

Brief Course Outline

Course Title: Understanding Chinese Business Culture 1

Course Number and Section:

CHINESE

2240F 550

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course is an intensive study of the socio-cultural underpinnings of China's domestic and international business practises. All lectures are in modern Chinese language. Discussion of selected readings from Chinese and English print and internet resources will give the student enhanced language and cultural skills crucial to understanding business interactions in China.

The course provides an overview and analysis of Chinese business culture, its typical behavioral patterns, and habits of thought from both Chinese and Western perspectives. Basic theories of practices pertaining to corporate cultures are introduced. Class work is based on discussion of real-world cases illustrative of Chinese business. Critical analysis of selected works will concentrate on advancing an awareness of the role of Chinese culture in business.

Learning Outcomes:

- 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.

Textbooks and Course Materials:

No Required Textbook.

Required Readings (in English or Chinese) are posted at the OWL Brightspace page.

They are selected from academic books, journals, newspapers, annual reports, and other Chinese and North American business sources. They are available online via Western Libraries or provided as handouts in class or as webpages by internet links free of charge.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Participation and Contribution	Recorded each class	20
Mid-term Test	10/21/2024	25
Group Project	Details in class	15%
Final Essay	12/04/2024	40

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Saturday, August 31, 2024