

Course: China Business Studies

Course Syllabus

I. Course Outline (Tentative) (1.5 credits)

Notes: A. 1 contact hour equals 1 hour (60 minutes) in this course;

B. 1 class hour equals 45 minutes.

Lecture Topics	Contact Hours	Instructors
Chinese Entrepreneurship (Part 1)	2	Xin ZHENG
Chinese Entrepreneurship (Part 2)	2	Xin ZHENG
Cross-Cultural Encounters	2	Yanmei ZHANG
Effective Communication with Chinese	2	Yanmei ZHANG
Protection of Intellectual Property	2	Henry LIAO
Investment in China	2	Yanming WANG
Doing Business in China	2	Shenjiang MO
Global Strategy-A Chinese Perspective	2	Songhua HU
Company Visit I	3	
Company Visit II	3	
Total Class Hours	22	=29 class hours

*The actual lectures delivered are subject to change.

II. Course Description

China Business Studies, designed by Lingnan (University) College, is a special course for international students. It introduces both theoretical and practical knowledge in how Chinese businesses operate in domestic and global markets.

This course will invite senior professors, mostly from the Department of International Business and the Department of Business Management, to lecture on topics such as

China's economy, regional economies, foreign enterprises doing business in China, labor issues, legal environments, and cross-cultural management. It aims to provide students with up-to-date knowledge about business practices in China and to help them understand the basics and standard protocol of interactions with Chinese people in a business environment.

III. Course Objectives

The purpose of this course is to:

- A. Introduce China's business environments from both macro and micro perspectives;
- B. Equip students with theoretical and practical knowledge about how to do business in China;
- C. Discuss cross-cultural management issues in Chinese business environments.

IV. Course Learning Outcomes (CLOs):

On completion of this course, students should be able to:

- A. Possess an extensive understanding about China's business environments;
- B. Demonstrate knowledge of the latest business practices in China;
- C. Master the basic tools of analysis, the rules, and the techniques for business decision-making in China;
- D. Operate competently in a Chinese corporate environment with effective cross-cultural communication skills.

V. Course Requirements and Materials

A. Attendance

- a. Students should sign-in at every lecture to record their attendance;
- b. Students should arrive to class on time and remain for the duration; if they need to take a leave of absence from class, they should let the teaching assistant (TA) know in advance and submit a written leave request;
- c. Students who are absent from more than 1/4 of the total contact hours (including requested leaves of absence) will not be allowed to take the final assessment of the course and will not be awarded a certificate of completion at the

end of the program.

B. Academic honesty

A student who violates academic integrity will receive an “F” for the course. Violations may include, but is not limited to, one or more of the following acts: cheating, plagiarism, and/or the submission of someone else's work as your own.

C. Definition of plagiarism and its punishments

Plagiarism is the use of an author’s words or ideas as if they were one’s own without giving credit to the source. A student who plagiarizes will receive a failing grade for the course.

D. Course materials:

- a. Textbook(s)-strongly recommended: none
- b. Articles-strongly recommended: none
- C. The instructors of each lecture will prepare reading materials respectively.

VI. Process and Scheme for Assessment

A. Grading formula

Participation	20%
Research Paper	80%

B. Grading criteria

a. In-class participation (20%)

- 1. Attendance
- 2. Participate in class discussions
 - 1). Answer the instructor’s questions
 - 2). Contribute to the topics

b. Research Paper (80%)

1. Students must write a research paper at the end of the course. The paper can be done individually or with a partner;
2. The paper should address an issue of Chinese business. It may be a case study, a study report, or an analytic article;
3. Students can do research by using library resources, the Internet, or conducting personal interviews, questionnaires, surveys, etc.;
4. Students must submit a hard copy and an electronic copy to the International Summer Program (ISP) office before the deadline (the last day the program):
 - 1) Late submission within one week will be accepted but 10 points will be deducted from the final score;
 - 2) Late submission beyond one week after the deadline will be refused;
5. The minimum length is 5 A4-sized pages, double-spaced, and text in a 12 point font, not including tables, appendices, pictures, etc;
6. The paper will be evaluated based on the following standards:
 - 1) Topic and Theme (20%): Clearly identifies an issue of Chinese business;
 - 2) Structure (20%): Well organized content with sections and subtitles;
 - 3) Analysis (30%): Focused discussion with personal perspectives and related theories;
 - 4) Suggestions (20%): Specific implications of the study and business suggestions;
 - 5) Language and Format (10%): Proper usage of English and documented sources of data and references;
7. The paper will account for 80% of the final course grade.

