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## MAJOR-SPECIFIC STUDY & INTERN ABROAD PROGRAMS

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### **COURSE DESCRIPTIONS & SYLLABI**

**Host Location:** Beijing, China  
**Host Institutions:** University of International Business and Economics  
**Updated on:** August 2008  
**Prepared by:** Knowledge Exchange Institute

The following course descriptions and syllabi have been provided by the University of International Business and Economics (UIBE). UIBE and KEI reserve the right to modify course titles and content as needed.

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## CHINESE LANGUAGE COURSES

The Chinese language courses (Comprehensive Reading, Speaking, Listening and Writing) are intended to work as a unit, utilizing the immersion method developed at UIBE, one of the oldest language training programs in China. Students will take a placement exam during the orientation period to determine their level of proficiency. Each language course is the equivalent of 2 to 6 semester credits, depending on the level of proficiency. Collectively, language courses equal 20 semester credits (306 to 340 contact hours).

The Chinese language curriculum focuses on listening, speaking, reading and writing skills as well as modern grammar and essay writing. The courses are offered on the beginner, intermediate and advanced levels with each level further divided into 6-12 classes of 8-15 students each to allow learners at a similar Chinese level to be grouped together. Below is list of courses offered at each level.

### Beginner

- Chinese Comprehensive Reading (136 hours) - 8 credits
- Chinese Speaking (102 hours) - 6 credits
- Chinese Listening (102 hours) - 6 credits

### Intermediate

- Chinese Comprehensive Reading (102 hours) - 6 credits
- Chinese Speaking (68 hours) - 4 credits
- Chinese Listening (68 hours) - 4 credits
- Chinese Reading & Writing (68 hours) - 4 credits

### Advanced

- Chinese Comprehensive Reading (102 hours) - 6 credits
- Chinese Speaking (68 hours) - 4 credits
- Chinese Listening (68 hours) - 4 credits
- Chinese Reading & Writing (68 hours) - 4 credits

Plus one of the following:

- Chinese Newspaper Reading (32 hours) - 2 credits
- Business Chinese (32 hours) - 2 credits

### Chinese Comprehensive Reading

The goal of this course is to build listening skills and proper pronunciation of Chinese Mandarin. Grammar instructions and vocabulary acquisition are the main content of class.

Textbooks: *Modern Chinese Beginner's Course*, *Intermediate Chinese Course*, *Bridge*, and *International Business Chinese*.

### Chinese Listening

The goal of this course is to build listening skills and proper pronunciation of Chinese Mandarin. Grammar instructions and vocabulary acquisition are the main content of class.

Textbooks: *Modern Chinese Beginner's Course*, *Intermediate Chinese Course*, *Bridge*, and *International Business Chinese*.

### Chinese Speaking

The objective of this course is to facilitate the acquisition of language necessary to express oneself in daily situations as well as in more difficult contexts. Students will carry on daily communication, business conversations and negotiations throughout the course.

Textbooks: *Modern Chinese Beginner's Listening Course*, *Chinese Listening Comprehension and Advanced Listening Comprehension*, *Conversational Chinese 301*, *Chinese Situational Dialogues* and *Intermediate Chinese Speaking*.

### Chinese Reading & Writing

Students are required to write and correct essays regularly. Part of the class is utilized for selected readings, discussion, grammar lessons and vocabulary building. By the end of the semester students will be able to read articles, periodicals and essays, and carry on daily writings in a wide variety of social and business situations.

Textbooks: *Understanding China through Newspaper Reading*, *Business Writing in Chinese* and *Chinese for Economics and Trade*.

### **Chinese Newspaper Reading**

Students are required regularly read and analyze newspapers. Students will acquire advanced proficiency of Chinese through readings of newspapers, periodicals and essays.

Textbooks: *Understanding China through Newspaper Reading*

### **Business Chinese**

The objective of this course is to facilitate the acquisition of language necessary to express oneself in formal and professional settings. Students will carry on daily business conversations and negotiations throughout the course.

Textbooks: *Business Writing*

### **Chinese Language & Culture**

An overall language course that combines grammar, reading, writing and speaking. This course is offered in the summer only.

## PROFESSIONAL COURSES

UIBE does not assign course numbers. All courses offered through the KEI program are advanced level; equivalent to 300 to 600 level in the USA.

