

Syllabus for Chinese Business Culture and Consumer Behavior

INSTRUCTOR

Prof: Mingxia Zhu

Office: Room 705, Ke Yan Building

Tel: 6449-3387

E-mail: ming@zhumingxia.com

COURSE OBJECTIVES

This course is to provide expert insight on contemporary China's business culture and consumer behavior and will offer professional guidance for those who want to do business in China.

TEXTBOOK AND READING MATERIAL

Li Yong, Baocheng Liu, *Doing Business with China*, 5th edition

Case studies: Culture and consumer difference between China and other countries

ASSESSMENT

Class attendance	10%
Group project (term work)	40%
Final exam (Open book)	50%

PROJECT

- Group (6 students)
- Choose one country you are familiar
- Compare the culture difference and consumer behavior between your own countries and chosen country.
- Presentation Time: 40 minutes
- PPT Slides must be submitted to: ming@zhumingxia.com

A discussion is followed after each presentation.

Grading of the teamwork will be based upon the following factors:

- Evidence of wide research and deep reflection around the issues
- Originality of ideas
- Originality of presentation
- Manners

CLASS SCHEDULE

1. Chinese Culture Introduction
2. Chinese Business Culture

- 3. Chinese consumer market**
- 4. Chinese consumer behavior**
- 5. Chinese consumer cases**
- 6. Marketing in China**
- 7. Negotiation with the Chinese**
- 8. Presentations**