largest LDC and emerging power
- Features of Chinese economy
- China's experience for reform and openness
- China's stimulus plan to trickle down global financial crisis

## 2. China's governmental, administration and bureaucratic systems

In this chapter, you will understand China's unique political and civil system combined with traditional Chinese civil norms, modern democratic state and communist regime. The topics include:

- Understanding brief history of Chinese economy and system choice
- The Chinese governmental and bureaucracy system
- The role of Chinese Communist Party in Chinese society
- The coming reform

## 3. State Owned Enterprises in China

State Owned Enterprise (SOE) plays strategic role in socialist market economy. In this chapter, we will discuss the origin of SOE, the problems which SOEs faced and the process of SOE restructuring. Case studies are employed to analyze China's industrial sectors like automobile, telecommunications and business opportunities for foreign firms to cooperate with China's SOEs. The topics include:

- The basic of traditional SOE
- Problems of SOEs since 1990s and reform of SOEs.
- SOE regulations, new SOEs and anti-trust in China
- SOE, China's MNCs and go global strategy

## 4. Private Sector in China

Expansion of private sector in China is a driving force for China's economic miracle. In this lecture, we will discuss private sector in China in a SWOT model. The main topics will cover:

- History of China's private sector and Chinese culture towards private business
- SOE reform and opportunities for private business

- China's economic growth and private sector development
- Discrimination against private business in China
- Obstacle of private business

#### **5. Managing Foreign Business in China (1)-Entry Mode and Partner Selection**

China opened its door to the world and attracted numerous foreign investments towards China. In this chapter, we will introduce China's policies towards foreign business and how to make decision to select business partner in China. The topics will cover:

- China's policy for foreign investment industries
- Procedure of investment in China
- Market entry mode to China's market
- Selection of business partner in China
- Negotiations with Chinese stakeholders

#### **6. Managing Foreign Business in China (2) – HR and Marketing**

In this chapter, we deal with the issues of human resource and marketing for foreign enterprises in China when they decide to entry into Chinese market. The topics include:

- Recruitment, training, wages, retention of HR for foreign business
- China's Hukou system and labor migration
- Career development and competition for talents
- Marketing strategies and localization in China
- Challenges for distribution in China
- Chinese customers behaviors and marketing techniques

#### **7. Managing Foreign Business in China (3) – Products , Production and SCM**

In this chapter, we deal with how to effectively produce the right products and services in China. Case studies are used to demonstrate the experiences and mistakes made by foreign enterprises. The topics include:

- Product selection
- Quality control
- Processing trade and supply chain management in China
- China as world factory

#### **8. Managing Foreign Business in China (4) – IPR, Technology Transfer and R&D**

Technology help foreign enterprises to probe Chinese market since Chinese government encourage technology transfer. We will discuss the following issues:

- Manage intellectual property rights in China.
- Model of technology transfer in China
- R&D strategies
- Utilize China's R&D resources
- Case study for China's fast train project

## **9. Financial System in China**

In this chapter, you will understand how China's financial system works and how to finance foreign business in China. The topics include:

- Structure of China's financial system
- Banking system and its reform
- Financial markets
- Regulations
- Informal Financial Institutions
- China's fiscal and taxation system
- Hot issues in China's financial system

## **10. China's Social Security System**

China's social security system is underdeveloped. You will learn from this chapter how China transits from traditional socialist regime to market economy and rebuilds its social security system. The topics will cover

- Social insurance
- Social welfare
- Special care and placement system
- Social relief
- Housing services
- Social Security in Rural Areas

## **11. China's Regional Development**

The Great wall divides two Chinas, ruralites vs urbanites. There is big disparity among regions across China. This Chapter deals with China's regional development policy. The topics cover:

- Industrialization in 1950s
- Inward-looking Industrialization in 1960s
- Outward-looking strategies and coastal area development

- Developing west region
- Restoration of northeast region
- Development of Bohai-Rim economic circle
- Development of middle China
- Rural development and new socialist village project

## **12. China and the World: FTA,WTO and Go Global**

China has a positive attitude towards globalization. In this chapter, we will discuss the issues related to China's international economic relations. The topics include:

- Greater China: mainland with Hong Kong, Macau, Taiwan and oversea Chinese
- China's FTA with foreign countries:10+1 and others
- China and WTO; the expected role of China in WTO
- Outward FDI from China to the world: China's go global strategy
- China model or new colonialism

## Instructor Bio



**Zhao Zhongxiu** is Professor and Dean of School of International Trade and Economics at the University of International Business and Economics (UIBE), the Deputy Secretary General for the China Association of International Trade. He also serves as Pro Vice Chancellor of UIBE. He is a member of editorial boards of many journals and the editor of *The Journal of Chinese Economic and Foreign Trade Studies*. His specialties are international trade theory and policy, trade and economic growth, international business, low-carbon economy. He has co-authored and edited 8 books on his research subjects; published many referred journal papers, presented and organized many international academic seminars and conferences. He has traveled to a total of 33 countries and regions. He has served as a consultant or advisor for government agencies, international organizations and many companies both in China and abroad. He is regularly reviewed by media for trade and economic issues. He holds his first degree in Economics from Peking University and Ph.D from UIBE.



## **WTO & China: Introduction to the Multilateral Trading System of WTO**

The objective of the course is to provide background knowledge on the economic context in which WTO functions and to introduce the basic principles and rules according to which it operates. Issues about China's accession to WTO, such as impact on domestic economy, on its trading partners, and on China's further reform will also be covered in the course.

### **REQUIREMENT:**

1. Attendance, participation in classroom discussions (20%). You are required to complete all readings on time and participate in classroom discussions.
2. Class presentation: 35%. You will also be part of small groups that will present ideas from the readings to the class, as well as leading the class in discussion. The presentation must focus on issues raised in the reading assignments. The group will prepare a brief summary of the article/s--what is the main thesis and what are main supports for this idea (about 3-4 pages) --- and prepare 1-2 questions for each article to stimulate class discussion. These should be typed up and handed in at the same class period. The group will deliberate together on the presentation, and one or two people from the group will present before the class. Grading will be determined for the whole group:
3. 8-10 pages final paper: 45% You are required to complete one 8-10 pages paper on a pre-assigned question due the day of final exams

### **CLASS POLICIES:**

1. NO TURNING IN ASSIGNMENTS LATE
2. Participation should be active, but always on a basis of mutual respect for each others' views.
3. All essays should be double-spaced and typewritten; acknowledge your sources in footnotes when you directly or indirectly borrow other people's ideas and data;
4. Unexcused absences will negatively affect your grade.

### **REQUIRED TEXT:**

The World Trade Organization: Understanding the WTO, this could be downloaded for free from [www.wto.org](http://www.wto.org).  
Supplementary papers will be delivered in class.

### **COURSE OUTLINE**

The course will focus on eight topics. For each topic, we will read a background chapter from "Understanding WTO" as well as a series of research papers.

#### **Introduction**

- o What is the WTO?
- o Why is WTO important?
- o What do you expect to learn from this course?

#### **Section 1: From GATT to WTO, and WTO Basic Principles (week 1)**

- o Historical background knowledge of transformation from GATT to WTO;
- o Core principals;
- o Exceptions to the principles.

#### **Section 2: WTO's Agreements (week2-4)**

- o Framework of WTO agreements
- o Agreement establishing WTO
- o GATT
- o GATS
- o TRIPS
- o Dispute settlement
- o Trade policy reviews

#### **Section 3: WTO and Developing Countries (week5-6)**

- o Provisions concerning developing country members in agreements;
- o Recognition of general interest;
- o Fewer obligation or differing Rules;
- o Longer time frame for implementation;



- Technical Assistance.

Section 4: Trade in Goods and Customs Procedures (week7)

- Liberalization of tariff and non-tariff measures affecting trade: tariff, market access and schedules, minimum access commitments; export commitment, domestic support.
- Customs and trade administration.

Section 5: Rules and Government Interventions (week 8)

- Agreement on anti-dumping;
- Agreement on subsidies and countervailing measures;
- Agreements on safeguards;

Section 6: Textiles: Back in the Mainstream (week 9-10)

- Brief historical background on the evolution of textiles and clothing trade policy
- The WTO Agreement on Textiles and Clothing (ATC) 1995-2004
- A New World Map in Textiles and Clothing: adjusting to change

Section 7: Trade in Services (week 10)

- The need for a trade agreement in services
- Similarities and differences between GATT and GATS
- Definition of Services Trade and Modes of Supply
- General obligations and disciplines
- Special provisions for developing countries

Section 8: China and WTO (week 11-13)

- Introduction of empirical work on impacts of China's accession on domestic sectors;
- Introduction of empirical work on impacts of China's accession on trading partners;
- China's further trade reform.

**Marketing in China (Doing Business in China)**

This course is given for international students who are interested in studying the Chinese economic, political and cultural environment and /or purposing China-oriented economic research. The objective of the course is to provide students with the necessary intellectual capabilities and skills to excel in a career directly or indirectly related to China.

Part one: Introduction

1. Introduction to the course
  - General survey of China as a market
  - Methodology of this course

Part two: Historical backgrounds

1. Chinese history briefly reviewed from a marketing perspective
  - Why foreign marketers should know a little history of China
  - The political system that dominated China for 2000 years
2. Chinese history briefly reviewed from a marketing perspective(cont'd)
  - The economic system
  - How China benefited from this system
3. Chinese history briefly reviewed from a marketing perspective(cont'd)
  - How China suffered from this system

Part three: Economic environment

1. China's highly centralized economy--how it came to be built
2. China's reform--a changing China
3. What changes have the Chinese enterprises gone through
4. China's important economic targets--a "rich and poor" paradox
5. Opening to the outside world
  - Its implications
  - Is China likely to change the open policy

Part four: Political and cultural environment

1. China's political environment and the major aspects of its culture relevant to foreign marketers

Part five: Foreign direct investment

2. Introduction of foreign investment in China--channels, strategies and developments
3. Investment opportunities--3 new trends

Part six: Marketing in China

1. Market entry and market research
2. Product development and sales promotion

Altogether 13 lectures will be given and 2 lectures for each week. Lectures will be followed by Q & A or discussion. Handouts will be given for each lecture and at the end of articles distributed as handouts, more references will be recommended.