**WTO & China - Introduction to the Multilateral Trading System of WTO** (3 cr.) 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. *This course is usually offered in the Fall semester.*

**Marketing in China (Doing Business in China)** (3 cr.) This course is designed to help students develop an insight into the Chinese market. It begins with a brief review of the historical background of the market, followed by in-depth discussions on its economic, political and cultural environment. Apart from a study on the current developments of China's introduction of foreign direct investment, the course also deals with topics such as product development, market research, sales promotion and advertising. This is a course for those who are interested in marketing in China, and want to be successful in their business in this market. *This course is usually offered in the Fall and Spring semesters.*

**Chinese Economics & Business Systems** (3 cr.) The course aims to provide an introduction to China's overall economic environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market. *This course is usually offered in the Fall and Spring semesters.*

**China's Marketization Process** (3 cr.) 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. *This course is usually offered in the Fall semester.*

**Human Resources Management** (3 cr.) This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy. Students will learn how to perform the following activities: selecting employees; career development; evaluating and rewarding performance; and managing conflict. Topics will include: the strategic, legal, and global human resource environments; planning and job analysis; recruiting; performance management; training and development. *This course is usually offered in the Fall semester.*

**China's Political, Economic & Legal Structures** (3 cr.) The aim of this course is to acquaint students 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 to the World Trade Organization. *This course is usually offered in the Fall semester and Summer term.*

**China's Foreign Trade & Foreign Investment** (3 cr.) 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. *This course is usually offered in the Spring semester.*

**China's Business Ethics** (3 cr.) The word ethics is defined in Webster's dictionary as "Standards of conduct or moral behavior." Business ethics can be thought of as a company's attitude towards its employees, customers, community, and stockholders. High standards of ethical behavior demand that a firm treat each party it deals with in a fair and honest manner. Businessmen face lots of ethical dilemmas in business practices as they need to make correct

judgment. This course will provide fundamental information on business ethics. Topics will cover ethics with accounting, marketing, and law. Cultural differences between China and other countries will be highlighted. *This course is usually offered in the Spring semester.*

**Chinese Economic & Business Systems** (3 cr.) The course aims to provide an introduction to China's overall economic environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market. *This course is usually offered in the Spring semester.*

**International Management Behavior** (3 cr.) The course is about International management. It shows how cultural factors influence behavior in the workplace and the boardroom, and examines the skills needed to manage across national borders. Members of different societies have different priorities and values when they make and implement decisions. These differences influence how the manager deals with other people in superior- subordinate, peer, buyer-seller, negotiation, and consultancy relationships. In all these relationships, three questions arise: When are cultural factors a significant influence? When are other factors of greater influence? How can the importance of these different factors be weighed? The course focuses on these questions. *This course is usually offered in the Spring semester.*

**International Business Environment** (3 cr.) 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.

**Internship in China** (3 – 6 cr.) Students work part time as volunteers in companies, law firms, government agencies or social organizations in the Beijing area. Placement is determined after an interview and selection by the faculty. Most positions require a working knowledge of Chinese. Students report to the supervising professor regularly and submit an analytical paper. *Internships are available in the Fall, Spring and Summer.*

## **CHINESE STUDIES COURSES**

These courses are organized on a need basis. These courses will be offered if 10 or more students enroll in the course.

### **Contemporary Chinese Society**

This course surveys China's development since 1949 and examines China's future potential. Emphasis is placed on current issues in Chinese society, including cultural changes, economic growth, political influence, equality and women's issues.

### **Modern China**

This course surveys the history of China from mid 19<sup>th</sup> century to 1949. Emphasis will be on broad themes of intellectual, political, and cultural currents and basic questions of development and interpretation.

### **Traditional China**

This course surveys the history of Chinese civilization from prehistory to 1600. Emphasis will be on broad themes of intellectual, political, and cultural currents and basic questions of development and interpretation.

### **Anthropological Studies and Chinese Culture**

This course looks at Chinese culture, tradition and society through the study of anthropology. Anthropology carries out its field work in comparatively isolated communities in order to penetrate deeper into the social organization, economic system, religion and other aspects of the cultural mechanisms inherited by those under study.

Anthropological studies will provide students with the tools they need to decode the complexity of Chinese culture without national prejudices. In addition, understanding Chinese culture from the perspective of anthropology will help to foster a sense of cultural relativism as well as to eliminate frictions between "us" and "the others."

