

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**STRA3706A-B China Business Environment  
2021-2022, Semester 2**

<b>GENERAL INFORMATION</b>		
Instructor: Dr. Ruhui Ni  Email: niruhui@hku.hk Office: N/A Phone: N/A Consultation times: TBA  Tutor: TBA  Pre-requisite(s): N/A Co-requisite(s): N/A Mutually exclusive: N/A  Course website: Other important details:		
<b>COURSE DESCRIPTION</b>		
<p>This course examines Chinese business environment from cultural perspectives and provides a survey on significant and complex issues of Chinese business culture.</p> <p>The course introduces theoretical frameworks for analyzing culture in general and specifically for understanding Chinese business culture. Central themes throughout the course include Chinese corporate culture, culture factors embedded in business practices, and business culture reflected through films and TV shows. The course also includes an introduction to culture comparison and an in-depth discussion on exploring similarities and differences in business culture between China and other countries.</p>		
<b>COURSE OBJECTIVES</b>		
<ol style="list-style-type: none"> <li>1. Upon successful completion of the course, students will acquire a base of knowledge on Chinese business culture.</li> <li>2. Student will be familiar with theories and studies in the field of business culture and have a broader and deeper understanding on how China's cultural value system manifests in business contexts, and how business practices in China are impacted and shaped by that system.</li> <li>3. Students will develop critical thinking ability and analytical skills throughout the course and develop strong communication skills of speaking and writing by taking part in class discussion, preparing and delivering class presentation, and writing reflective essay and a term paper.</li> <li>4. Student will be better prepared for a potential career in the Great China area.</li> </ol>		
<b>FACULTY LEARNING GOALS (FLGs)</b>		
<b>FLG1:</b> Acquisition and internalization of knowledge of the programme discipline <b>FLG2:</b> Application and integration of knowledge <b>FLG3:</b> Inculcating professionalism <b>FLG4:</b> Developing global outlook <b>FLG5:</b> Mastering communication skills <b>FLG6:</b> Cultivating leadership		
<b>COURSE LEARNING OUTCOMES (CLOs)</b>		
Course Learning Outcomes	Aligned Faculty Learning Goals (FLGs)	
CLO1 become familiar with framework of analyzing culture differences CLO2 better understand the business culture of China CLO3 critically examine significant issues in Chinese business culture CLO4 demonstrate strong communication abilities and teamwork skills	FLG1 FLG2 FLG1 FLG2 FGL3 FLG4 FLG1 FLG2 FGL3 FLG4 FLG2 FGL3 FLG5 FLG6	
<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>		
Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)
T&L1: Lectures with in-class discussion	36	30%

T&L2: Group-based Project (prepare and deliver the in-class Group Seminar; complete a reflective essay after the group seminar)	18	15%
T&L3: Self-study: familiarizing course materials, preparing for class meetings, and individual working for Group Projects	36	30%
T&L4: Term Paper	30	25%
Total	120	100%

Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
Course Participation (attendance, course engagement and class activity participation)	Individual marking	15%	CLO1 CLO2 CLO3 CLO4
Group Seminar	Group marking 15% Individual marking 20%	35%	CLO1 CLO2 CLO3 CLO4
Group Seminar Write-up	Group marking 5% Individual marking 10%	15%	CLO1 CLO2 CLO3 CLO4
Final Paper	Individual marking	35%	CLO1 CLO2 CLO3 CLO4
(Note: total group marking 20%)	Total	100%	

## STANDARDS FOR ASSESSMENT

### Course Grade Descriptors

A+, A, A-	Strong evidence of superb ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate, and synthesis.
B+, B, B-	Strong evidence of the ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate, and synthesis.
C+, C, C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course at low levels of learning such as describe and apply but not at high levels of learning such as evaluate and synthesis.
D+, D	Evidence of basic familiarity with the subject.
F	Little evidence of basic familiarity with the subject.

### Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)

#### 1. Course Participation (15%)

This mark will be based on your participation in the course. Participation includes coming to class meetings (attendance) having done the necessary readings and preparations, taking an active role, and making meaningful contribution in class discussions, asking questions during question periods, and being a positive influence on the class dynamic. Regular attendance to all class meetings and be present for all required class hours is a default, and is the beginning of positive participation, but it is not sufficient.

#### 2. Group Seminar (35%)

Each group (of approximately 4-5 students) is responsible for preparing and delivering a seminar in class on the assigned day. The seminar is based on the topic and articles selected by the group from course topics. For your seminar, you must prepare, as a group, a slides file that will be used during the seminar and submit the file the day before the class meeting. You also need to complete and sign a copy of Division of Labour Form for the group seminar and submit it before your seminar. The handout of the seminar for the class is optional. If you are to use one, please submit it before your seminar.

Non-presenters will be responsible for reading assigned articles beforehand and for actively participating in each group seminar. Part of the participation mark is based on non-presenters' meaningful engagement in the group seminar.

#### 3. Group Seminar Write-Up (15%)

Following your seminar, you are responsible for writing one critical reflection essay (10 -12 pages) and hand it in as a group. In addition, you need to submit one copy of the completed and signed Division of Labour Form along with the Write-up

#### 4. Final Paper (35%)

You will prepare an individual term paper on a topic of your choice within the field of Chinese business culture. (If you

are unsure if your topic fits within the scope of the course, consult with the professor before you begin your assignment). Your term paper should demonstrate your in-depth understanding of the topic.

#### **COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE**

##### Unit 1: (2 weeks) – An Overview of Business Culture

- Introduction to the course: Understanding Chinese Business Environment from Cultural Perspectives
  - Relationship between business environment and culture
  - A conceptual model of business culture
  - A theoretical framework to analyze culture (5 dimensions of cultural factors)
- Business Culture in China – Defining the Scope of Interest
  - The background of Chinese business culture
  - Introduction to major elements and key concepts (Guanxi, Zhongjian Ren, Face, etc.)

##### Unit 2: (2 weeks) – Cultural Influence on Business Practices

- The role of culture in decision reaching and choice making in business context
- To understand business conflict: besides common causes

##### Unit 3: (3 weeks) – Corporate Culture in China

- A Historical Review
- Tradition and Modernity
- The Latest Buzzwords and Values Clashes

##### Unit 4: (3 weeks) - Through Camera Lens

- An introduction to business culture reflected through literature, films, and TV shows
- Case study “American Factory” - differences of cultural values behind the story of Fuyao’s factory in Ohio, U.S.

##### Unit 5: (2 weeks) Using a Mirror – A Comparison of Business Culture between China and other Countries/Regions

- Giving face VS. CYA
- All kinds of networking
- Under the same Confucianism umbrella
- etc.

#### **REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g., journals, textbooks, website addresses etc.)**

No textbooks are required for this course. Required reading materials and media resources will be shared on course website.

The recommended background readings are (tentative):

- Hofstede, Geert. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations. Thousand Oaks, Calif.: Sage Publications
- Elashmawi, F. (2001). Competing Globally - Mastering Multicultural Management and Negotiations. Butterworth-Heinemann.

#### **MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE**

- conducting mid-term survey in additional to SETL around the end of the semester
- Online response via Moodle site
- Others: \_\_\_\_\_(please specify)

#### **COURSE POLICY (e.g., plagiarism, academic honesty, attendance, etc.)**

The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

Academic dishonesty is the behavior in which a deliberately fraudulent misrepresentation is employed to gain undeserved intellectual credit, either for oneself or for another. Any type of academic dishonesty will not be tolerated, such as plagiarism, cheating, or unauthorized collaboration.

#### **ADDITIONAL COURSE INFORMATION (e.g., e-learning platforms & materials, penalty for late assignments, etc.)**

Please note that the syllabus and schedules may be modified during the term at the instructor's discretion.