#### REFERENCES

- o Asia-Pacific Symbiosis, Gao Guopei et al. Sohsei-sha, Tokyo.
- o International Business in China, Gao Guopei et al, Routledge, London.
- o China's Economy in 2000, Translated by Gao Guopei et al, New World Press, Beijing, China
- o How to Do Business with the Chinese, Roderik Macleod, Bantam Books, New York.
- o China's Unresolved Issues, Suzanne Ogden, Prentice Hall, Englewood Cliffs, New Jersey.
- o China-Asia's Nest Economic Giant. Dwight H. Perkins, University of Washington Press, Seattle.
- o China in the World Economy, Nicholas R. Lardy, Longman Group UK Ltd., London.
- o Management in China During and After Mao, Oliva Laaksonen, Walter de Gruyter, Berlin.

#### GRADING:

1. Attendance, participation in classroom discussions (20%). You are required to complete all readings on time, and actively participate in classroom discussions.
2. Class presentation: 35% You will also be part of small groups that will present ideas from the readings to the class, as well as leading the class in discussion. The presentation must focus on issues raised in the reading assignments. The group will prepare a brief summary of the article/s--what is the main thesis and what are main supports for this idea (about 3-4 pages) --- and prepare 1-2 questions for each article to stimulate class discussion. These should be typed up and handed in at the same class period. The group will deliberate together on the presentation, and one or two people from the group will present before the class. Grading will be determined for the whole group:
3. 8-10 pages final paper: 45% You are required to complete one 8-10 pages paper on a pre-assigned question due the day of final exams

## University of International Business and Economics

### *Introduction to Human Resource Management in China*

---

#### **I. Course Description**

This course aims to introduce some basic concepts of human resource management. Main topics include: development of HRM in China, job market in China, recruitment and selection, China's labor law, social security in China, pay structure, and labor relation. These contents are in line with most books, with emphasis on the context of China. The purpose of the course is to provide a brief overview for China's HRM practices. In order to help students understand the real situation of HRM in China, guest speakers will be invited and a field trip will be arranged.

#### **II. Course Objective**

The primary objective of this course is to expose you to issues involved in China's HRM environment. China's economy is attracting great attention from the whole world and China is eager to get employees with international expertise. In this course, we will look at China's job market through lectures and class discussions. We will make comparisons between China's labor law and the labor laws of countries where our students come from. The specific objectives of the course are as follows:

1. to understand basic concepts and principles of HRM
2. to make ethical decisions on certain HRM issues.
3. To apply theoretical perspectives to practical problems in HRM.

#### **III. Format and Class Policies.**

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each week. Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

#### IV. Course Texts:

- a) Required Textbook: Reading Materials prepared for the course.
- b) Dessler, Gary *Human Resource Management, 9th Edition* Prentice Hall

#### V. Course Requirements and Grading Procedure.

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

**GRADING:** Grading will be made up as follows:

Class participation:	10%
Mid-term exam:	30%
*Final presentation	60%
Total	100%

#### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A <sup>-</sup> =89-91	B <sup>+</sup> = 85-88	B=81-84	B <sup>-</sup> =77-80;
C <sup>+</sup> = 73-76	C=70-72	C <sup>-</sup> = 60-69	F=failure (below 60)	

#### VI. Academic Integrity

*Students are responsible for knowing policy regarding academic honesty.*

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change.

<b>Class / Week</b>	<b>Chapter Title or Topic</b>	<b>Chapter Assignment</b>
1	Trial lecture	
2	Introduction, outline and beginnings	Ch.1-2
3	HRM in China	Ch.3
4	Job market in China	Ch.4-5
5	Recruitment	Ch.7-8
6	China's Labor Law	Ch.6
7	Mid-term Exam	
8	China's social security	Ch.9-10
9	Field trip	Field trip report Ch.11-12
10	Pay Structure	Ch.15-16
11	Labor relation in China	
12&13	Students' presentation of the final paper	

*While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.*

## **Chinese Political, Economic and Legal Structures**

This course is offered to international students at the School of International Education, the University of International Business and Economics for three credits. The aim is to acquaint them with present-day China, especially its political, economic and legal structures. It consists of 14 two-and-a-half-hour lecture/seminar sessions concerning the changes since China implemented its reform and open-up policy, especially after its accession the World Trade Organization.

The fourteen topics for discussion are as follows:

- Lecture 1. China's accession to the WTO
- Lecture 2. China's political system
- Lecture 3. China's social strata
- Lecture 4. The tenth five-year plan
- Lecture 5. Development of China's western regions
- Lecture 6. WTO and China's agriculture
- Lecture 7. WTO and China's industry
- Lecture 8. WTO and China's service industries
- Lecture 9. Reform of China's state-owned enterprises
- Lecture 10. China's social security system
- Lecture 11. WTO and China's legal system
- Lecture 12. WTO and China's foreign trade laws
- Lecture 13. WTO and China's FDI laws
- Lecture 14. WTO and China's intellectual property rights

### **REQUIREMENT:**

(1) Attendance, participation in classroom discussions (20%).

You are required to complete all readings on time, and actively participate in classroom discussions.

(2) Class presentation: 35%

You will also be part of small groups that will present ideas from the readings to the class, as well as leading the class in discussion. The presentation must focus on issues raised in the reading assignments. The group will prepare a brief summary of the article/s--what is the main thesis and what are main supports for this idea (about 3-4 pages) --- and prepare 1-2 questions for each article to stimulate class discussion. These should be typed up and handed in at the same class period. The group will deliberate together on the presentation, and one or two people from the group will present before the class. Grading will be determined for the whole group:

(3) 8-10 pages final paper: 45%

You are required to complete one 8-10 pages paper on a pre-assigned question due the day of final exams

## **China's Marketization Process**

This course aims at enabling participants to understand China's marketization process, especially since its accession to the WTO, focusing on government policies, development stages and things that need to be done. It first looks at China's accession to the WTO and then the criteria for market economy as proposed by some developed countries. Then it concentrates on China's reform process in various respects including the reform of the government administrative system, reform of the state-owned enterprises, marketization of labor, capital, land, trade, intermediary organizations, and finance. It will also look at the improvement of the legal system. And finally, it will give a measurement to China's marketization process.

## **APPROACH**

It will be conducted by a series of lecture-seminar sessions. Students' active participation will be required. This includes questions and comments from the students. The reason is that we believe in this way the discussion can go deeper and the professor can cater to the students' needs in a better way.

## **TOPICS**

1. China's accession to the WTO
2. Criteria of market economy
3. Reform of government administrative system
4. Marketization of enterprises
5. Marketization of labor
6. Marketization of capital
7. Marketization of land
8. Marketization of domestic trade
9. Marketization of foreign trade
10. Marketization of intermediary organizations
11. Marketization of finance
12. Improvement of legal system
13. Measurement of China's marketization progress

## **ASSESSMENT**

The assessment is a combination of attendance and class performance with an extended essay at the end. Participation and class performance will account for 30% and the extended course essay will account for 70% of the final score.

## **REFERENCES**

- Chi Fulin, China---The New Stage of Reform, Foreign Languages Press, 2004
- Laurence J. Braham, China After WTO, China Intercontinental Press, 2002
- Wang Mengkui, China's Economic Transformation over 20 Years, Foreign Languages Press, 2000
- A Report on the Development of China's Market Economy, 2003, China Foreign Economic Relations and Trade Publishing House
- [www.china.com.cn](http://www.china.com.cn)
- [www.chinaview.cn](http://www.chinaview.cn)
- English.peopledaily.com.cn

## Intercultural Business Communication

**Instructor:** [Dou Weilin]

---

### I. Course Description

*This course is an introductory to intercultural communication theory and its practical principles in Chinese business context. Lectures in this course will touch upon the following topics: cultural values and thought patterns; face value and relations; cultural influence on verbal and nonverbal communication; intercultural business negotiation; intercultural business writing, intercultural business etiquette and protocol, intercultural marketing and advertising, intercultural business ethics, intercultural business competence, etc. The course is integrative in approach and is given in English.*

### II. Course Goals and Outcomes

#### **Course Goals:**

*The purpose of the course is to help students increase their cultural awareness and sensitivity by providing them with a basic framework they can use to identify and analyze cultural differences in business communication. It also intends to help students develop effective strategies in dealing with potential conflicts and improve their intercultural business communicative competence.*

#### **1. Learning Outcomes**

*By the end of the course, students should be able to*

*Define key terms in the study of intercultural communication,*

*Understand the importance and complexity involved in learning intercultural business communication,*

*Distinguish differences between traditional Chinese values and western ones,*



*Be aware of cultural influence on communication verbally and nonverbally, and*

Apply basic theories into business practices especially in Chinese context.

*Specific learning objectives for each chapter*

#### Lecture 1 Introduction to Intercultural Communication

- Define intercultural communication and intercultural business communication.
- Understand the importance of intercultural business communication.
- Describe briefly the development of intercultural communication study and its application.
- Be aware of the complexity in learning intercultural business communication.

#### **Lecture 2 Basic Communication Theory**

- Understand the basics of communication
- Distinguish types of communication
- Define the term of communication
- Identify the components of communication
- Explain the process and models of communication
- Describe the characteristics of communication
- Understand the role of communication in business

#### **Lecture 3 The nature of Culture**

- Define the term of culture
- Identify the ingredients and functions of culture
- Describe the characteristics of culture
- Be aware of cultural differences

#### **Lecture 4 Cultural Values**

- Define the term of value.
- Understand that values form the core of culture.
- Be aware of the basic values of our own and of other cultures
- Appreciate how cultural differences in work related values shape behavior

#### **Lecture 5 Verbal Communication**

- See how language and culture are closely linked.
- Understand how culture influences verbal communication at lexical, pragmatic, discourse and stylistic levels, especially distinguish denotational and connotational meanings of words, linear and nonlinear language, deductive and inductive patterns,

and different pragmatic rules used in various speech acts.

