



1. General Information

Course Subject	STRA
Course Number	3706
Course Title	China's Business Environment
Academic Years	2023-2024
Grading Method	Letter

2. Instructors

Dr Ni, Ruhui
Office: Room 312 /F K.K. Leung Building
Email: niruhui@hku.hk
Office: +852 3917
Subclasses: 2A

4. Course Description

Course Description	<p>this course examines Chinese business environment from cultural perspectives and provides a survey on significant issues of Chinese business culture.</p> <p>The course introduces theoretical frameworks for analyzing cultures 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 documentaries and TV shows. The course also makes an introduction to culture comparison and promotes in-depth discussions on exploring similarities and differences in business culture between China and other countries.</p>
--------------------	---

5. Course Objectives

1. Upon successful completion of the course, students will acquire a base of knowledge on Chinese business culture.
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.
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.
4. Student will be better prepared for a potential career in the Great China area.

6. Faculty Learning Goals

- Goal 1: Acquisition and internalization of knowledge of the programme discipline
- Goal 2: Application and integration of knowledge

6. Faculty Learning Goals
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
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		✓	✓		✓	✓

8. Course Teaching and Learning Activities		
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 Seminar; complete a reflective essay after the group seminar)	18	15
T&L3. Self-study: familiarizing with course materials, preparing for class meetings, and individual working for Group Projects	36	30
T&L4. Term Paper	30	25
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Course Participation (attendance, course engagement and class activity participation)	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.	15%	1,2,3,4
A2. Group Seminar	Each group (of approximately 3 students depending on final enrollment of the course) 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	35%	1,2,3,4

9. Assessment Methods

	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.		
A3. Group Seminar Write-up	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.	15%	1,2,3,4
A4. Final Paper	You will prepare an individual term paper on a topic of your choice within the field of Chinese business culture. (If you are unsure whether 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.	35%	1,2,3,4
A5. Final Exam		0%	

Assessment Rubrics

A1. Course Participation (attendance, course engagement and class activity participation)	Individual marking
A+,A,A-	Please indicate.
B+,B,B-	Please indicate.
C+,C,C-	Please indicate.
D+,D	Please indicate.
F	Please indicate.
A2. Group Seminar	Group marking 15% Individual marking 20%
A+,A,A-	Please indicate.
B+,B,B-	Please indicate.
C+,C,C-	Please indicate.
D+,D	Please indicate.
F	Please indicate.
A3. Group	Group marking 5%

Assessment Rubrics	
Seminar Write-up	Individual marking 10%
A+,A,A-	Please indicate.
B+,B,B-	Please indicate.
C+,C,C-	Please indicate.
D+,D	Please indicate.
F	Please indicate.
A4. Final Paper	Individual marking
A+,A,A-	Please indicate.
B+,B,B-	Please indicate.
C+,C,C-	Please indicate.
D+,D	Please indicate.
F	Please indicate.

10. 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.

11. Course Content and Tentative Teaching Schedule						
Topic/Session	Date	Time	Content	Readings	Assignments	Other information
1			Introduction to the course Culture Dimensions and the Study of Cultures I			
2			Documentary Screening and Discussion: American Factory	Case Study - Fuyao Glass America: Sourcing Decision		
3			Guest Speaker: An Overview on			

11. Course Content and Tentative Teaching Schedule

			China's Economy			
4			Culture Dimensions and the Study of Cultures II	Documentary Screening and Discussion: Shenzhen: The Silicon Valley of Hardware		
5			Communicating- Chapter 1: Listening to the Air	Case Study		
6			Evaluating- Chapter 2: The Many Faces of Polite	Case Study		
7			Persuading- Chapter 3: Why Versus How	Case Study		
8			Leading- Chapter 4: How Much Respect Do You Want?	Case Study		
9			Deciding- Chapter 5: Big D or Little d			
10			Trusting- Chapter 6: The Head or the Heart	Case Study		
11			Disagreeing- Chapter 7: The Needle, Not the Knife	Case Study		
12			Scheduling- Chapter 8: How Late is Late? / Course Wrap up			

12. Required/Recommended Readings & Online Materials

Reading	<p>Required reading:</p> <ul style="list-style-type: none">• Meyer, E. (2014). The culture map: breaking through the invisible boundaries of global business. First edition. New York: Public Affairs. <p>Cases and articles required for class will be shared on Moodle.</p> <p>Recommended background readings:</p> <ul style="list-style-type: none">• Hofstede, Geert. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations. Thousand Oaks, Calif.: Sage <p>Publications Other supporting materials will be shared in class throughout the term</p>
---------	--

13. 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

14. Course Policy

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.

15. Additional Course Information

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