



1. General Information

Course Subject	STRA
Course Number	3706
Course Title	China's Business Environment
Academic Years	2024-2025
Grading Method	Letter

2. Instructors

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Subclasses: 2A

4. Course Description

Course Description	<p>This course examines China's business environment from a cultural perspective, providing a comprehensive survey of significant issues related to Chinese business culture.</p> <p>Students will be introduced to theoretical frameworks for studying, analyzing, and comparing cultures. They will delve deeply into examining the similarities and differences in business culture between China and other countries.</p> <p>Core concepts from Chinese culture, such as Confucianism, Guanxi, Mianzi, and others, will be extensively explored. Through a variety of activities such as documentaries, lectures, chapter studies, student-led seminars, case studies, and class discussions, students will develop a deep understanding of how cultural values impact and shape business practices in China. They will gain insights into how these cultural concepts manifest in various aspects of China's business, including negotiation, leadership, decision-making, corporate environments and beyond.</p> <p>As a result, students will be equipped with the knowledge and skills necessary to navigate effectively in the Chinese business environment and engage in successful cross-cultural business interactions.</p>
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5. Course Objectives

1. Introduce students to theoretical frameworks for studying, analyzing, and comparing cultures.
2. Enhance students' understanding of core Chinese cultural values and concepts.
3. Enable students to comprehend the manifestation of culture values in various aspects of China's business practices.
4. Equip students to critically analyze and compare business cultures between China and other countries.

6. Faculty Learning Goals
Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
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. Demonstrate a comprehensive theoretical understanding of	✓	✓		✓		
CLO2. Demonstrate a thorough understanding of core values and concepts of Chinese culture.	✓	✓				
CLO3. Systematically analyze the manifestation of cultural concepts in China's business practices	✓	✓	✓	✓		
CLO4. Critically compare business cultures between China and other countries	✓	✓	✓		✓	✓
CLO5. Demonstrate effective communication abilities and collaborative		✓	✓	✓	✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures with class activities (discussion, presentation, documentary screening, etc.)	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	Individual marking	15%	1,2,3,4,5
A2. Quizzes	Individual marking	21%	1,2,3,4,5
A3.	Group marking	4%	1,2,3,4,5

9. Assessment Methods

Presentations			
A4. Group Seminar	Group marking 10% Individual marking 15%	25%	1,2,3,4,5
A5. Group Seminar Write-up	Group marking 5% Individual marking 5%	10%	1,2,3,4,5
A6. Final Paper	Individual marking	25%	1,2,3,4,5

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	Content	Other information
1	Introduction to the course; Study of Cultures I; Reading: What is Culture?	
2	Documentary Screening and Class Discussion; Reading: Background case materials	
3	Study of Cultures II; Reading: Culture Dimensions;	
4	Guest Lecture: An Overview on China's Economy	
5	Class Presentation and Discussion on Eight Scales I; Reading: The Culture Map	
6	Class Presentation and Discussion on Eight Scales II; Reading: The Culture Map	
7	Case Study #1: Guanxi	Group Seminars
8	Case Study #2: Face, Negotiation	Group Seminars
9	Case Study #3: Decision Making	Group Seminars
10	Case Study #4: Gifting, B-to-G Guanxi	Group Seminars
11	Case Study #5: Leadership	Group Seminars
12	Case Study #6: Corporate Culture	Group Seminars

12. Required/Recommended Readings & Online Materials

Reading	<p>Required reading:</p> <ul style="list-style-type: none">• Meyer, E. (2014). <i>The culture map: breaking through the invisible boundaries of global business</i>. 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). <i>Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations</i>. Thousand Oaks, Calif.: Sage <p>Other supporting materials will be shared in class throughout the term</p>
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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
	SFTL

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.

Assessments:

1. Course Participation (15%)

Attendance 5%; Participation 10%

2. Quizzes for Readings and Lectures (21%)

3. Presentations on Chapter Study (4%)

4. Group Seminar (25%)

Each group (of approximately 4-5 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 the article selected by the group from course reading pack. The Group Seminar will be marked as a combination of group work and individual work.

5. Group Seminar Write-Up (10%)

Following the group seminar, you are responsible for writing one critical reflection essay and hand it in as a group. This written assignment will be marked as a combination of group work and individual work.

6. Final Paper (25%)

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.

15. Additional Course Information

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