### **Lecture 6 Non-verbal Communication**

- Understand what non-verbal communication is and what function it serves.
- Specify the similarities and differences between verbal and nonverbal communication.
- Describe cultural rules governing body language, which includes posture, gesture, eye contact, facial expressions, body touch and smell.
- Understand how paralanguage affect successful messages in intercultural encounters.
- Appreciate how attitudes toward time, use of space and silence convey nonverbal messages in intercultural encounters.
- Gain an awareness that successful intercultural communication depends not only on what you say and the manner in which we say it, but also on the behavior we display

### **Lecture 7 Intercultural Business Writing**

- Understand the importance of writing in international business communication.
- Explain why it's necessary to define your purpose, analyze your audience and choose the most appropriate channel when planning a message.
- Be aware of cultural impact on writing tones and styles in intercultural business writing.
- Know the conventions for writing international business messages in English.
- Understand cultural differences in format and layout of most common forms of business documents.

### **Lecture 8 Intercultural Business Etiquette and Protocol**

- Understanding the importance of appropriate etiquette and protocol in intercultural business communication.
- Identify cultural differences in naming system and card exchange.
- Understand how cultural differences in dining practices may affect intercultural communication.
- Be familiar with cultural nuances of tipping.
- Understand how practices of giving gifts vary from culture to culture and the role of gift giving in establishing favorable intercultural relations.
- Learn the role that dress and appearance play in interacting with persons from other countries.
- Learn the importance of knowing about the customs associated with holidays and holy days of the country in which you are traveling or conducting business.

## **lecture 9 Intercultural Business Negotiation**

- Define the intercultural negotiation process
- Distinguish between negotiation models
- Discuss ways in which cultural differences can impact international negotiations
- Understand conflict resolution in intercultural negotiations
- Recognize and use successful intercultural negotiation guidelines

## **Lecture 10 Cultural Considerations in**

### **International Marketing Communication**

- Understand the role that culture plays in international marketing
- Analyze consumer behavior in different cultures
- Gain insight into controversial issues of global marketing
- Consider the advertising creativity trends in China
- 

## **Lecture 11**

### **Legal and Ethical Considerations in ICBC**

- Understand the laws and ethics that are applied in ICBC
- Define business ethics and understand how ethics and laws relate.
- Realize that legal and ethical interpretations are influenced by culture.
- Discuss real-life ethical dilemmas faced by businesses of today.
- Explore major global legal and ethical issues in international business.
- Discuss how to incorporate ethics into intercultural business decisions and build ethical competence within the discipline of ICBC.

## **Lecture 12**

### **The Consideration of Organizational Culture and Competence**

#### **in Intercultural Business Communication**

- Understand the foundation of a organizational culture, and how it relate with its

- national culture
- Explain the general types of organizational culture and their implications for communication
- Compare the characteristics of a Chinese and an American organizational culture
- Discuss the importance of cultural synergy in an organizational culture
- Explore the potential improvements that can be made to the intercultural competencies of the future

## 2. Ways to Meet the Goals

*Diversified methods of cross-cultural learning strategies to be adopted, including lectures, readings, class discussions, case studies, presentations, videos, team projects, and papers, etc. to invigorate the class, with the aid of multimedia.*

### III. Format and Class Policies.

*The course will consist of ten topics, multimedia presentations, and class discussions that are thematically arranged according to specific subject areas. Each topic corresponds to the course lectures and out-of-class readings, which are both essential for adequate acquisition of the course content. Students are encouraged to read the required textbook assignments (preferably in advance), pay careful attention to the course lectures and multimedia presentations, take good class notes, attend classes regularly, and participate actively in the various organized class activities.*

### IV. Course Texts

#### 1. Required Textbook(s)

*Dou Weilin. Intercultural business Communication, Beijing: High Education Press, 2005.*

#### 2. Supplemental Readings

*Linda Beamer and Iris Varner. Intercultural Communication in the Global Workplace, The McGraw-Hill Companies. Inc. 2001*

*Gao, G. and Ting-Toomey, S. Communicating Effectively with the Chinese. London: Sage. 1998.*

### V. Course Requirements and Grading Procedure.

*Final paper 70%*

*Mid Term 20%*

*Attendance 10%*

*University Policy: You must be in class for at least 70% of the class or*

*you CAN NOT take the final exam!*

*Rules include, but are not limited to:*

1. *Be on time*
2. *Be in class both mentally and physically*
  - i. *No cell phones - Power Off*
  - ii. *No headphones or ear pieces*
  - iii. *Be respectful of classmates and of teachers*
  - iv. *Laptops use is limited to this class*

### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A-=89-91	B+= 85-88	B=81-84	B-=77-80;
C+= 73-76	C=70-72	C= 60-69	F=failure (below 60)	

## **VI. Academic Integrity**

*Students are responsible for knowing policy regarding academic honesty.*

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## **VII. Weekly Work Schedule**

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change. [*Retain this text*]

Wk	Weekly topic	Learning Outcomes						Required Readings	Assignments & Exams
		1	2	3	4	5	6		
1 3/18	<i>Introduction to intercultural business communication</i>	Learning outcome(s) intended to achieve						Required [text] Ch. #1	<i>papers, projects, exams, quizzes, homework, lab work, fieldwork, etc</i>
2 3/25	<i>Communication, Culture</i>							Required [text] Ch. #2	
3 4/8	<i>Cultural Values</i>							Required [text] Ch. # 2	
4 4/15	<i>Verbal Communication</i>							Required [text] Ch. # 3	
5 4/22	<i>Nonverbal Communication</i>							Required [text] Ch. # 3	
6 4/29	<i>Mid-term presentation</i>							Required [text] Ch. # 4	<i>Group project</i>
7 5/6	<i>Intercultural Business Writing</i>							Required [text] Ch. # 5	
8 5/13	<i>Intercultural business Etiquette &amp; Protocol</i>							Required [text] Ch. # 6	
9 5/20	<i>Intercultural business negotiation</i>							Required [text] Ch. # 7	
10 5/27	<i>Intercultural marketing communication</i>							Required [text] Ch. # 8	
11 6/3	<i>Intercultural business ethics</i>							Required [text] Ch. # 9	

<b>12</b> 6/10	<i>Intercultural communication training</i>							<i>Required [text] Ch. # 10</i>	
<b>13</b> 6/17	<i>Final paper</i>							<i>Required [text] Ch. # 10</i>	<i>Case study</i>

**University of International Business and Economics**  
**International Undergraduate Programs**

**Chinese Business Ethics**

**Syllabus**

**Instructor:** Huang Zhenhua

---

**I. Course Description**

Business ethics is applied ethics. It is the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities, and pursuits that we call business. A discussion of business ethics begins by providing a framework of basic principles for understanding what is meant by the terms *good* and *right*.

Business transactions are for the most part carried out within market structures. We need to examine the ethical aspects of the market activities.

The process of producing goods forces businesses to engage in exchanges and interactions with two main external environments: the natural environment and a consumer environment. We need to explore the ethical issues raised by these exchanges and interactions.

The process of producing goods also forces businesses to coordinate the activities of the various internal constituencies that must be brought together and organized into the processes of production. Inevitably, conflicts arise within and between the internal constituencies as they interact with each other and as they seek to distribute benefits among themselves. We also need to explore some of the ethical issues raised by these internal conflicts.

Apart from discussing general ethical principles including Utilitarianism, the principle of rights, the principle of justice, the principle of attention and the principle of virtue, emphasis is laid on the current issues in Chinese business ethics, including the impact of the Chinese cultural tradition and its socialist market economic system. Cases will be provided for discussion and students are required to take an active part in it.

**II. Course Goals and Outcomes**

**1. Course Goals**

Familiarize students with the theories, functions, principles, standards, decision-making and evaluation of business ethics. Discuss ethical issues in manufacturing, marketing, financial management, staff management, knowledge protection and environmental protection, etc. Analyze the similarities and differences between China and the rest of the world in business ethics. Understand the current issues in Chinese business ethics. All this will contribute to the



students' understanding of the Chinese business environment which is important to their future China business related career.

## 2. Learning Outcomes

- Understand the dilemmas in business decision
- Understand the ethical norms for business decisions
- Understand how to solve ethical problems
- Appreciate the Confucian ethics and compare it with other approaches
- Understand and do research into the present ethical problems in Chinese business

## 3. Ways to Meet the Goals

- Lectures and discussions in class
- Readings by students
- Some research into the practical issues
- Class presentations
- Course paper

## III. Format and Class Policies

- Mainly in the lecture form
- Questions and discussions are required
- Attendance and active participation are required
- Group presentations would be required
- For the final paper, no direct downloading from the Internet is permitted.

## IV. Reference books

Manuel G. Velasquez, *Business Ethics: Concepts and Cases*, Sixth edition, Pearson Education, Inc. Upper Saddle River, 2006

Marianne M. Jennings, *Business Ethics: Selected Readings and Case Studies*, Fifth edition, Thomson, 2006

Joseph R. DesJardins & John J. McCall, *Contemporary Issues in Business Ethics*, Fifth edition, Wadsworth, 2005

Xiaohe Lu & Georges Enderle (ed.), *Developing Business Ethics in China*, Palgrave MacMillan, 2006

Juan Antonio Fernandez & Laurie Underwood, *China CEO — Voices of Experience*, John Wiley & Sons, 2006

Frank T. Gallo, *Business leadership in China*, John Wiley & Sons, 2008

John B. Cullen & K. Praveen Parboteeah, *Multinational Management: A Strategic Approach*, 4<sup>th</sup> Edition, Thomson, 2008

Boye Lafayette De Mente, *Chinese Etiquette & Ethics in Business*, Second edition, McGraw Hill, 2004

Stephan Rothlin, *Becoming a Top-Notch Player: 18 Rules of International Business Ethics*, Renmin University Press, 2004

George E. Haley, Usha C.V. Haley & Chin Tiong Tan, *The Chinese TAO of Business: The Logic of Successful Business Strategy*, John Wiley & sons (Asia) Pte Ltd, 2004

- John R. Boatright, *Ethics and the Conduct of Business*, 3<sup>rd</sup> Edition, Prentice Hall, 1999
- Rogene A Buchholz & Sandra B. Rosenthal, *Business Ethics: The Pragmatic Path beyond Principles to Process*, Prentice Hall, 1998
- Gerald F. Cavanagh, *American Business Values with International Perspectives*, 4<sup>th</sup> Edition, Prentice Hall, 1998
- Ronald M. Green, *Ethical Manager*, Macmillan College Publishing Company, 1994
- 周利国, 王永光, *商业伦理学*, 中国商务出版社, 2005
- 叶陈刚, *企业伦理与文化*, 清华大学出版社, 2007

## V. Course Requirements and Grading Procedure

The **assessment** is a combination of attendance and class performance with an extended essay at the end. Participation and class performance will account for 30% and the course-end extended essay 70% of the final score.

