



<b>COURSE SYLLABUS</b>		
<b>COURSE INFORMATION</b>		
<b>Course Code:</b> LIN203	<b>Level:</b> Undergraduate	<b>Credit:</b> 3
<b>Course Title:</b> Chinese Business Language and Culture		
<b>PREREQUISITE</b>		
N/A		
<b>COURSE OVERVIEW</b>		
<p>It is widely believed that China will play a key role to reshape the world economy in the 21st century. Yet many people find it extremely difficult to understand Chinese culture, laws and regulations, social values and economy. This course is designed for students who have interest in doing business in China or want to know more about Chinese business culture. A series of lectures will provide students a comprehensive understanding on China's unique business environment, innovations and economic development, gives insight into the Chinese culture, social values and economy.</p> <p>By attending this course students will gain knowledge on China's laws and regulations, how to work and live in China, and build business networks. This course provides a unique opportunity for students to gain necessary knowledge and skills in managing cross-cultural communications and doing business in China.</p>		
<b>LEARNING OUTCOME</b>		
<p>Aim of this course is to provide students with a comprehensive understanding about the contemporary business environment in China. This course also highlights social, cultural, economic challenges and opportunities for individuals and/or firms expecting to do business there.</p> <p>Upon successful completion of the course students will have knowledge and skills to:</p> <ol style="list-style-type: none"><li>1. A comprehensive knowledge on China's history, culture, political and legal system, socio-economic issues; and develop an understanding on how these factors are inter-related for doing business in China,</li><li>2. Understand the importance of business networking and how it works in China,</li><li>3. Gain a comprehensive knowledge on China's economic growth and contemporary economic factors,</li><li>4. Improve communication skills for Chinese business engagement,</li><li>5. Be better prepared for further education or a professional career in China-business related areas such as foreign policy, cultural exchange programs, global entrepreneurship or multinational corporations.</li></ol>		
<b>CLASS HOURS</b>		
Lecture: Monday to Friday, 180 minutes each day Discussion Section: One hour each week		
<b>LEARNING RESOURCES</b>		
<b>Required Textbook</b>		
Ambler, T., Witzel, M., Xi, C. (2016). <i>Doing Business in China</i> . 4th Edition. Routledge		
<b>Reference Books &amp; Online Resources</b>		
Guo, Ying & Bensonc, John & Zhu, Ying & Dowling, Peter J. (2018). Interpersonal relations in China: Expatriates' perspective on the development and use of guanxi. <i>International Business Review</i> . vol. 27(2), pages 455-464. Elsevier. Richardson, Christopher & Rammal, Hussain Gulzar. (2018). Religious belief and international business negotiations: Does faith influence negotiator behaviour?. <i>International Business Review</i> . vol. 27(2), pages 401-409. Elsevier.		

<b>COURSE INFORMATION</b>			
<b>Course Code:</b>	<b>LIN203</b>	<b>Level:</b> Undergraduate	<b>Credit:</b> 3
<b>Course Title:</b>	<b>Chinese Business Language and Culture</b>		
<b>LEARNING RESOURCES</b>			
<b>Suggested Textbook</b>			
Clark, Duncan. (2016). <i>Alibaba: The House That Jack Ma Built Hardcover</i> . Ecco.			
Paulson, Henry M.. (2015). <i>Dealing with China: An Insider Unmasks the New Economic Superpower by Case Analysis</i> . Twelve.			
<b>Other Teaching Methods</b>			
N/A			
<b>WEEKLY SCHEDULE</b>			
<b>Week</b>	<b>Day</b>	<b>Topic</b>	<b>Reading</b>
1	1	<b>Part 1</b> The Toad to Cathay	Chapter 1
	2	Through a Glass Darkly: China From a Western Perspective	Chapter 2
	3	The Furniture of the Mind	Chapter 3
	4	Relationships and Regulations	Chapter 4
	5	Business and the Law	Chapter 5
2	1	<b>Group Project Workshop:</b> • Form Group • Choose a Topic • Discussion on Report Structure • Decide on Group Rules and Responsibilities	
	2	<b>Part II</b> Creating Harmony: Alternative Venture Formats in PRC	Chapter 6
2	3	<b>Presentation and Discussion on Case Analysis</b>	
	4	The Marketing Mix & The Marketing Process	Chapter 7 & 8
	5	<b>Midterm Exam</b>	
3	1	Rightness and Correct Form: The Yi and Li of Relationships in China	Chapter 9
	2	Western and Chinese Commercial Thinking	Chapter 10
	3	<b>Presentation and Discussion on Case Analysis</b>	
	4	Special Topics: Religious Makeup of China; Cultural Revolution, Reform and Their Impacts on Today's Business and Mindset.	
	5	<b>Final Exam</b>	
<b>ASSESSMENT</b>			
<b>Assessment Task</b>			<b>Percent (%)</b>
Attendance/Participation			10%
One-Page Written Paper			15%
Small Group Case Presentation			15%



