

## Brief Course Outline

**Course Title:** Understanding Chinese Business Culture 2

**Course Number and Section:**

CHINESE

2241G 550

**Instructor Name(s):** Clare Gordon

**Instructor Email(s):** cgordon@uwo.ca

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 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.

### 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 identified in the OWL Brightspace site.

### Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Participation and Contribution	Every Class	20

<b>Assignment</b>	<b>Due Date mm/dd/yy</b>	<b>Weight - %</b>
Mid-term Test	02/11/2025	25
Group Project	01/04/2025	15
Final Essay	03/04/2025	40

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

Monday, December 16, 2024