Absence would entail deduction of the final grade. The expected time that students will need to spend studying/doing coursework outside of class would be two hours of time outside class for every hour of lecture/seminar.

The grading criteria would mainly depend on the depth of understanding, depth of research, and depth of analysis. Independent work and creative thinking are essential. Correct essay format is also important. References have to be included at the end of the essay.

### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A <sup>-</sup> =89-91	B <sup>+</sup> = 85-88	B=81-84	B <sup>-</sup> =77-80;
C <sup>+</sup> = 73-76	C=70-92	C <sup>-</sup> = 60-69	F=failure (below 60)	

## VI. Academic Integrity

*Students are responsible for knowing the policy regarding academic honesty.*

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by the academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The Instructor reserves the right to change the schedule. Students will be advised in advance of any change.

<b>Wk</b>	<b>Weekly topic</b>	<b>Learning Outcomes</b>	<b>Required Readings</b>	<b>Assignments &amp; Exams</b>
<b>1</b>	Business ethics theory: objects, tasks and methods	Understand the theories and the related practices and problems in China. One or two studies by the students during the semester.	Related chapter(s) in <i>商业伦理学</i> ; <i>others to be assigned each week</i>	
<b>2</b>	Structure, functions and operational mechanisms of business ethics	<b>Ditto</b>	<b>Ditto</b>	
<b>3</b>	The basic principles of business ethics	<b>Ditto</b>	<b>Ditto</b>	
<b>4</b>	Business ethics standard	<b>Ditto</b>	<b>Ditto</b>	
<b>5</b>	Choice of business morality, corporate values and business sense	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>6</b>	Ethical conduct, evaluation and moral cultivation in business	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>7</b>	Moral responsibility of manufacturers	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>8</b>	Ethical issues in marketing	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>9</b>	Corporate financial management and disclosure of financial information	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>10</b>	Enterprise's	<b>Ditto</b>	<b>Ditto</b>	<b>Group</b>

	staff management and ethics			<b>presentation</b>
<b>11</b>	Enterprise's knowledge protection and information management	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>12</b>	Business interests and environmental protection	<b>Ditto</b>	<b>Ditto</b>	<b>Group presentation</b>
<b>13</b>	Ethical decision-making in enterprise management & strategies of business ethics construction	<b>Ditto</b>	<b>Ditto</b>	<b>Students should hand in their course paper now</b>

## **Chinese Foreign Trade & Foreign Investment**

Through a comprehensive survey of China's foreign trade development and reform, the achievements in utilization of foreign capital, the course will first study the evolutionary aspects of China's economic and trade policies since 1979, then several major issues of current China's external economy will be discussed, including future policy choices towards trade and attraction of foreign investment, the relationship between trade and FDI (foreign direct investment), the emerging Chinese MNCs (multinational corporations) in the world market, sectoral effects of China's joining WTO etc., The policy analysis will be complemented by relevant theoretical discussions.

### **TOPICS**

Section 1: General Estimate of the Achievements of China's Economic Reform and Opening up.

- o Foreign trade:
- o Inward FDI and outward FDI
- o International Technology Transfer to China

Section 2: China's foreign trade strategies

- o Strategies on export composition up-grade
- o Strategies on diversifying export market distribution
- o Strategies on import composition

Section 3: Evolution of China's Foreign Trade Reform

- o Reform logic and approach
- o Reform sequence
- o Reform evaluation
- o International comparison of trade reform
- o WTO accession and further reform

Section 4: Interactions between Trade and Foreign Direct Investment (FDI)

- o Brief review of theories
- o Export competitiveness & FDI
- o Technological development & FDI
- o Integrating Globalization & Industrialization
- o Effects of China's entry to the WTO
- o Policy implication

Section 5 : Trade and International Technology Transfer to China

- o -A review of technology transfer development and policy evolution in China
- o The strategy of technology transfer in exchange for domestic markets
- o Major WTO issues regarding technology transfer
- o Policy implications

Section 6: The Emergence of Chinese Multinationals on the World Market

- o The Present situation of Chinese Multinationals
- o Comparison between Chinese and Western Multinationals
- o Existing problems in the development of Chinese Multinationals
- o Development trends and prospects of Chinese Multinationals

### **GRADING**

The class grade will be based on a homework paper (60%) and class participation (40%).

## **International Business Environment**

Coming into the 21st century, the world economy is diversified and complex. To help students understand better of today's world economy, fundamental knowledge of global business environment is necessary. This course aims to provide some basic concepts of business environment in the form of lectures, concentrating upon the political, economic, cultural and social, legal and ethical, and technological environment facing and affecting international business, especially in China.

Topics will include globalization and its significance, how cultural differences affect international business, geographic environment involves human and economic geography, covering population and natural resource distributions, regional financial and trade centers, and transportation systems. Political environment includes government structure, state role, interest groups, political parties and the policy-making process. Cultural traditions cover religious traditions and socio-cultural dimensions that have a direct impact on business operations. International environment includes regional organizations, regional political and economic trends, regional peace and conflicts, and the place of the region in the global system. For economic environment, economic policies, current economy patterns, and major industries are discussed. Under legal environment, major regional trade barriers, investment policies, and intellectual property protection issues are covered. There are also discussions on major current issues.

Professor Dou Weilin

### **OUTLINE OF CONTENTS**

Week 1:	Introduction
Week 2:	External environment of business
Week 3:	Internal environment of business
Week 4:	Political environment facing business
Week 5:	Economic environment facing business
Week 6:	Cultural environment facing business
Week 7:	Social environment facing business
Week 8:	Physical environment facing business
Week 9:	Legal environment facing business
Week 10:	Ethical environment facing business
Week 11:	Technological environment facing business
Week 12:	Global change and challenges of business environment
Week 13:	Discussion with Chinese students

School of International Education, UIBE

# Chinese Foreign Economic Relations

# *Syllabus*

**Instructor: Professor Zhuang Rui, Ph.D**

## **I. Course Description**

This course focuses on the development of Chinese foreign economic relations in the past three decades (1980-2010). With rich materials and vivid pictures, it will analyze Chinese foreign economic relations since her reform and open policy was applied. The course consists of two parts: (1) General economic relations, such as Chinese foreign trade, FDI inflow, investment abroad, FTAs (free trade agreements), etc; (2) Specific economic relationships between China and different countries/regions, especially China-USA, China-EU, China-Japan/Korea, China-Africa, and so on.

## **II. Course goals and outcomes**

### **● Course goal**

The course aims to introduce students to the development of Chinese foreign economic relations since China applied her reform and open policy in 1978. Meanwhile, it will discuss some problems accompany with the development. The course will help students understand more deeply about Chinese general

foreign economic relations and specific relationships with different countries/regions.

### **Learning Outcomes**

By taking the course, students will:

1. Understand why China applied the reform and open policy from 1978 and how China developed her foreign economic relations in different fields.
2. Comprehend China's open policy and how about Chinese general foreign economic relations in the past three decades (1980-2010)
3. Appreciate Chinese specific economic relationships with different countries /regions, especially Sino-USA, Sino-EU, Sino-Japan/Korea, etc.
4. Know about the developments and problems of Chinese foreign trade, FDI inflow, investment abroad, FTAs(free trade agreements), and so on.
5. Be aware of some problems China facing now----- transformation of economic growth, double surplus, economic restructuring, etc.

#### ● **Ways to meet the goals**

- Primarily lecturing (with vivid pictures) and case study
- Compare China with some foreign countries based on the topics
- Class discussion and presentation is also necessary and helpful
- Tutorial

### **III. Class Policies**

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence, please let the tutor know by phone or e-mail in advance. Failure to meet the work requirements may lead to exclusion from the course. More than two absences will result in grade reduction or failing the class.

### **IV. Course Texts**

The course without any published text book. Besides teaching notes, there are some advanced references:



1. Peter Nolan and Dong Fureng, *The Chinese Economy and its Future*
2. QiLuo, *China's Industrial Reform and Open-door Policy 1980-1997*.
3. Hung-Gay Fung, Changhong Pei, and Kevin H. Zhang, *China and the Challenge of Economic Globalization: The Impact of WTO Membership*.