### **Understanding Chinese Society**

This course intends to provide an introduction to the main directions of research and interpretation in studies of Chinese society. The topics will cover: The scope of the Chinese society in historical, geographical and ethnic terms; The distinction between rural and urban society in China; The relationship of individual, group and society in Chinese culture; Family, the core of Chinese society; The main structures of economic and political power in Chinese society; The restructuring of social power; and The changing class structure and patterns of inequality in Chinese society. Students are encouraged to make comparative studies between structures and realities in the above fields in his/her own society and that as they have studied or experienced in China to promote communications among different peoples in today's world. The aim of the course is a keener sensitivity to different cultural identities and a more understanding approach to cross-cultural affairs in this globalizing age.

## **COURSE SYLLABI**

### **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**

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

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

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

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

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

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

- Provisions concerning developing country members in agreements;
- Recognition of general interest;
- Fewer obligation or differing Rules;
- 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
  - o Its implications
  - o 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

#### **Chinese Economics and Business Systems**

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

#### SECTION A: basic information

- o Introduction: Welcome to Chinese Economic and Business Systems. Total study hours for this module is 72 hours, which is composed of 14 three-hour lectures, 30 hours private study time . Please see section B for details. The course is assessed by means of a two-hour examination.
- o Prerequisites: There are no prerequisites for this module nor is the passing of this module a prerequisite for any other module.
- o Aims: The course aims to provide an introduction to China's overall economic environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market.
- o Objectives: On completion of this module, 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.
  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 service and technology-intensive industries.
  6. Understand China's challenges in social development.
- Contacting your lecturer: The course lecturer is Dr Zhongxiu Zhao, Professor in economics, UIBE. Students are welcome to seek help or advice from him during his office hours or by arrangement. His contact details are e-mail address: zhxzhao@uibe.edu.cn, number is 010 6449 3603.

SECTION B: what you can expect and what is required from you

- Module delivery structure
  1. Lectures: There will be 13 three-hour lectures. Dates and subjects are set out in the timetable below.
  2. Lecture delivery: Lectures will be delivered by the lecturer through a mixture of content analysis, class discussion and case study.
- Lecture schedule:
  1. Introduction to China's economic and business environment
  2. China's governmental, administration and bureaucratic systems
  3. Foreign market entry modes for China
  4. SOE in China
  5. Managing Foreign Business in China I: Establishing Foreign Invested Enterprise
  6. Industry study
  7. Managing Foreign Business in China II: Managing Human Resources
  8. Managing Foreign Business in China III: Marketing and Distribution
  9. Managing Foreign Business in China IV: Product, Production and Quality Control
  10. Financial markets in China
  11. China after entry into WTO
  12. Reform and Social Development in China
  13. Module revision
  14. FINAL EXAM
- Private study: There will be 30 hours private study time. Private study is an important part of the learning process, which involves case study preparation, background reading, individual research, and examination preparation.
- Assessment details
  1. Assessment will be by means of a two-hour written examination in week 14. You will be required to answer three case-related questions and any other two questions from the remaining six essay questions in a paper. It is a policy that coursework and examination scripts are anonymised before being marked.
  2. Assessment criteria:
    - Conceptual consistency - a common theme throughout, with logical arguments (20%).
    - Relevance of material - relating theories correctly reviewed, information included useful to understanding the business issue or problem (20%).
    - Depth of analysis - quality of research evident (20%).
    - Organization - well structured and properly referenced, where appropriate (20%).
    - Appropriate conclusion - understanding of implications of the chosen topics (20%)
- Grading:
 

1. Mid-term Paper	30%
2. Class presentation	15%
3. Final Exam	45%
4. Class participation	10%
- Reading List:

1. Course-pack available from school library
2. Class handouts
3. Suggested Journals: The following are more or less directly addressed to the issue of managing foreign invested enterprises in the Chinese market:
  - Beijing Review
  - China Quarterly
  - Daily newspapers
  - The Financial Times
  - The China Daily
  - Business Weekend
  - All required reading should be completed before the class discussion of that topic.
- Work Requirements:
  1. attendance at lectures and classes
  2. preparation for classes
  3. reading as directed
  4. 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. Even if that does not occur, failing to meet the work requirements is likely to reduce your chances of obtaining a good result.

