



CHINESE BUSINESS AND CULTURAL STUDIES

(Offered in English, Japanese and Korean)

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University of
International Business
and Economics

CHINESE BUSINESS AND CULTURAL STUDIES

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More and more foreign scholars, businessmen and students come to learn about modern China and its language, culture, economy and business practices. UIBE offers the programs in the fields of economics, business, and culture to international students. All the courses are taught in English or other foreign languages by outstanding professors from UIBE and other famous universities in China.

There are 21 courses in this program. This program will not open until at least 10 students have applied. Usually the classes are taught in afternoon every day. Every course has 13 lectures in each semester and every course is 3 credits. Every lecture is about 3 class hours each time in a week. The tuition fee of every course is RMB3,000.00.

Economic Courses in English

Economic Courses in English (A total of 22 courses, the School of International Education (SIE) will set up 5-8 courses each semester. This program will not open until at least 10 students have applied.)

- Chinese Economic and Business Systems I (fall)
- Chinese Economic and Business Systems II (spring)
- Transnational Corporation Management
- Chinese Traditional Culture and Leadership Behavior
- China in the Global Economy
- Experimental Study of Intercultural Communication
- Intercultural Business Communication
- Human Resources Management
- Marketing In China
- Chinese Business Ethics
- General Outline of China
- China's Culture and Society
- The Great Chinese Revolution
- Environmental Protection in China
- International Trade & FDI In China
- Business Cultural & Consumer Behavior
- Case Study of International Corporations Marketing Strategies in China
- Chinese Economic and Social Developments and Problems
- Chinese Foreign Economic Relations
- China's Capital Market: Growing Opportunities
- Entrepreneurship: Business Opportunities in China
- International Finance: System, Market and Investment Opportunities



Economic Courses in Japanese

(A total of 2 sections, SIE will set up one section each semester. This program will not open until at least 10 students have applied.)

- Chinese Economy Series Lectures (I)
- Chinese Economy Series Lectures (II)

Economic Courses in Korean

(One section, and this program will not open until at least 10 students have applied.)

- China and Korea International Trade Analysis

Application requirements

If students have applied to study in the Chinese Language Training Program, they can take 1 ~ 5 economic courses. Students who want to select the course need to go to Office 207 to apply after they take the course once.

If students do NOT apply for the Chinese Language Training Program, they should take 4 ~ 5 English economic courses (at least 4 courses) as an independent program. At the end of the program, the students will receive a certificate of completion and academic credits from UIBE.

Courses Offered

Chinese Economic and Business Systems I (fall)

(By Professor Zhao, Zhongxiu)

This course provides an introduction to the Chinese economic and business systems and to the major strategic and operational issues facing multinational corporations doing business in China. Topics include China's governmental and regulatory systems, foreign market entry modes, managing foreign businesses in China, industry studies, strategic management in China, and China after the W.T.O.

Chinese Economic and Business Systems II (spring)

(By Professor Zhao, Zhongxiu)

The course aims to provide an introduction to China's overall economic environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market. On completion of this module, students will be able to: Appreciate how China's recent economic and political history has shaped its business environment for local and foreign firms; Apply basic principles to understanding the management of international business in the Chinese context; Be aware of the political, economic, legal and social factors that will most impact on foreign business in China, and to have insight as to how these are best managed; Comprehend some hot issues related to temporary China.

Transnational Corporation Management

(By Professor Chen, Jianxun)

This course aims to focus on the Chinese transnational corporation growth and development which contains Chinese characteristics and model, and compare the difference between Chinese transnational corporation and western transnational corporation. Topics in this course include: the theory that explain the transnational corporation development in east and west, the business environment that transnational corporation faces, the global strategy and market entry model, the global marketing strategy and technique, the global operation system and international allocation, the international human resource management, the organizational structure and control system that transnational corporation adopt, the international finance management, cross-culture management and international public affair management. Through the course study, the student will be able to understand the Chinese transnational corporation growth and developments in an international perspective, understand the mechanism of transnational corporation process, and sharpen the management skill for working in transnational corporation in China and foreign countries.

Chinese Traditional Culture and Leadership Behavior

(By Professor Chen, Jianxun)

This course intends to introduce to the leadership behavior characterized by Chinese traditional culture, which is different from the leadership behavior based on Western culture emphasizing the individualism as opposed to collectivism. Chinese culture is influenced by Confucianism and Taoism since ancient times, and the modern leadership behavior is also impacted by the two school of traditional culture. Therefore, we shall discuss the topics such as: the leadership style characterized by Confucianism, the leadership style characterized by Taoism, the leadership model with Chinese characteristics, how to lead Chinese people, the motivation model with Chinese characteristics, the team building model with Chinese characteristics, the implication for leadership of the book named "the analects of Confucius", the implication for leadership of the book named "the Tao Te Ching". Students are encouraged to make comparative studies between Chinese leadership behavior and those of their own countries. On completion of this course students will improve their sensitivity to differences and similarities of different cultures and develop their leadership abilities in an international ages.