VII. Lecture Description and Lecturer Introduction

Lecture: Chinese Entrepreneurship (Part 1 and Part 2)

How can we identify our own strengths and weaknesses as the foundation for business management? How can we analyze and evaluate the external environment for opportunities and threats? These two sessions will lead students through group exercises, group discussions, and lectures to develop

thinking about self-understanding and environment exploring. The lecture is to help students better understand their decision-making styles and identify their own strengths/weaknesses, to provide students with theoretical tools to analyze and evaluate external environmental opportunities/threats, and to demonstrate how the strengths/weaknesses relate to and link with external opportunities/threats.

Lecturer: Xin ZHENG

Xin ZHENG is a lecturer of Lingnan (University) College, SYSU. She got her doctoral degree of management at the South China University of Technology, China and joint Ph.D. program, Babson College, U.S.A. Her research is in corporate entrepreneurship and entrepreneurial management.

Lecture: Globalization and Global Strategy of Chinese Enterprises

The focus of this course is placed on the global strategies of Chinese multinational enterprises. Through real examples and case studies, it will introduce both fundamental knowledge and the latest theories of international business. Students will be exposed to such practical issues as the formulation of global strategies, international business models, and how to cope with foreign investment problems.

Lecturer: Songhua HU

Songhua HU is an Associate Professor of Lingnan (University) College, SYSU. He got his Bachelor degree of Foreign Trade and a Ph.D degree of Philosophy and International Economics from the University of Cincinnati in the United States. His primary research is in Managerial Economics and International Business.

Lecture: Cross-Cultural Encounters and Effective Communication with Chinese

This course is made up of two sessions. Session one will use a role-playing exercise to help students understand the cultural differences and different aspects of Chinese culture. In session two, two small cases will be used to discuss

how to communicate effectively in a Chinese environment.

Lecturer: Yanmei ZHANG

Yanmei ZHANG is the Vice President of Lingnan (University) College, Sun Yat-sen University (SYSU). She received her Bachelor's degree in English Language and Literature from SYSU, her Master of Linguistics degree from the University of Leicester, and her Master of Administration degree for Industry and Commerce from the University of Nottingham. Her research interests include cross-cultural management and MBA education.

Lecture: Optimal Risk Portfolios and Diversification

Lecture Description: Optimal Risk Portfolios and Diversification is a topic on how to construct a risk portfolio. There are three steps:

- A. to determine the assets to invest in stocks, bonds, industries, and countries;
- B. to estimate the expected return, volatility, correlation, etc;
- C. to determine the weight and make the portfolio.

Lecturer: Yanming WANG

Yanming WANG is a professor and doctoral tutor of Lingnan (University) College, SYSU. He received his Bachelor's degree of Science and Master of Science, and Ph.D in Philosophy. His research fields are financial market and financial engineering, investment risk analysis, and risk management. He has been a visiting professor to the Sloan Management School at the Massachusetts Institute of Technology, the University of Minnesota, the City University of New York, Mugdeburg University (Germany), and the Australian National University.

Lecture: Protection of Intellectual Property

In this seminar, we will address the following items:

- A. IPR Protection in China: How China protects IPR and what IPR can be protected by China's law;
- B. What is a trade secret and how are trade secrets protected;

- C. What is a copyright and how can copyrights be protected;
- D. What is a patent and how can patents be protected;
- E. What is a trademark and how can trademarks be protected;
- F. What is a domain name and how can domain names be protected;
- G. What is a trade dress and how can a trade dress be protected; and
- H. Case study: how an IP case may be handled in China or US.

Through this seminar, it is expected that the participants can have a big picture of IPR protection in China.

Lecturer: Henry LIAO

Henry LIAO, Member of China Lawyer's Association and New York State Bar Association. He received his Juris Doctor from the University of Michigan Law School. He is also the advisor of the International Advising Board, McGeorge School of Law and Special Advisor, China Chamber of International Commerce. His specialties include mergers and acquisitions, foreign direct investment, construction projects, project financing, non-performing loans, securities, general corporate practice, and intellectual property.