## V. Course Requirements and Grading Procedure

- The final grade will be calculated as follows:
  - Attendance (20%)
  - Presentation and class discussion (30%)
  - Final exam ---- term paper (50%)
- The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100    A<sup>-</sup>=89-91    B<sup>+</sup>= 85-88    B=81-84    B<sup>-</sup>=77-80;  
 C<sup>+</sup>= 73-76    C=70-72    C<sup>-</sup>= 60-69    F=failure (below 60)

## VI. Academic Integrity

- Every student should prepare his/her own term paper and be honest in team work
- Plagiarism or cheating in any form will result in failure in the course

## VII. Weekly Work Schedule

	Time	Topic
		<b>Part I: General Economic Relations</b>
<b>Lecture 1</b>	Mar 10	<b>Basic situation of Chinese Economy</b>
<b>Lecture 2</b>	Mar 17	<b>Chinese Foreign trade</b>
<b>Lecture 3</b>	Mar 24	<b>Chinese FDI inflow</b>
<b>Lecture 4</b>	Mar 31	<b>Chinese Investment Abroad</b>
<b>Lecture 5</b>	Apr 7	<b>Chinese FTAs</b>

		<b>Part II: Specific Economic Relations</b>
<b>Lecture 6</b>	Apr 14	<b>China-USA economic relationship</b>
<b>Lecture 7</b>	Apr 21	<b>China-EU economic relationship</b>
<b>Lecture 8</b>	Apr 28	<b>China-Japan/Korea economic relationship</b>
<b>Lecture 9</b>	May 5	● <b>Presentation</b>
<b>Lecture 10</b>	May 12	<b>China-ASEAN</b>
<b>Lecture 11</b>	May 19	<b>China-South Asian Countries</b>
<b>Lecture 12</b>	May 26	<b>China-Africa economic relationship</b>
<b>Lecture 13</b>	Jun 2	<b>Final exam</b>

● **Instructor**



Zhuang Rui Ph.D.

**Titles:** Dr. of Economics, Associate Professor, Deputy Dean

**E-mail:** [zrbj11@yahoo.com.cn](mailto:zrbj11@yahoo.com.cn)

**Brief Introduction**

Professor Zhuang Rui is a full-time member of the academic staff at UIBE (University of International Business and Economics). She graduated from RenMin University of China and got the Doctoral Degree of Economics in 2004. Professor Zhuang was appointed as deputy dean of IIE (Institute of International Economy of UIBE) commencing 2009. Meanwhile, she is a postgraduate supervisor.

## **Professional Experience**

### **--- Research fields**

- International economic integration
- International economic relationship
- China's trade and economy

### **--- Current Teaching**

- China's Economy (For Foreigner, In English)
- China's Society: Developments and Problems (For Foreigner, In English)
- International Economics (For Postgraduates, Both in English and Chinese)
- International Economic Integration ( For Postgraduates, In Chinese)

## **Selection of Publications**

### **--- Journal Articles**

1. "China-ASEAN FTA: Effects, Problems and China's Strategy", *World economy study*, April 2009, pp75-80.
2. "Participating in Regional Economic Cooperation: A Comparative Study of China and India", *Contemporary Asia-Pacific Studies*, Feb. 2007, pp44-51.
3. "Influence of the Policy about 15 kinds of fruits from Taiwan exporting to mainland with zero tariff", *Economy Forward*, August 2007.
4. "Question 'P-S' Proposition", *World economy study*, Sep. 2006.
5. "Hongkong: Find the Position in East Asia Regional Economic Cooperation", *Chinese Economy and Trade*, Feb. 2006.

6. "Take Part in Regional Economic Integration: China's latest actions, characteristics and trend", *South China Review*, May, 2006.
7. "China's Import Security Strategy in the New Period", *International trade*, June, 2006.
8. "China' strategy in East Asia Economic Cooperation", *Asia-Pacific Economy*, Aug. 2005.
9. "The impacts of Increasing Petroleum Import on Chinese Economic Security", *World economy study*, June, 2005.
10. "The Paradox of Sino-U.S.A Economic and Trade Relationship", *World economy and politics Forum*, Feb. 2003.

**--- Books**

1. "Theory and Practice of International Economic Integration", *University of international business and economics Press*, 2007.
2. "Impact: FDI on Terms of Trade in Developing Countries", *University of international business and economics Press*, 2005.
3. "Chinese economy after entry into WTO", *China City Press*, 2001.

**University of International Business and Economics**  
**International Undergraduate Programs**

**International Trade & FDI In China**

**Instructor:** Xibiao Xian

---

**I. Course Description**

This course is intended to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It starts with a review of trade history between China and other countries from the earliest practice through the Silk Road to the founding of the People's Republic. The course then focuses on the changes taking place in trade policies, legislation, and practices from 1949 all the way to the present. It involves discussions on the contemporary trade issues, such as trade disputes with trading partners, huge foreign reserves, product safety, the protection of intellectual property rights, appreciation of RMB, trade protectionism, and the impact of China's accession to the WTO on China's economy.

China now is one of the hottest FDI destinations. The course also examines foreign direct investments concerning both MNCs investing in China and Chinese companies doing business overseas.

**II. Course Goals and Outcomes**

**1. Course Goals:**

This course is intended to

- Provide a better understanding of the development of the international trade and FDI sectors in China.
- Introduce the Chinese government policies and the Laws on international trade and FDI.
- Follow the contemporary trade issues China is facing
- Focus on the conflicts China is having with its counterparts.
- Deal with how MNCs are doing in China.
- Look into the advantages and disadvantages Chinese companies have to do business overseas.

**2. Learning Outcomes**

Through the course students are expected to know the fast changes that have taken place in China's foreign trade and FDI sectors, so that they may have the abilities to do business with Chinese businesses. By the end of the semester, they should be able to:

- Understand trade theories.
- Know about trade history to appreciate the fast development in the past 30 years in China
- Be equipped with the knowledge about the Chinese government's policies and the Laws.
- Appreciate different viewpoints that China and its trading partners have on the trade issues and conflicts.

### **3. Ways to Meet the Goals**

Students are supposed to

- Read handouts, newspapers, and magazines
- Follow the latest development in trade issues in China and in the world
- Bring the issues interested to class for discussion
- Write a term paper focusing on one of the issues discussed in the course.

### **III. Format and Class Policies.**

The course includes lectures, discussions on latest issues, and a lecture by a guest speaker. Students should attend class meetings, get involved in discussions, listen to peer students' arguments and respect different viewpoints.

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the term paper, and the final presentation.

### **IV. Course Texts**

1. Handouts (To be retrieved from [uibetrade@gmail.com](mailto:uibetrade@gmail.com) each week. Password: uibeinternational)
2. China Daily, The Economist, The Financial Times, The Wall Street Journal

### **V. Course Requirements and Grading Procedure.**

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the term paper, and the final presentation. The final grade is based on the calculation of the results of the presentation and the paper and their attendance, in which the paper accounts for 30%, presentation 30%, class discussion 30%, and attendance 10%.

### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A <sup>-</sup> =89-91	B <sup>+</sup> = 85-88	B=81-84	B <sup>-</sup> =77-80;
C <sup>+</sup> = 73-76	C=70-72	C <sup>-</sup> = 60-69	F=failure (below 60)	

## **VI. Academic Integrity**

Students are responsible for knowing policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## **VII. Weekly Work Schedule**

The following is the teaching plan:

Week One:	Introduction
Week Two:	Trade History—Silk Road & Sea Silk Road; till the Qing Dynasty
Week Three:	Trade History—the Republic of China, the Second World War, & the civil war
Week Four:	International trade theory & practice

- Week Five: International trade in the People's Republic from 1949 to 1978
- Week Six: Trade after the adoption of the Open-door Policies
- Week Seven: Changes in administration & in legislation
- Week Eight: China's accession to the WTO
- Week Nine: Guest speaker
- Week Ten: Product Safety & Production of intellectual property rights
- Week Eleven: MNCs in China
- Week Twelve: Chinese companies overseas
- Week Thirteen: Presentations



School of International Education, UIBE

Case Study of International Corporations Marketing  
Strategies in China

# Syllabus

Instructor: Prof. ZHU Mingxia, Ph.D

## Aims and Objectives of the Course

- Aims

The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.

- Objectives

On completion of this course, students will be able to:

- Understand the developments in international marketing;
- Appreciate how China's recent economic and political history has shaped its business environment for foreign firms.
- Apply basic principles to understanding the management of international marketing in the Chinese context.
- Understand how to adopt 4 P's and SWOT strategies to analyse firms.
- Explore the successful strategies the international firms adopt in marketing in China

## Course Approach

- Teaching Approach

- Case study method
- Class discussion as an important learning channel
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking

- Tutorial
- Cumulatively building and applying
- Lots of feedback – two ways
  - Me to you – both individual and class level
  - You to me – periodic, anonymous informal questions
- Course materials
  - No Textbook
  - Teaching notes
  - Supplementary articles, internet sources, to be distributed
- Team project
  - Up to 4 students form a team
  - Assignments and term paper by team
  - Term paper (4000 words)
- Basis for grades
  - Class Participation        10%
  - Assignments                20%
  - Team presentation        30%
  - Final exam                 40%

## **Class Policies and Ground-Rules**

- Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class
- Promptness
  - We are going to start on time; persistent or serious lateness will be frowned upon
  - Conversely, I will not keep you beyond the end of class
- Academic Integrity

- You are expected to prepare your own team work
- Plagiarism or cheating in any form will result in failure in the course

### Course Schedule

<b>Lecture</b>	<b>Topic</b>
<b>1</b>	Introduction to China In context of “marketing in China – A Global Perspective”
<b>2</b>	Starbucks management strategies in China
<b>3</b>	The expansion of McDonald’s in China
<b>4</b>	A Case Study of KFC and other Fast food Chains
<b>5</b>	Successful story of IKEAN in China
<b>6</b>	General Motors in China
<b>7</b>	L’Oréal Group
<b>8</b>	Market entry for David Lloyd in China
<b>9</b>	Field placement
<b>10</b>	Danone Group
<b>11</b>	A Success Story in Retailing: Carrefour
<b>12</b>	The Expansion of Snow Beer in China
<b>13</b>	Presentation and Final Exam

## Course Outline

### 1. Introduction to China In context of “Doing Business in China – A Global Perspective”

- Introduction
- Globalisation & ‘The Flat World’
- Conclusion

### 2. Starbucks management strategies in China

- Introduction: history of Starbucks
- Starbucks conquers the Chinese market
- Market Strategy

### 3. The expansion of McDonald’s in China

- History of McDonald’s China
- McDonald’s expansion strategy: The success of franchising
- Marketing Strategies
- Evolutions of Unions

### 4. A Case Study of KFC and other Fast food Chains

- Strategic theories
- Modes of Entry
- Motives for market entry
- Market Development of fast food industry
- Kentucky Fried Chicken (KFC)