COURSES OFFERED

China in the Global Economy (By Professor Ding, Dou)

This course focuses on China's economic relations with the rest of the world, covering China's increasing trade, investment and commercial links across the globe, and their resulting impacts on China's startling rise, for example, as the second global largest economy last year, and their ensuing implications on the opportunities and challenges for the major economies around the world.

Experimental Study of Global Culture (By Professor Dou, Weilin)

Globalization is in essence about changing perception of space and time. Globalization predisposes cultural globalization and cultural globalization thus refers to the process of changes of global cultures. As a higher-level course in Intercultural Communication, this course is an experimental, task-based course designed to help overseas students to acquire a better understanding of this dynamic view of global cultures in China. The main concerns are not only the phenomenon of global village, which is the result of "medium is the message", due to the "effect of technology", but also the directions and models of changing cultures and their possible impact on intercultural communication and cultural identification. Through surveys and team projects with Chinese students, students are encouraged to provide potential answers to such questions as the following:

Which directions is cultural globalization orientated towards? Is it oriented toward localization or globalization? Or unity within diversity in which globalization and localization, "us" and "others" are complementally co-present, interact and reciprocate? Is the "present being separated and isolated from the past and modernity from tradition? Or is the "present" embedded in the past and modernity in tradition so that the past and tradition provided the network of meanings that gives meaning to the "present" and modernity?

At its most basic level, it should prepare you to meet the challenges of contemporary society with intelligence, forethought, and responsible behavior by empowering you with the necessary knowledge and skills to interact successfully with people, cultures and societies that may seem strange or unfamiliar.

Intercultural Business Communication in China (By Professor Dou, Weilin)

This course is an introductory to intercultural communication theory and its practical principles in Chinese business context. Lectures in this course will touch upon the following topics: cultural values and thought patterns; face value and relations; cultural influence on verbal and nonverbal communication; intercultural business negotiation; intercultural business writing, intercultural business etiquette and protocol, intercultural marketing and advertising, intercultural business ethics, intercultural business competence, etc. The purpose of the course is to help students increase their cultural awareness and sensitivity by providing them with a basic framework they can use to identify and analyze cultural differences in business communication. It also intends to help students develop effective strategies in dealing with potential conflicts and improve their intercultural business communicative competence. The course is integrative in approach.

Human Resources Management (By Professor Feng, Naixiang)

This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy. Students will learn how to perform the following activities: selecting employees; career development; evaluating and rewarding performance; and managing conflict. Topics will include: the strategic, legal, and global human resource environments; planning and job analysis; recruiting; performance management; training and development.

Marketing In China (By Professor Feng, Naixiang)

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

Chinese Business Ethics (By Professor Huang, Zhenhua)

Business ethics is applied ethics. It is the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities, and pursuits that we call business. Business transactions are for the most part carried out within market structures. We need to examine the ethical aspects of the market activities.

The process of producing goods forces businesses to engage in exchanges and interactions with two main external environments: the natural environment and a consumer environment. We need to explore the ethical issues raised by these exchanges and interactions. The process of producing goods also forces businesses to coordinate the activities of the various internal constituencies that must be brought together and organized into the processes of production. We also need to explore some of the ethical issues raised by these internal conflicts.

Apart from discussing general ethical principles including Utilitarianism, the principle of rights, the principle of justice, the principle of attention and the principle of virtue, emphasis is laid on the impact of the Chinese cultural tradition and its socialist market economic system. Cases will be provided for discussion and students are required to take an active part in it.



General Outline of China (By Professor Huang, Zhenhua)

The course consists of a series of lectures and discussions on things about China, such as politics, economy, culture, history etc. The aim is to familiarize international students with China's cultural heritage and the political, economic and legal structures of contemporary China so that they may have a better understanding of China and the Chinese people, and this will lay a good foundation for their future China-related studies and careers.

China's Culture and Society (By Professor Li, Ping)

This course intends to introduce to the beginning students of China some basic insights into Chinese culture. Following cultural anthropological approach, the topics will include myths of ancient China; the Chinese language as a factor in Chinese culture; Chinese core values and diffusion of values; types of Chinese categorical thinking; harmony and conflict in Chinese philosophy, anti-foreignism in Chinese history, and basic concepts of Chinese law. The course will also study Chinese families and mobility; domestic migration and social stratification; class status; centralization and decentralization, and other contemporary social issues in China. On completion of this course students will improve their sensitivity to differences and similarities between Chinese and Western experience of civilized life and develop their abilities in cross-cultural thinking.

