

**Course delivery with respect to the COVID-19 pandemic**

*Although the intent is for this course to be delivered in-person, the changing COVID-19 landscape may necessitate some or all of the course to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any assessments affected will be conducted online as determined by the course instructor.*

HURON UNIVERSITY COLLEGE  
DEPARTMENT OF FRENCH AND ASIAN STUDIES  
**Chinese 2241G 550: Understanding Chinese Business Culture 2**  
**January – April 2022**

**BASIC COURSE INFORMATION**

**Class times and location:**

Monday 11:30 am – 12:30 pm & Wednesday 11:30 am – 1:30 pm  
in HC Classroom W106

**Instructor:**

Dr. Clare Gordon (傅守超)

**Office Room:**

A11, Huron University College

**Telephone:**

519-438-7224, ext. 228

**E-mail address:**

[cgordon@huron.uwo.ca](mailto:cgordon@huron.uwo.ca)

**Office Hours:**

Wednesday 1:30 pm – 3:20 pm, or by appointment.

**COURSE DESCRIPTION**

This course is an intensive study of spoken and non-verbal communication and practices in the cultural context of contemporary Chinese business. All lectures and most materials are in the modern Chinese language. Discussion of real cases will help students to develop an awareness of cultural nuances involved in doing business with the Chinese in China.

The course presents basic theories of and approaches to understanding the role of Chinese culture in business transactions. Students critically evaluate selected readings and cases to develop their understanding of the function and importance of Chinese culture for variations in business practices. Class discussions are an opportunity for students to gain the knowledge and skills to analyze and identify Chinese business cultural strategies and to bridge cultural divides.

**COURSE LEARNING OBJECTIVES**

This course will help students to understand the essential cultural elements of business success in China in the 21<sup>st</sup> century. By active participation and diligent work throughout the course, a student will be able to acquire both theoretical and practical knowledge and the skills

necessary to function comfortably and confidently in the Chinese business community. While taking this course, students will be invited to:

- 1) Gain insight into the theories of culture for effective business interaction in China;
- 2) Develop familiarity with key authors and current publications on cultural issues in Chinese business;
- 3) Acquire skills to identify and evaluate the impact of culture on business activities;
- 4) Demonstrate a capacity to research Chinese business culture using scholarly methods;
- 5) Apply improved competence in communicating research results in modern standard Chinese.

#### DESCRIPTION OF CLASS METHODS

Students are expected to attend all classes and to cover the assigned reading materials before class, in order to make critical comments and meaningful contributions. The weekly lectures provide outlines of the discussion topics and offer highlights of the selected cases along with relevant questions to equip students to give verbal and/or written answers. Active engagement with the course instructor and fellow classmates is essential to this approach.

#### TEXTBOOKS AND OTHER REQUIRED RESOURCES

##### **No Required Textbook.**

**Required Readings** (in English or Chinese) are identified in the OWL Resources folder. They are selected from academic books, journals, newspapers, annual reports, and other Chinese and North American business sources. They are available on Reserve at Huron University Library, or online via the Western Libraries, or as webpages by internet links free of charge. In some cases, copyright restrictions may require a Western ID and password. Students will see the necessary details online.

#### METHOD OF EVALUATION/ASSESSMENT

##### **Participation and Contribution**                      **20%**

This involves class attendance and preparation of assigned readings for class discussions: individual participation in discussions by summarizing readings, analyzing cases, presenting additional relevant information, asking thoughtful questions. Marks will be recorded for each class session beginning in Week 2. More details will be available in class.

##### **Mid-term Test**    **25%**

The format will be closed-book 45-minute in-class multiple-choice questions (15%) and a short written discussion (10 %) covering lecture and reading materials from the previous weeks. The discussion question will be given two weeks in advance of the test. More details and content for the test will be available in class.

英文阅读，多项选择考题和答卷分别为英文；

中文阅读，考题和答卷分别为中文。

写作讨论题问答均为中文；写一篇简短议论，指出并说明所选择的案例

展示了什么中国文化理念，怎样体现出了当代中国商务文化的特色。

### **Group Project** **15%**

This will require work in groups of 4 or 5 students each group to produce a written outline of their own interpretation of one of the cases as well as a list of outside sources with annotation. Group membership and case allocation will be determined in class. Details of library research and writing resources will also be provided in class.