### **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
3. Criteria of market economy
4. Reform of government administrative system
5. Marketization of enterprises
6. Marketization of labor
7. Marketization of capital
8. Marketization of land
9. Marketization of domestic trade
10. Marketization of foreign trade
11. Marketization of intermediary organizations
12. Marketization of finance
13. Improvement of legal system
14. 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](http://English.peopledaily.com.cn)

### **Human Resources Management**

This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy. Students will learn how to perform the following activities: selecting employees; career development; evaluating and rewarding performance; and managing conflict. Topics will include: the strategic, legal, and global human resource environments; planning and job analysis; recruiting; performance management; training and development.

#### **TEACHING METHODOLOGY:**

The instructor will explain some of the concepts and case studies during the lecture. In honor to diverse styles of learning, a variety of methods will be employed throughout the course: instructor input, small group discussions, case study analysis, and student presentation. Students are expected to participate in class discussion. Questions are welcome.

#### **ATTENDANCE POLICY:**

Attendance and participation in class are important aspects of learning. Students are expected to attend all classes and arrive on time in respect of others. On occasion, students may have conflicting obligations such as work-study, health, or otherwise, which prevent attending class in a particular session. If such occasion occurs, it is the students' responsibility to inform the instructor of the absence before the class meets. If a student misses more than 6 hours of class, the student will automatically get a fail grade. Each hour of absence will result a deduction of 1 point from the attendance grade. As a courtesy of fellow students and the instructor, please turn off cellular telephones during class.

#### **GRADE DETERMINATION:**

- Attendance: 20%
- Class participation: 10%
- Mid-term exam: 20%
- Final exam & project: 50%
- Total: 100 points

#### **REFERENCES:**

1. Noe, Hollenbeck, Genhart, Wright. Human Resource Management: Gaining a Competitive Advantage Burr Ridge: IL, Irwin, 2000 (3rd ed.)
2. Larence S. Kleiman Human Resource Management: A Managerial Tool for Competitive Advantage South-western College Publishing, A Division of Thomson Learning, 2000 (2nd ed.)
3. Terry Morrison, Wayne A. Conaway, & George A. Borden. Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries Adams media Corporation, 1999
1. Philip R. Harris and Robert T. Moran. Managing Cultural Differences Gulfing Publishing Company, 1996(4th ed.)
2. [www.hr.com.cn](http://www.hr.com.cn)
3. [www.workforce.com](http://www.workforce.com)
4. Handouts

#### **TENTATIVE SCHEDULE:**

- Lecture 1. Introduction to Course
- A. Conduct, philosophy, responsibilities
  - B. Defining Strategic Human Resource Management
- Lecture 2. The External Environment
- A. Global Challenge

- B. Legal Environment
  - Types of Discrimination
  - EEO and AA
  - Discussion: China Puzzle

Lecture 3.

- A. Job Analysis
- B. Job Design

Lecture 4. Human Resource Planning & Recruitment

Lecture 5. Selection and Placement

Lecture 6. Training

Mid-term Exam

Lecture 8. Performance Management

Lecture 9. Employee Development

Lecture 10. Guest Speaker

Lecture 11-13 Presentations & Final Exam

### **China's 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

## **International Management Behavior**

The course is about International management. It shows how cultural factors influence behavior in the workplace and the boardroom, and examines the skills needed to manage across national borders. Members of different societies have different priorities and values when they make and implement decisions. These differences influence how the manager deals with other people in superior- subordinate, peer, buyer-seller, negotiation, and consultancy relationships.

In all these relationships, three questions arise: When are cultural factors a significant influence? When are other factors of greater influence? How can the importance of these different factors be weighed? The course focuses on these questions.

The course is divided into four parts:

1. national culture;
2. how culture influences the internal arrangements;
3. how internal arrangements influence the strategy; and
4. making the strategy work: HRM issues.

### TOPICS:

- international management and culture
- comparing cultures; organizational culture
- culture and ethics
- cross-cultural management communication
- culture and structure
- motivating across cultures
- culture and dispute resolution
- negotiations
- planning change
- strategic planning
- international joint ventures
- headquarters and subsidiary
- family companies

### ASSESSMENT

The assessment is a combination of attendance and class performance with an extended essay at the end.