### 5. Success story of Ikea in China

- History of Ikea’s development
- SWOT analysis
- External factors
- Marketing strategy
- Marketing Mix

### 6. General Motors in China

- Political analysis
- Legal analysis
- Economic analysis
- Recommendations and investment plan

## 7. L'Oréal Group

- China, a whole new cosmetics Market
- Adapting to the Chinese market
- Main pros and cons of selling in China

## 8. Market entry for David Lloyd in China

- Whitbread Group PLC
- David Lloyd
- The interest of picking China as a target market
- Market entry strategy
- Porter Generic Strategies
- Marketing Mix

## 9. Danone Group

- History of the Danone Group
- First entry in the Chinese market
- Advantage of local knowledge
- Decision to change dairy strategy
- Danone's overall branding strategy
- Danone's overall strategy in China

## 10. A Success Story in Retailing: Carrefour

- **History: Carrefour's history in China**
- **Key factors for success**
- **Challenges and Futures plans**

## 11. The Expansion of Snow Beer in China

- The Chinese Beer Market
- CR Snow and its Brands
- How SABMiller entered the Chinese Market
- Expansion Strategy

## Instructor CV



**Working unit:** University of International Business and Economics (UIBE), Beijing

**Professional Title:**

Professor in marketing, franchising, international marketing, international trade practice

Director of Center for Cheung Kei Luxury Goods and Services, UIBE

Director of Centre of Franchising, UIBE

Member of China Marketing Academy

**Email:** [zhumingxia@uibe.edu.cn](mailto:zhumingxia@uibe.edu.cn)

[zhu.mingxia@unn.ac.uk](mailto:zhu.mingxia@unn.ac.uk)

**Tel :** 86-10-64493289

**Mobile:** 86-10-13691334364

**Education:**

**Doctor of Business Administration :** Northumbria University, Newcastle Business School,

UK .April 2008

**Master of Economics:** University of International Business and Economics, Beijing,

China,1988

**Bachelor of Business English:** University of International Business and Economics, Beijing,

China,1979

**Visiting scholar:** Seton Hall University, USA (1985)

University of South Carolina, USA (1991)

University of Technology Sydney, Australia (1997)

**Visiting professor:** University of Technology Sydney, Australia (1998-2000)

Canada Royal College (Now)

School of International Education, UIBE

## Transnational Corporation Management

# Syllabus

Instructor: Prof. CHEN Jianxun, Ph.D

### Aims and Objectives of the Course

- Aims

The course aims to focus on the Chinese transnational corporation growth and development which contains Chinese characteristics and model, and compare the difference between Chinese transnational corporation and western transnational corporation.

- Objectives

On completion of this course, students will be able to:

- Understand the Chinese transnational corporation growth and developments in an international perspective;
- Understand the mechanism of transnational corporation process, especially how headquarters coordinate the different branches and subsidiaries.
- Explore the management model of human resource, technology transfer, international strategy, international marketing, international finance, organizational structure of transnational corporation.
- Sharpen the management skill for working in transnational corporation in China and foreign countries.

### Course Approach

- Teaching Approach

- Tutorial
- Class discussion
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking

- Case study method
- Lots of feedback – two ways
  - Me to you – both individual and class level
  - You to me – periodic, anonymous informal questions
- Course materials
  - Transnational corporation management
  - Teaching notes
  - Supplementary articles, internet sources, to be distributed
- Team project
  - Up to 4 students form a team
  - Assignments and term paper by team
  - Term paper (5000 words)
- Basis for grades

- Class Participation	15%
- Assignments	25%
- Team presentation	20%
- Final exam	40%

## **Class Policies and Ground-Rules**

- Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class
- Promptness
  - We are going to start on time; persistent or serious lateness will be frowned upon
  - Conversely, I will not keep you beyond the end of class
- Academic Integrity
  - You are expected to prepare your own team work



- Plagiarism or cheating in any form will result in failure in the course

### Course Schedule

<b>Lecture</b>	<b>Topic</b>
<b>1</b>	Introduction to transnational corporation management
<b>2</b>	The theory of transnational corporation
<b>3</b>	The business environment of transnational corporation
<b>4</b>	The global strategy of transnational corporation
<b>5</b>	The global marketing of transnational corporation
<b>6</b>	The global operation of transnational corporation
<b>7</b>	The international human resource management
<b>8</b>	The organizational structure of transnational corporation
<b>9</b>	The finance management of transnational corporation
<b>10</b>	The cross-culture management
<b>11</b>	The global leadership capability
<b>12</b>	The public affair of transnational corporation
<b>13</b>	Presentation and Final Exam

# Course Outline

## 1. Introduction to transnational corporation management

- Introduction
- The transnational corporation development in the world
- The transnational corporation development in China

## 2. The theory of transnational corporation

- Traditional transnational corporation theory
- Why developing countries give birth to transnational corporation?
- The drivers and advantage for transnational corporation in developing countries

## 3. The business environment of transnational corporation

- The international business environment
- The host country business environment
- The business ethic environment

## 4. The global strategy of transnational corporation

- Market entry mode for trade strategy
- Market entry mode for contract strategy
- Market entry mode for investment strategy
- Market entry mode for strategic alliance

## 5. The global marketing of transnational corporation

- The price decision for global marketing
- The product decision for global marketing
- The channel decision for global marketing
- The promotion decision for global marketing

## 6. The global operation of transnational corporation

- The allocation of operation system in international market
- The global operation management for transnational corporation
- The supply chain management for transnational corporation

## 7. The international human resource management

- The introduction of international human resource management
- The management technique for international human resource

- The challenge for international human resource management

#### **8. The organizational structure of transnational corporation**

- The types of organizational structure for transnational corporation
- The organization design and transnational corporation life cycle
- The organizational control system for transnational corporation

#### **9. The finance management of transnational corporation**

- The foreign exchange risk management
- The money transfer management for transnational corporation
- Case study

#### **10. The cross-culture management**

- The difference between transnational corporation in east and west
- The culture conflict management
- The cross culture communication

#### **11. The global leadership capability**

- The importance of global leadership capability in recent world
- How to develop global leadership capability
- The case study

#### **12. The public affair of transnational corporation**

- Transnational corporation and public affair
- The international legal affair for transnational corporation
- The tools for public affair management

## Instructor CV



**Working unit:** University of International Business and Economics (UIBE), Beijing

**Professional Title:**

Vice Director of Research Office of International Investment, UIBE

Vice Director of Centre for Chinese Capital Management, UIBE

Member of Academy of Management

Member of International Association of Chinese Management Research

**Email:** [jxunch@126.com](mailto:jxunch@126.com)

**Tel :** 86-10-64495082

**Mobile:** 86-10-13011887457

**Education:**

**Ph.d in Management:** Joint Doctor Program of MIT Sloan Management School and Renmin University of China Business School , US&China, July, 2009

**Master in Management:** Dongbei University of Finance and Economics, Dalian,China,2006

**Bachelor in Management:** Shanxi University, Taiyuan, China, 2003

## Intercultural Business Communication

**Instructor:** [Dou Weilin]

---

### I. Course Description

*This course is an introductory to intercultural communication theory and its practical principles in Chinese business context. Lectures in this course will touch upon the following topics: cultural values and thought patterns; face value and relations; cultural influence on verbal and nonverbal communication; intercultural business negotiation; intercultural business writing, intercultural business etiquette and protocol, intercultural marketing and advertising, intercultural business ethics, intercultural business competence, etc. The course is integrative in approach and is given in English.*

### II. Course Goals and Outcomes

#### **Course Goals:**

*The purpose of the course is to help students increase their cultural awareness and sensitivity by providing them with a basic framework they can use to identify and analyze cultural differences in business communication. It also intends to help students develop effective strategies in dealing with potential conflicts and improve their intercultural business communicative competence.*

#### **1. Learning Outcomes**

*By the end of the course, students should be able to*

*Define key terms in the study of intercultural communication,*

*Understand the importance and complexity involved in learning intercultural business communication,*

*Distinguish differences between traditional Chinese values and western ones,*

*Be aware of cultural influence on communication verbally and nonverbally, and*

Apply basic theories into business practices especially in Chinese context.

*Specific learning objectives for each chapter*

#### Lecture 1 Introduction to Intercultural Communication

- Define intercultural communication and intercultural business communication.
- Understand the importance of intercultural business communication.
- Describe briefly the development of intercultural communication study and its application.
- Be aware of the complexity in learning intercultural business communication.

#### **Lecture 2 Basic Communication Theory**

- Understand the basics of communication
- Distinguish types of communication
- Define the term of communication
- Identify the components of communication
- Explain the process and models of communication
- Describe the characteristics of communication
- Understand the role of communication in business

#### **Lecture 3 The nature of Culture**

- Define the term of culture
- Identify the ingredients and functions of culture
- Describe the characteristics of culture
- Be aware of cultural differences

#### **Lecture 4 Cultural Values**

- Define the term of value.
- Understand that values form the core of culture.
- Be aware of the basic values of our own and of other cultures
- Appreciate how cultural differences in work related values shape behavior

#### **Lecture 5 Verbal Communication**

- See how language and culture are closely linked.
- Understand how culture influences verbal communication at lexical, pragmatic, discourse and stylistic levels, especially distinguish denotational and connotational meanings of words, linear and nonlinear language, deductive and inductive patterns,

and different pragmatic rules used in various speech acts.

### **Lecture 6 Non-verbal Communication**

- Understand what non-verbal communication is and what function it serves.
- Specify the similarities and differences between verbal and nonverbal communication.
- Describe cultural rules governing body language, which includes posture, gesture, eye contact, facial expressions, body touch and smell.
- Understand how paralanguage affect successful messages in intercultural encounters.
- Appreciate how attitudes toward time, use of space and silence convey nonverbal messages in intercultural encounters.
- Gain an awareness that successful intercultural communication depends not only on what you say and the manner in which we say it, but also on the behavior we display

### **Lecture 7 Intercultural Business Writing**

- Understand the importance of writing in international business communication.
- Explain why it's necessary to define your purpose, analyze your audience and choose the most appropriate channel when planning a message.
- Be aware of cultural impact on writing tones and styles in intercultural business writing.
- Know the conventions for writing international business messages in English.
- Understand cultural differences in format and layout of most common forms of business documents.