用中文写一个案例分析大纲，并列出具体的注释参考书目。

具体安排和详细要求见本课 OWL 网站内的通知。

### **Final Essay** **40%**

This will be a research paper in Chinese of 3500 characters approximately. Students are to discuss a business case examined in the course as a lens through which to view the innovative spirit of the entrepreneur culture in contemporary China. The essay must provide documented evidence of the commercial success/failure of the chosen company as compared to the other companies. The discussion must address primarily Chinese cultural concepts and elements. More details will be provided in class.

#### TENTATIVE SCHEDULE OF CLASSES AND ASSIGNMENTS

Winter 2022	Lecture and Discussion Topics <b>Assignments</b>
<b>WEEK 1</b> Jan. 10 & 12	Unmasking China: Winning in the East <b>Introduction:</b> 全球规则、中国特色
<b>WEEK 2</b> Jan. 17 & 19	Studying National Cultural Differences <b>Discussion 1:</b> 中外商务文化差异案例专题
<b>WEEK 3</b> Jan. 24 & 26	Innovative Chinese Business Cases <b>Discussion 2:</b> 江小白案例中的社会化营销
<b>WEEK 4</b> Jan. 31 & Feb. 2	Case 1: Toutiao <b>Discussion 3:</b> 案例：今日头条
<b>WEEK 5</b> Feb. 7 & 9	Case 2: Da-Jiang Innovations <b>Discussion 4:</b> 案例：大疆创新

<b>WEEK 6</b>	Case 3: New Oriental	
Feb. 14 & 16	<b>Discussion 5:</b> 案例：新东方	
	<b>Mid-term Test 16<sup>th</sup></b>	
<i>Feb. 21 &amp; 23</i>	<i>No Regular Classes</i>	<i>Winter Reading Week</i>
<b>WEEK 7</b>	Case 4: Three Squirrels	
Feb. 28 & Mar 2	<b>Discussion 6:</b> 案例：三只松鼠	
<b>WEEK 8</b>	Case 5: Geely Auto	
Mar. 7 & 9	<b>Discussion 7:</b> 案例：吉利汽车	
<b>WEEK 9</b>	Case 6: Xiaomi Smartphones	
Mar. 14 & 16	<b>Discussion 8:</b> 案例：小米手机	
<b>WEEK 10</b>	Case 7: XCMG	
Mar. 21 & 23	<b>Discussion 9:</b> 案例：徐工集团	
<b>WEEK 11</b>	Case 8: Yonghui Supermarket	
Mar. 28 & 30	<b>Discussion 10:</b> 案例：永辉超市	
<b>WEEK 12</b>	Discussion of Research Highlights	
Apr. 4 & 6	<b>Term Paper due 4<sup>th</sup></b> 学期论文写作心得	
<b>FASS Appendix to Course Outlines</b>		



## **Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022**

### **Mandatory Use of Masks in Classrooms**

Students will be expected to wear triple layer non-medical masks at all times in the classroom as per Huron policy and public health directives. Students are now permitted to drink water in class by lifting and replacing the mask each time a drink is taken. Students will be able to eat and drink outside of the classroom during scheduled breaks.

Students unwilling to wear a mask as stipulated by Huron policy and public health directives will be referred to the Dean's Office, and such actions will be considered a violation of the Huron Student Code of Conduct.

### **Pandemic Contingency**

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

### **Student Code of Conduct**

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: <https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

### **Prerequisite and Antirequisite Information**

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### **Attendance Regulations for Examinations**

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/attendance.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf).

### **Statement on Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf). The appeals process is also outlined in this policy as well as more generally at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf).

### Turnitin.com

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

### Statement on Use of Electronic Devices

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

### Statement on Use of Personal Response Systems (“Clickers”)

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

### Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf) are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: <http://academicssupport.uwo.ca/>.

### Policy on Academic Consideration for a Medical/ Non-Medical Absence

**(a) Consideration on Medical Grounds for assignments worth *less than 10%* of final grade:  
Consult Instructor Directly and Contact Academic Advising**

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

**(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email [huronsss@uwo.ca](mailto:huronsss@uwo.ca).**

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf). Consult [Huron Academic Advising](#) at [huronsss@uwo.ca](mailto:huronsss@uwo.ca) for any further questions or information.

**Support Services**

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at [huronsss@uwo.ca](mailto:huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>  
Office of the Registrar: <https://registrar.uwo.ca/>

Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>

Academic Support & Engagement: <http://academicssupport.uwo.ca/>

Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

### **Mental Health & Wellness Support at Huron and Western**

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: [huronwellness@huron.uwo.ca](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

Chaplaincy: [gthorne@huron.uwo.ca](mailto:gthorne@huron.uwo.ca)

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.