Participation: 30%

Essay: 70%

### REFERENCE BOOKS:

Richard Mead, International Management, Blackwell, 1998

Henry W. Lane et al., International Management Behavior (3rd Edition), Blackwell, 1999

Geert Hofstede, Cultures and Organizations: Software of the Mind, McGraw-Hill, 1997

John B. Stutard, The New Silk Road—Secrets of Business Success in China Today, John Wiley & Sons, Inc. 2000

David A. Ricks, Blunders in International Business, Blackwell, 1993

Robert M. March, Business Relationships With the Chinese, I.M.D.C. Pty, Ltd. Sydney, 2003

Larry A. Samovar et al., Communication Between Cultures, Wadsworth Publishing Company, 1998.

Lillian H. Chaney et al., International Business Communication, Pearson Education, 2000

## **China's 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.

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

Section 2: China's foreign trade strategies

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

Section 3: Evolution of China's Foreign Trade Reform

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

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

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

Section 5 Trade and International Technology Transfer to China

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

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

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

**GRADING**

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

**Business Ethics**

The word ethics is defined in Webster's dictionary as "Standards of conduct or moral behavior." Business ethics can be thought of as a company's attitude towards its employees, customers, community, and stockholders. High standards of ethical behavior demand that a firm treat each party it deals with in a fair and honest manner. Businessmen face lots of ethical dilemmas in business practices as they need to make correct judgment. This course will provide fundamental information on business ethics. Topics will cover ethics with accounting, marketing, and law. Cultural differences between China and other countries will be highlighted.

**COURSE OBJECTIVES:**

1. To enhance awareness of the importance of ethical values for individual and organizational effectiveness.
2. To learn how to incorporate ethical analysis through business decision-making.
3. To increase the understanding of the cultures of business by presenting ethical dilemmas in real business settings.

**TENTATIVE SCHEDULE:**

- Week 1. Introduction to Business Ethics
- Week 2-3. Ethics and marketing
- Week 4. Ethics and accounting
- Week 5. Ethics and law
- Week 6. Ethics in China

Week 7.	Guest speaker
Week 8.	Mid-term exam
Week 9.	Caux round table principle
Week 10-11.	Issues of global corruption and corruption in China
Week 12.	Topic on Sexual harassment
Week 13	Final Exam and presentation

### **Chinese Economic and Business Systems**

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

#### **INTRODUCTION**

Welcome to Chinese Economic and Business Systems. Total study hours for this module is 72 hours, which is composed of 14 three-hour lectures, 30 hours private study time. Please see section B for details. The course is assessed by means of a two-hour examination.

#### **OBJECTIVES**

On completion of this module, 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.
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 service and technology-intensive industries.
6. Understand China's challenges in social development.

#### **TOPICS**

There will be 13 three-hour lectures. Dates and subjects are set out in the timetable below. Lectures will be delivered by the lecturer through a mixture of content analysis, class discussion and case study.

1. Introduction to China's economic and business environment
2. China's governmental, administration and bureaucratic systems
3. Foreign market entry modes for China
4. SOE in China
5. Managing Foreign Business in China I: Establishing Foreign Invested Enterprise
6. Industry study
7. Managing Foreign Business in China II: Managing Human Resources
8. Managing Foreign Business in China III: Marketing and Distribution
9. Managing Foreign Business in China IV: Product, Production and Quality Control
10. Financial markets in China
11. China after entry into WTO
12. Reform and Social Development in China
13. Module revision
14. FINAL EXAM

#### **PRIVATE STUDY**

There will be 30 hours private study time. Private study is an important part of the learning process, which involves case study preparation, background reading, individual research, and examination preparation.

#### **ASSESSMENT**

Assessment will be by means of a two-hour written examination in week 14. You will be required to answer three case-related questions and any other two questions from the remaining six essay questions in a paper. It is a policy that coursework and examination scripts are anonymised before being marked.

#### Assessment criteria

1. Conceptual consistency - a common theme throughout, with logical arguments (20%).
2. Relevance of material - relating theories correctly reviewed, information included useful to understanding the business issue or problem (20%).
3. Depth of analysis - quality of research evident (20%).
4. Organization - well structured and properly referenced, where appropriate (20%).
5. Appropriate conclusion - understanding of implications of the chosen topics (20%)

#### Grading

- Mid-term Paper 30%
- Class presentation 15%
- Final Exam 45%
- Class participation 10%

#### READING LIST

Course-pack, available from school library

#### Journals:

- Beijing Review
- China Quarterly
- Daily newspapers
- The Financial Times
- The China Daily
- Business Weekend

#### **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

### **Contemporary Chinese Society**

This course surveys China's development since 1949 and examines China's future potential. Emphasis is placed on current issues in Chinese society, including cultural changes, economic growth, political influence, equality and women's issues.