### **Lecture 8 Intercultural Business Etiquette and Protocol**

- Understanding the importance of appropriate etiquette and protocol in intercultural business communication.
- Identify cultural differences in naming system and card exchange.
- Understand how cultural differences in dining practices may affect intercultural communication.
- Be familiar with cultural nuances of tipping.
- Understand how practices of giving gifts vary from culture to culture and the role of gift giving in establishing favorable intercultural relations.
- Learn the role that dress and appearance play in interacting with persons from other countries.
- Learn the importance of knowing about the customs associated with holidays and holy days of the country in which you are traveling or conducting business.

## **lecture 9 Intercultural Business Negotiation**

- Define the intercultural negotiation process
- Distinguish between negotiation models
- Discuss ways in which cultural differences can impact international negotiations
- Understand conflict resolution in intercultural negotiations
- Recognize and use successful intercultural negotiation guidelines

## **Lecture 10 Cultural Considerations in**

### **International Marketing Communication**

- Understand the role that culture plays in international marketing
- Analyze consumer behavior in different cultures
- Gain insight into controversial issues of global marketing
- Consider the advertising creativity trends in China
- 

## **Lecture 11**

### **Legal and Ethical Considerations in ICBC**

- Understand the laws and ethics that are applied in ICBC
- Define business ethics and understand how ethics and laws relate.
- Realize that legal and ethical interpretations are influenced by culture.
- Discuss real-life ethical dilemmas faced by businesses of today.
- Explore major global legal and ethical issues in international business.
- Discuss how to incorporate ethics into intercultural business decisions and build ethical competence within the discipline of ICBC.

## **Lecture 12**

### **The Consideration of Organizational Culture and Competence**

#### **in Intercultural Business Communication**

- Understand the foundation of a organizational culture, and how it relate with its



- national culture
- Explain the general types of organizational culture and their implications for communication
- Compare the characteristics of a Chinese and an American organizational culture
- Discuss the importance of cultural synergy in an organizational culture
- Explore the potential improvements that can be made to the intercultural competencies of the future

## **2. Ways to Meet the Goals**

*Diversified methods of cross-cultural learning strategies to be adopted, including lectures, readings, class discussions, case studies, presentations, videos, team projects, and papers, etc. to invigorate the class, with the aid of multimedia.*

### **III. Format and Class Policies.**

*The course will consist of ten topics, multimedia presentations, and class discussions that are thematically arranged according to specific subject areas. Each topic corresponds to the course lectures and out-of-class readings, which are both essential for adequate acquisition of the course content. Students are encouraged to read the required textbook assignments (preferably in advance), pay careful attention to the course lectures and multimedia presentations, take good class notes, attend classes regularly, and participate actively in the various organized class activities.*

### **IV. Course Texts**

#### **1. Required Textbook(s)**

*Dou Weilin. **Intercultural business Communication**, Beijing: High Education Press, 2005.*

#### **2. Supplemental Readings**

*Linda Beamer and Iris Varner. **Intercultural Communication in the Global Workplace**, The McGraw-Hill Companies. Inc. 2001*

*Gao, G. and Ting-Toomey, S. **Communicating Effectively with the Chinese**. London: Sage. 1998.*

### **V. Course Requirements and Grading Procedure.**

*Final paper 70%*

*Mid Term 20%*

*Attendance 10%*

*University Policy: You must be in class for at least 70% of the class or*

*you CAN NOT take the final exam!*

*Rules include, but are not limited to:*

1. *Be on time*
2. *Be in class both mentally and physically*
  - i. *No cell phones - Power Off*
  - ii. *No headphones or ear pieces*
  - iii. *Be respectful of classmates and of teachers*
  - iv. *Laptops use is limited to this class*

### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A-=89-91	B+= 85-88	B=81-84	B-=77-80;
C+= 73-76	C=70-72	C= 60-69	F=failure (below 60)	

## **VI. Academic Integrity**

*Students are responsible for knowing policy regarding academic honesty.*

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## **VII. Weekly Work Schedule**

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change. [*Retain this text*]

Wk	Weekly topic	Learning Outcomes						Required Readings	Assignments & Exams
		1	2	3	4	5	6		
1 3/18	<i>Introduction to intercultural business communication</i>	Learning outcome(s) intended to achieve						Required [text] Ch. #1	<i>papers, projects, exams, quizzes, homework, lab work, fieldwork, etc</i>
2 3/25	<i>Communication, Culture</i>							Required [text] Ch. #2	
3 4/8	<i>Cultural Values</i>							Required [text] Ch. # 2	
4 4/15	<i>Verbal Communication</i>							Required [text] Ch. # 3	
5 4/22	<i>Nonverbal Communication</i>							Required [text] Ch. # 3	
6 4/29	<i>Mid-term presentation</i>							Required [text] Ch. # 4	<i>Group project</i>
7 5/6	<i>Intercultural Business Writing</i>							Required [text] Ch. # 5	
8 5/13	<i>Intercultural business Etiquette &amp; Protocol</i>							Required [text] Ch. # 6	
9 5/20	<i>Intercultural business negotiation</i>							Required [text] Ch. # 7	
10 5/27	<i>Intercultural marketing communication</i>							Required [text] Ch. # 8	
11 6/3	<i>Intercultural business ethics</i>							Required [text] Ch. # 9	

<b>12</b> 6/10	<i>Intercultural communication training</i>							<i>Required [text] Ch. # 10</i>	
<b>13</b> 6/17	<i>Final paper</i>							<i>Required [text] Ch. # 10</i>	<i>Case study</i>

School of International Education, UIBE

Business Culture and Consumer Behavior in China

# Syllabus

Instructor: Prof. ZHU Mingxia, Ph.D

## Aims and Objectives of the Course

- Aims

The course aims to focus on the Chinese business cultural and consumer behavior..

- Objectives

On completion of this course, students will be able to:

- Understand the Chinese business culture ;
- Distinguish the relationship between culture and business;
- Get more skills of doing business with the Chinese;

## Course Approach

- Teaching Approach
  - Case study method
  - Class discussion as an important learning channel
  - Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
  - Tutorial
  - Cumulatively building and applying
  
- Lots of feedback – two ways
  - Me to you – both individual and class level
  - You to me – periodic, anonymous informal questions
  
- Course materials
  - No Textbook
  - Teaching notes
  - Supplementary articles, internet sources, to be distributed
  
- Team project
  - Up to 4 students form a team
  - Assignments and term paper by team
  - Term paper (2000 words)
  
- Basis for grades
  - Class Participation 10%
  - Assignments 20%
  - Team presentation 30%
  - Final exam 40%

## Class Policies and Ground-Rules

- Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

- Promptness
  - We are going to start on time; persistent or serious lateness will be frowned upon
  - Conversely, I will not keep you beyond the end of class
  
- Academic Integrity
  - You are expected to prepare your own team work
  - Plagiarism or cheating in any form will result in failure in the course

### Course Schedule

Lecture	Topic
1	Chinese Business Culture
2	Chinese consumer behavior---the way to live
3	Chinese Cultural Values and Their Implications in Business
4	How to do business in China
5	Tips to invest and do business in China
6	Main questions and answers
7	Field placement
8	Group presentations 1
9	Group presentations 2
10	Final Exam

## Course Outline

### 1. Chinese Business Culture

- Greetings
- Meetings
- Business Entertainment
- Appointment
- Addressing Chinese
- Public Behavior
- Business Attire
- Conversation Topics
- Chinese Women
- Business Gift-Giving
- Body Languages
- Five Rules for Doing Business in China
- Business Travel in China

### 2. Chinese consumer behavior---the way to live

- Chinese cultural value
- Possible marketing implications of man- to- nature orientation
- Possible marketing implications of man- to- himself orientation
- Relational orientation
- Interdependence
- Face

### 3. Chinese Cultural Values and Their Implications in Business

- Market Entry Options for Foreign Firms
- Recommendations for Western Firms While Operating in China
- Do Business in China
- Business Networks in China: Guanxi and Guanxiwang
- Business Etiquette in China

### 4. How to do business in China

- Starting a Business in China
- Change Selection
- Establishing a Foreign-Owned Restaurant Business in Beijing
- Selecting the Right Local Distribution Partners in China
- Import from China: Getting Started
- Managing your Risks
- Terminating Employees in China: Some Practical Considerations
- what kind of companies can be setted up in China
- How to export to China
- Analysis of the success and failure of doing business in China



## **5. Tips to invest and do business in China**

- Tips on Avoiding Representative Office Set Up Problems in China
- Tips to set up a representative office in China
- Tips to Prepare for Your Chinese Negotiation
- Trade and Business Opportunities in China
- Best practices for trademark protection in China
- A Primer on Drafting Sino-Foreign Joint Venture Contracts in China
- Trading company vs Direct Sourcing in China
- Outsourcing in China is the future
- OEM Agreements in China
- Disadvantages of doing Business in China

## **6. Main questions and answers**

## Instructor CV



**Working unit:** University of International Business and Economics (UIBE), Beijing

**Professional Title:**

Professor in marketing, franchising, international marketing, international trade practice

Director of Center for Cheung Kei Luxury Goods and Services, UIBE

Director of Centre of Franchising, UIBE

Member of China Marketing Academy

**Email:** [zhumingxia@uibe.edu.cn](mailto:zhumingxia@uibe.edu.cn)

[zhu.mingxia@unn.ac.uk](mailto:zhu.mingxia@unn.ac.uk)

**Tel :** 86-10-64493289

**Mobile:** 86-10-13691334364

**Education:**

**Doctor of Business Administration :** Northumbria University, Newcastle Business School,

UK .April 2008

**Master of Economics:** University of International Business and Economics, Beijing,

China,1988

**Bachelor of Business English:** University of International Business and Economics, Beijing,

China,1979

**Visiting scholar:** Seton Hall University, USA (1985)

University of South Carolina, USA (1991)

University of Technology Sydney, Australia (1997)

**Visiting professor:** University of Technology Sydney, Australia (1998-2000)

Canada Royal College (Now)

School of International Education, UIBE

# **China's Economic and Social Developments and Problems**

## ***Syllabus***

**Instructor: *Professor Zhuang Rui*, Ph.D**

### **I. Course Description**

This course focuses on major issues of current Chinese economy and society. China has had a rapid economic growth since 1990s as a result of many reforms. With rich materials and vivid pictures, the course will touch upon China's economic reform and discuss some social problems accompany with the reform in the past three decades (1978-2008).