<b>COURSE INFORMATION</b>	
<b>Course Code:</b> LIN203	<b>Level:</b> Undergraduate <b>Credit:</b> 3
<b>Course Title:</b> Chinese Business Language and Culture	
<b>ASSESSMENT</b>	
<b>Assessment Task</b>	<b>Percent (%)</b>
2 Case Analysis (15% Each)	30%
Final Exam	30%
<b>Total</b>	<b>100%</b>
<b>DETAILS ON GRADE COMPONENTS</b>	
<p><b>Homework, Class Attendance, and Participation</b></p> <p>Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (10% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion. It is important that you read the assigned readings as background information on the issue/topic before each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.</p> <p><i>Please note the following:</i> In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 33% of this course) will be grounds for failure. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.</p> <p>Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions.</p> <p>Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion. The grading of class participation is necessarily a subjective exercise. However, high- quality comments have one or more of the following characteristics: (1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand. Some specific criteria for evaluating discussion contributions are:</p>	

COURSE INFORMATION		
Course Code:	LIN203	Level: Undergraduate
		Credit: 3
Course Title:	Chinese Business Language and Culture	
DETAILS ON GRADE COMPONENTS		
<ul style="list-style-type: none"><li>• Does the student demonstrate an eagerness to participate?</li><li>• Is the student a good listener? Does he/she build on others' comments?</li><li>• Is the student willing to interact with other class members?</li><li>• Are the points made relevant to the discussion? Are they linked to others' comments?</li><li>• Do comments demonstrate evidence of in-depth analysis of the case?</li><li>• Do comments add to our understanding of the situation?</li><li>• Do comments make a substantive contribution to the advancement of our analysis?</li><li>• Is there a willingness to test new ideas, or are the comments "safe?"</li><li>• Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?</li><li>• Is the student presenting insightful quantitative analysis (when required)?</li><li>• Is the student demonstrating ethical considerations and insights?</li></ul>		
<b>One Page Written Papers</b>		
Each student must submit a one-page written paper at the end of each of the first two weeks, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class; the second weekly questions will be provided at the end of the prior week.		
<b>Guideline for Group Assignment</b>		
The purpose of the assignment is to give students an opportunity to familiarise themselves with the business environment in China. This is a major group assignment for this course. The group has to choose a Chinese multinational/local company operating in China. Students can use existing case study, company website, industry report, stock market report, company brochures, newspaper articles, and any other reliable sources to obtain information about the chosen company.		
<b>Small Group Case Presentation</b>		
Students will be assigned to a small group and each of these groups will make an in class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.		
<b>Guideline for Group Assignment</b>		
The purpose of the assignment is to give students an opportunity to familiarise themselves with the business environment in China. This is a major group assignment for this course. The group has to choose a Chinese multinational/local company operating in China. Students can use existing case study, company website, industry report, stock market report, company brochures, newspaper articles, and any other reliable sources to obtain information about the chosen company.		



**COURSE INFORMATION**

**Course Code:** LIN203    **Level:** Undergraduate    **Credit:** 3

**Course Title:** Chinese Business Language and Culture

**DETAILS ON GRADE COMPONENTS**

Sections of the business report

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

**COURSE GRADING**

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

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

**For Post-Graduate Students**  
To pass this subject, students are required to obtain Grade B or above in order to satisfy all the intended learning outcomes.

**For Undergraduate Students**  
To pass the subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.

**ACADEMIC INTEGRITY & ACCOMMODATION**

**Classroom Protocol**

Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities.

Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their use will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.

Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.



COURSE INFORMATION		
Course Code: LIN203	Level: Undergraduate	Credit: 3
Course Title: Chinese Business Language and Culture		
UNIVERSITY POLICIES		
<b>General Expectations, Rights and Responsibilities of the Student</b> As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with the university's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the program administrator as a next step.		
<b>Academic Integrity</b> Your commitment, as a student, to learning is evidenced by your enrollment at the university. You are expected to be honest in all your academic course work. Faculty members are required to report all infractions to the program administrator. Using the ideas, data, or language of another without specific or proper acknowledgement is dishonest. We will not accept work that includes copied and pasted information; all information or ideas included in your assignments must be in your own words. If you use ideas of others, whether they are "experts" writing for websites, friends from class, or other individuals, you must provide proper citations and references in the assignment.		
<b>Campus Policy on Disabilities</b> If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please notify the instructor or program administrator as soon as possible, in order to make the appropriate accommodation.		
<b>Accommodation to Students' Religious Holidays</b> It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three (3) days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.		