#### TOPICS

- Course Introduction: A Comparative Perspective
- Confucianism: The Foundation of Chinese Culture
- Collectivism and Individualism
- Chinese Social Structure: Government
- Chinese Social Structure: Economy
- Chinese Social Structure: Family
- Chinese Social Structure: Education
- Chinese Social Structure: Community
- Chinese Language and Chinese Culture
- Clothing, Eating, Shelter, and Transportation in China
- Equality and Inequality
- Ethnic Relations
- Women in China
- The Criminal Justice System in China: Freedom, Democracy, Human Rights and Privacy
- Cultural Differences and Similarities: Human Nature, Perception of Beauty, and Morality

### **Modern China**

This course surveys the history of China from mid 19<sup>th</sup> century to 1949. Emphasis will be on broad themes of intellectual, political, and cultural currents and basic questions of development and interpretation.

Kurt Selles, Assistant Professor Ph.D.  
 Phone 8610-6841-2494  
 E-mail kselles@calvin.edu

#### COURSE REQUIREMENTS:

1. Attendance and Participation. Attendance is mandatory for a simple reason: a substantial amount of material not contained in the reading will be introduced in lectures. Students are responsible for all material covered in class. Absences will not be permitted except under extraordinary circumstances. Student participation is encouraged and expected, as classroom discussion is a vital part of learning, understanding and evaluating new material. (10%)
2. Reading. The texts for this class have been selected carefully, for historical value and for economy of presentation. Please make sure that you complete the assigned reading prior to each class session.  
 Patrica Ebrey, Cambridge Illustrated History of Chinese History  
 Patricia Buckley Ebrey, Chinese Civilization: A Sourcebook  
 "Course Readings" booklet.

3. Short Writing Assignments. Every other week students will submit a short (3-4 pages) essay. These exercises are designed to help you synthesize and absorb reading materials. Specific instructions for these assignments will be distributed and discussed in class. (30% each)
4. Late Policy. Because we'll be moving along at a fast clip, you'll need to keep on top of your paper assignments. I can't afford to get behind and neither can you. Consequently, I won't be able to accept late papers without a penalty. Your grade will be marked down one letter-grade per day late.
5. Office hours. I'll be in the office (704) most days until five. Please feel free to stop by to chat about paper topics, topics related to China, language study, etc. Your best bet is to call me before you come. You can also call me at home, but please don't call after 10:00 p.m. unless it's an emergency.
6. Final Exam. Friday, November 11, 10:10-11:50 p.m. (30%)

## TOPICS

- The Rise of the Qing
- The Kangxi Emperor
- The Qianlong Emperor
- Qing High Culture
- Qing Common People
- Foreign Intrusion
- The Taiping Uprising
- The Boxer Rebellion
- The Fall of the Qing
- The May Fourth Movement
- The United Front
- The War with Japan
- World War II
- The Founding of the People's Republic of China
- The 1950s-1970s
- Opening and Reform

## Traditional China

This course surveys the history of Chinese civilization from prehistory to 1600. Emphasis will be on broad themes of intellectual, political, and cultural currents and basic questions of development and interpretation.

Kurt Selles, Assistant Professor Ph.D.

## COURSE REQUIREMENTS

1. Attendance and Participation. Attendance is mandatory for a simple reason: a substantial amount of material not contained in the reading will be introduced in lectures. Students are responsible for all material covered in class. Absences will not be permitted except under extraordinary circumstances. Student participation is encouraged and expected, as classroom discussion is a vital part of learning, understanding and evaluating new material. (10%)
2. Reading. The texts for this class have been selected carefully, for historical value and for economy of presentation. Please make sure that you complete the assigned reading prior to each class session.  
Patricia Buckley Ebrey, *Chinese Civilization: A Sourcebook*  
\_\_\_\_\_, *The Cambridge Illustrated History of China*, and  
"Course Readings" booklet (CRB).