### **II. Course goals and outcomes**

- **Course goal**

The course aims to introduce students to China's economic and social developments from 1978, and discuss some problems accompany with the development. It will help students understand China and Chinese more deeply and broadly.

- **Learning Outcomes**

By taking the course, students will:

1. Understand why China needed economic reform from 1978 and how China reformed its economic regime in different departments.
2. Appreciate China's economic and social developments in the past three decades, including its financial system, education system and so on.
3. Comprehend China's open policy and how about china's foreign trade and FDI.
4. Know about the social reality of China, such as rural area, migrant worker and social security system.
5. Be aware of some problems China facing now----- income gap, unemployment, etc.

● **Ways to meet the goals**

- Primarily lecturing (with vivid pictures) and case study
- Compare China with some foreign countries based on the topics
- Class discussion and presentation is also necessary and helpful
- Tutorial

**III. Class Policies**

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence, please let the tutor know by phone or e-mail in advance. Failure to meet the work requirements may lead to exclusion from the course. More than two absences will result in grade reduction or failing the class.

**IV. Course Texts**

The course without any published text book. Besides teaching notes, there are some advanced references:

1. Peter Nolan and Dong Fureng, *The Chinese Economy and its Future*
2. QiLuo, *China's Industrial Reform and Open-door Policy 1980-1997*.
3. Hung-Gay Fung, Changhong Pei, and Kevin H. Zhang, *China and the Challenge of Economic Globalization: The Impact of WTO Membership*.

## V. Course Requirements and Grading Procedure

- The final grade will be calculated as follows:
  - Attendance (20%)
  - Presentation and class discussion (30%)
  - Final exam ---- term paper (50%)
- The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100    A<sup>-</sup>=89-91    B<sup>+</sup>= 85-88    B=81-84    B<sup>-</sup>=77-80;  
C<sup>+</sup>= 73-76    C=70-72    C<sup>-</sup>= 60-69    F=failure (below 60)

## VI. Academic Integrity

- Every student should prepare his/her own term paper and be honest in team work
- Plagiarism or cheating in any form will result in failure in the course

## VII. Weekly Work Schedule

	<b>Time</b>	<b>Topic</b>
<b>Lecture 1</b>	Sep 8	<b>Economic Reform and Social Evolution</b>
<b>Lecture 2</b>	Sep 15	<b>Rural Area and Migrant Worker</b>
<b>Lecture 3</b>	Sep 22	<b>Holiday Economy</b>
<b>Lecture 4</b>	Sep 29	<b>Financial system and stock market</b>
<b>Lecture 5</b>	Oct 13	<b>Housing Reform</b>
<b>Lecture 6</b>	Oct 20	● <b>Presentation: Housing</b>
<b>Lecture 7</b>	Oct 27	<b>Employment</b>

<b>Lecture 8</b>	Nov 3	<b>Education System</b>
<b>Lecture 9</b>	Nov 10	<b>Income Gap and Middle Class</b>
<b>Lecture 10</b>	Nov 17	<b>Youth in China: Post-80s</b>
<b>Lecture 11</b>	Nov 24	<b>Foreign trade</b>
<b>Lecture 12</b>	Dec 1	<b>FDI and exchange rate</b>
<b>Lecture 13</b>	Dec 8	<b>Final exam: Term Paper</b>

- **Instructor**



Zhuang Rui Ph.D.

**Titles:** Dr. of Economics, Associate Professor, Deputy Dean

**E-mail:** [zrbj11@yahoo.com.cn](mailto:zrbj11@yahoo.com.cn)

## **Brief Introduction**

Professor Zhuang Rui is a full-time member of the academic staff at UIBE (University of International Business and Economics). She graduated from RenMin University of China and got the Doctoral Degree of Economics in 2004. Professor Zhuang was appointed as deputy dean of IIE (Institute of International Economy of UIBE) commencing 2009. Meanwhile, she is a postgraduate supervisor.

## **Professional Experience**

### **--- Research fields**

- International economic integration
- International economic relationship
- China's trade and economy

### **--- Current Teaching**

- China's Economy (For Foreigner, In English)
- China's Society: Developments and Problems (For Foreigner, In English)
- International Economics (For Postgraduates, Both in English and Chinese)
- International Economic Integration ( For Postgraduates, In Chinese)

## **Selection of Publications**

### **--- Journal Articles**

1. "China-ASEAN FTA: Effects, Problems and China's Strategy", *World economy study*, April 2009, pp75-80.
2. "Participating in Regional Economic Cooperation: A Comparative Study of China and India", *Contemporary Asia-Pacific Studies*, Feb. 2007, pp44-51.
3. "Influence of the Policy about 15 kinds of fruits from Taiwan exporting to mainland with zero tariff", *Economy Forward*, August 2007.
4. "Question 'P-S' Proposition", *World economy study*, Sep. 2006.

5. "Hongkong: Find the Position in East Asia Regional Economic Cooperation", *Chinese Economy and Trade*, Feb. 2006.
6. "Take Part in Regional Economic Integration: China's latest actions, characteristics and trend", *South China Review*, May, 2006.
7. "China's Import Security Strategy in the New Period", *International trade*, June, 2006.
8. "China' strategy in East Asia Economic Cooperation", *Asia-Pacific Economy*, Aug. 2005.
9. "The impacts of Increasing Petroleum Import on Chinese Economic Security", *World economy study*, June, 2005.
10. "The Paradox of Sino-U.S.A Economic and Trade Relationship", *World economy and politics Forum*, Feb. 2003.

**--- Books**

1. "Theory and Practice of International Economic Integration", *University of international business and economics Press*, 2007.
2. "Impact: FDI on Terms of Trade in Developing Countries", *University of international business and economics Press*, 2005.
3. "Chinese economy after entry into WTO", *China City Press*, 2001.



**University of International Business and Economics**  
**International Undergraduate Programs**

**Environmental Protection in China**

**Instructor:** Xibiao Xian

---

**I. Course Description**

This course focuses on the relation between environmental quality and the economic behavior of individuals and business organizations and the efforts human beings have made to stop degradation of the natural environment.

The course explores how serious the environmental problems are in the world with more emphases on the issues China is facing and the economic policies and activities that have induced the environment degradation. It also examines the rough route the international community has taken to work out agreements to stop the Earth from deteriorating and the key issues that have kept countries from reaching the agreements.

This course includes a number of field trips to get the first-hand experiences on the issue.

**II. Course Goals and Outcomes**

**1. Course Goals:**

This course is intended to

- Introduce the concept of environmental economics
- Focus on the efforts the international community has made to enhance environmental protection measures.
- To learn about the forefathers who drew people's attention to the environmental issues
- Explore the environmental problems China is facing
- Understand countries' different stand on their responsibilities for environmental protection issues

**2 Learning Outcomes**

Through the course students are expected to know the concept of environmental economics, realize the importance and urgency of protecting the environment

human beings are living in, and start to do something to protect the environment. By the end of the semester, they should be able to:

- Realize deterioration of the environment and the urgency of stopping damaging it
- Know about the international institutions that are working out uniformed policies that all countries could pursue and their achievements
- Appreciate different viewpoints that countries have towards their responsibility for reducing the emission of greenhouse gases
- Be an activist in the environmental protection movement

### **3 Ways to Meet the Goals**

Students are supposed to

- Read handouts, newspapers, and magazines
- Follow the latest development in the related issues in China and in the world
- Bring the issues interested to class for discussion
- Do research and present in class
- Write a term paper focusing on one of the issues discussed in the course.

### **III. Format and Class Policies.**

The course includes lectures, discussions on latest issues, and a lecture by a guest speaker. Students should attend class meetings, get involved in discussions, listen to peer students' arguments and respect different viewpoints.

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the presentation, and the term paper.

### **IV. Course Texts**

- a) Handouts (To be retrieved from [uibetrade@gmail.com](mailto:uibetrade@gmail.com) each week. Password: uibeinternational)
- b) Principles of Environmental Economics
- c) Wolf Totem
- d) China Daily, The Economist, The Financial Times, The Wall Street Journal

## **V. Course Requirements and Grading Procedure.**

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the presentation and the term paper. The final grade is based on the calculation of the results of the presentation and the paper and their attendance, in which the paper accounts for 30%, presentation 30%, class discussion 30%, and attendance 10%.

### Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A <sup>-</sup> =89-91	B <sup>+</sup> = 85-88	B=81-84	B <sup>-</sup> =77-80;
C <sup>+</sup> = 73-76	C=70-72	C <sup>-</sup> = 60-69	F=failure (below 60)	

## **VI. Academic Integrity**

Students are responsible for knowing policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

## **VII. Weekly Work Schedule**

The following is the teaching plan:

Week One:	Introduction
Week Two:	Forefathers of the environmental protection

Week Three: Environmental economics (I)  
Week Four: Guest speaker & tour of UIBE campus  
Week Five: Pollution & greenhouse effect  
Week Six: Pollution & environmental protection in China (I)  
Week Seven: Pollution & environmental protection in China (II)  
Week Eight: Environmental protection and globalization  
Week Nine: International institutions  
Week Ten: Field trip  
Week Eleven: Environmental protection laws  
Week Twelve: Environmental ethics  
Week Thirteen: Final presentations