

Doing Business in China

Course syllabus

COURSE DESCRIPTION

The courses are designed for Westerners who have interests in doing business with Chinese or have the intention to start business in China or want to know more about Chinese culture. A series of sessions will provide you with all kinds of information you may be interested concerning China's economic development, culture-related subjects, innovations in China, case studies as well as well-designed cultural activities, all of which aim to give participants a comprehensive understanding of China's business environment and Chinese culture.

LEARNING GOALS

After the ten sessions, participants will better understand China's economy and culture by catching a glimpse of some of the trends that will influence not only China but also the world. You will learn the ways of wielding principle based practical psychologies and effective daily cross culture communication skills, which means you will know how to be more effective in dealing with Chinese companies and the people and be able to define some local and organizational culture elements that need to be taken into account when doing business or developing an innovation strategy or program. Last but not least, you will experience the local culture yourself in terms of people, views, food, etc.

COURSE OUTLINE

The courses will cover a wide range of topics and will be presented in several different forms namely lectures, presentations, case studies and cultural activities. The academic sessions are going to discuss following topics, which aims to give participants the basic understanding of Chinese culture and business development and challenges ahead when doing business in China.

1. Intro to Banking Industry in China
 - 1.1 Banking industry history
 - 1.2 Characteristics of China's banking industry
 - 1.3 Problems& solutions of China's bank industry
 - 1.4 The forecast of China's bank industry future
2. Travel in China
 - 2.1 Chinese history and civilization
 - 2.2 Brief introduction of main attractions and their culture background
 - 2.3 Simple& useful Chinese phrases for travelling
 - 2.4 Tips for travelling in China
3. Chinese Consumer Behavior
 - 3.1 The paradox of consumption in China
 - 3.2 Understanding Chinese consumers
 - 3.3 Characteristics of Chinese consumer behavior
 - 3.4 Changes in Chinese consumer behavior
4. Driving Innovation in China

- 4.1 Innovation enablers
- 4.2 Leaders skills necessary for driving innovation
- 4.3 Common strategies in successful innovation programs
- 4.4 Key features and factors of strategic elements of successful innovation programs
- 5. Cross Culture Communication
 - 5.1 Communication expertise in China
 - 5.2 What is Chinese: Chinese puzzle before you communicate
 - 5.3 What is Chinese culture behind the communication
 - 5.4 Understand the multi-dimensional cultural differences behind the communication
- 6. When the World comes to China Social, Cultural and Economic Issues and Opportunities 1
 - 6.1 China's social strata
 - 6.2 China's social problems and opportunities
 - 6.3 China's culture characteristics
 - 6.4 China's culture conflict with Western culture
- 7. When the World comes to China Social, Cultural and Economic Issues and Opportunities 2
 - 7.1 China's economic context
 - 7.2 China's economic issues and opportunities
 - 7.3 How do successful foreign entities thrive in China
- 8. China's Economy
 - 8.1 China's economy in post-crisis period
 - 8.2 Comparison of China's economy and western economies
 - 8.3 Challenges facing China's economy
 - 8.4 Forecast of China's economy
- 9. Case Introduction: A Risky Decision for a New CEO
- 10. Nielsen Executive Seminar: Case Study in Market Research

Grading Policy

- 1. Attendance and participation: 30%
- 2. Final presentation: 70%

Chinese Course Syllabus

Course Description:

This is an entry-level Chinese class designed to introduce some basic knowledge about Chinese language and culture. Participants will not only be exposed to authentic language contexts, but also to situations where their abilities to use the Chinese language to do creative dialogues. All the learning materials chosen reflect the value system, traditions, daily life, social development and business oriented conversations of the current Chinese society.

Course Objective:

By the end of the program, participants will be able to use their Chinese language skills to conduct conversations on daily life, including greetings, buying products, transportations, as well as business topics, such as at a bank, real estate, marketing, advertisement, corporation cultures, etc.

Meanwhile, participants will have the basic knowledge of how to further their Chinese language study by themselves in their future development in China.

Course Materials:

Teaching Materials: Topic-based selected teaching materials

Suggested reading materials: *"River Town"* written by Peter Hessler

"My Country and My People" written by Lin Yutang

"Insider China" by Lifeng Han with Emma Lejun Wu and Hua Cai

"A Journey to the West" by Wu Ch'eng-en

"Outlaws of the Marsh" by Shi Nai'an

"The Joy Luck Club" by Amy Tan

Grading Policy

1. Attendance and participation: 30%
2. Final examination: 70%

Course Outline

Chapter 1: Greetings

Basic Vocabulary—how to say hi, ask names, nationalities, greetings

Sentence Patterns—

Authentic (daily-used) expressions Vs. Textbook expressions of greetings

Activity--"I live in the global village"

Cultural Note--Chinese Names (formation + history)

Chapter 2: Numbers

Warm-up activity—how to count 1-10 in Chinese (with hand-gesture expressions)

Basic expressions in asking time

Basic expressions in asking price

Activity—counting game (clap your hand without speaking up the number when it comes to number 7)

Cultural note— (1) semantic meaning of numbers in Chinese culture

(2) bargaining cultures in China

Chapter 3: Transportation

Basic vocabulary—means of transportation; directions; taxi language

Sentence patterns—asking ways; communicating with taxi drivers (drive slowly, drive fast, turn left/right, stop, etc.)

Activity— role play

Cultural note—road names in China, road designing ideas in China, Fengshui and directions

Chapter 4: Food

Basic vocabulary—fruit and vegetables; meats

Sentence patterns—buying food, asking price, ordering food, making reservations

Activity— role play

Cultural Note—Chinese people consider “Food is the first happiness”; eight types of Chinese food; Chinese food philosophy and Taoism

Chapter 5: Family

Warm-up activity—introducing the formation of Chinese character 家

Basic vocabulary—family members, measure word for people, professions

Sentence patterns—introduce family members, introduce family members’ professions

Activity—family album

Cultural note—different family concept; one-child policy; different addressing in Chinese family