3. Short Writing Assignments. Students will submit two short (3-4 pages) essays. These exercises are designed to help you synthesize and absorb reading materials. Specific instructions for these assignments will be distributed and discussed in class. (30% each)
4. Late Policy. Because we'll be moving along at a fast clip, you'll need to keep on top of your paper assignments. I can't afford to get behind, and neither can you. Consequently, I won't be able to accept late papers without a penalty. Your grade will be marked down one letter-grade per day late.
5. Office hours. I have an office in room 704 of the CNU dormitory. Please feel free to stop by to chat about paper topics, topics related to China, language study, etc. The best time for you to see me is Mondays through Fridays, between 2:00 and 5:00 PM. You can also call me at home, but please don't call after 10:00 p.m., unless it's an emergency.
6. Final Exam.

#### TOPICS

- The Shang Dynasty
- The Zhou Dynasty
- Confucianism
- The Warring States Period
- Daoism
- Mencius and Xunzi
- The Qin Dynasty
- The Han Dynasty
- Buddhism
- The Three Kingdoms Period
- Sui and Tang Dynasties
- The Song Dynasty
- The Yuan Dynasty
- Western Visitors to China
- The Ming Dynasty

#### **Anthropological Studies and Chinese Culture**

This course looks at Chinese culture, tradition and society through the study of anthropology. Anthropology carries out its field work in comparatively isolated communities in order to penetrate deeper into the social organization, economic system, religion and other aspects of the cultural mechanisms inherited by those under study. Anthropological studies will provide students with the tools they need to decode the complexity of Chinese culture without national prejudices. In addition, understanding Chinese culture from the perspective of anthropology will help to foster a sense of cultural relativism as well as to eliminate frictions between "us" and "the others". Furthermore, a case study conducted by the lecturer himself in Yunnan province will be cited in the course to give students a vivid insight into Chinese culture.

Lecturer: Dr. Liu Heng

#### TOPICS

- Course description
- Understanding anthropology: some basic concepts
- Subject fields, history and methodology
- The localization of anthropology in China
- Prof. Fei Xiaotong: a famous anthropologist in China
- Prof. Fei's outstanding academic achievements and his influence
- Francis L. K. Hsu (Xu Langguang) and his *Under the Ancestor's Shadow*

- Yang Qingkun and his Religion in Chinese Society
- A case study: the religion of a Yunnan province community
- A case study: traditional culture and festivals of this community
- A case study: the meaning of ritual performances in this community & symbolic actions of human beings
- A case study: “Gusana”, the pilgrims’ pilgrimage
- An approach to understanding Chinese culture and society: a comparative perspective
- Chinese culture from the viewpoint of anthropology

FORMAT: Lecture, Discussion of readings, Videos if possible

#### GRADING

- Presentation 30%
- Class Participation/Discussion 10%
- Final Paper 60%

Bibliography will be available within a few days.

#### **Understanding Chinese Society**

This course intends to provide an introduction to the main directions of research and interpretation in studies of Chinese society. The topics will cover: The scope of the Chinese society in historical, geographical and ethnic terms; The distinction between rural and urban society in China; The relationship of individual, group and society in Chinese culture; Family, the core of Chinese society; The main structures of economic and political power in Chinese society; The restructuring of social power; and The changing class structure and patterns of inequality in Chinese society. Students are encouraged to make comparative studies between structures and realities in the above fields in his/her own society and that as they have studied or experienced in China to promote communications among different peoples in today's world. The aim of the course is a keener sensitivity to different cultural identities and a more understanding approach to cross-cultural affairs in this globalizing age.

#### COURSE REQUIREMENTS

1. Insightful participation in class discussions. (20%)
2. Presentation of your research on the concepts discussed during the course. (80%)
  - a. Please schedule with the instructor concerning your topic and date of doing the presentation.

#### WEBSITES

There are many useful Internet web-sites with information on China. The following are just some to provide access to a wide range of detailed home pages:

- [www.chinaknowledge.de](http://www.chinaknowledge.de)
- [www.Culture China Selected Internet Resource](http://www.CultureChina.com)

#### COURSE SCHEDULE

Week 1	Introduction to the Course
Week 2	The scope of the Chinese society in historical, geographical and ethnic terms
Week 3	The distinction between rural and urban society in China
Week 4-5	The relationship of individual, group and society in Chinese culture
Week 6	Family, the core of Chinese society
Week 7-8	The main structures of economic and political power in Chinese society
Week 9-10	The restructuring of social power
Week 11-12	The changing class structure and patterns of inequality in Chinese society
Week 13	Final