The Great Chinese Revolution (By Professor Li, Ping)

This course is designed as an introduction to the discipline of Chinese history and culture for students concentrating on China's economy and society. Following the main directions of research and interpretations in the field, the course will discuss topics covering the great Chinese revolution since mid Qing Dynasty, including the dominating ideas in Chinese society; the main structures of economic and political power; the aftermath of the great revolution since 1800, and the changing class structure and patterns of Chinese society. The course will provide a historical perspective for students interested in pursuing their further studies on China.

Environmental Protection in China (By Professor Xian, Xibiao)

This course focuses on the relation between environmental quality and the economic behavior of individuals and business organizations and the efforts human beings have made to stop degradation of the natural environment.

The course explores how serious the environmental problems are in the world with more emphases on the issues China is facing and the economic policies and activities that have induced the environment degradation. It also examines the rough route the international community has taken to work out agreements to stop the Earth from deteriorating and the key issues that have kept countries from reaching the agreements.

This course includes a number of field trips to get the first-hand experiences on the issue.

COURSES OFFERED

International Trade and Foreign Investment in China (By Professor Xian, Xibiao)

This course is intended to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It will start with a brief review of history of trading between China and other countries, and then will focus on the contemporary issues, such as trade disputes with trading partners, huge foreign reserves, product safety, intellectual property rights, appreciation of RMB, and impact of China's accession to the WTO on China's economy. The course will also study the recent financial crisis and its impact on China's international trade sector. Through discussions and case studies, students are in a better position to see the changes in trade policies and practices having taken place in China since the adoption of the open-door policies and to appreciate different viewpoints on some trade conflicts. The course will also discuss FDI issues, concerning both MNCs investing in China and Chinese companies doing business overseas.

Business Cultural&Consumer Behavior (By Professor Zhu, Mingxia)

On completion of this course, you will be able to understand the Chinese business culture on greetings; meetings; business entertainment; appointment; addressing Chinese; public behavior; business attire; conversation topics; Chinese women; business gift-giving; body languages; five rules for doing business in China; business travel in China; Through lecture of Chinese consumer behavior--the way to live, you can also understand the Chinese cultural value; possible marketing implications of man- to- nature orientation; possible marketing implications of man- to-himself orientation; relational orientation; interdependence and face. Chinese cultural values and their implications in business part will focus on market entry options for foreign firms; recommendations for western firms while operating in China; business networks in China: guanxi and guanxiwang and business etiquette in China.

Case study of international corporations marketing strategies in China (By Professor Zhu, Mingxia)

The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.

On completion of this course, students will be able to: Understand the developments in international marketing; Appreciate how China's recent economic and political history has shaped its business environment for foreign firms; Apply basic principles to understanding the management of international marketing in the Chinese context; Understand how to adopt 4 P's and SWOT strategies to analyse firms; Explore the successful strategies the international firms adopt in marketing in China





Chinese Economic and Social Developments and Problems
(By Professor Zhuang, Rui)

This course focuses on major issues of current Chinese economy. China has had a rapid economic growth since 1990s as a result of many reforms. With rich materials and vivid pictures, the course will touch upon China's economic reform and discuss some problems accompany with the reform in the past three decades (1978-2008). It will help students understand more deeply and broadly about China's new economic and social developments. Topics of this course include: Chinese economic reform and development, agriculture and rural area, financial system, income gap, employment, foreign trade, foreign direct investment, exchange rate of RMB and so on.

Chinese Foreign Economic Relations
(By Professor Zhuang, Rui)

This course focuses on the development of Chinese foreign economic relations in the past three decades (1980-2010). It consists of two parts: (1) General economic relations, such as Chinese investment abroad, FTAs (free trade agreements), foreign trade, FDI inflow, etc; (2) Specific economic relationships between China and different countries/regions, especially China-USA, China-EU, China-Japan/Korea, China-Africa, and so on. By taking the course, students will understand why China applied the reform and open policy from 1978 and how China developed her foreign economic relations in different fields since then. Meanwhile, students will be aware of some problems China facing now----- transformation of economic growth, double surplus, economic restructuring, etc. The course consists of 13 lectures. Topics include: Basic situation of Chinese economy, Chinese foreign trade, FDI inflow, investment abroad, FTAs (free trade agreements), China-USA economic relationship, China-EU economic relationship, China-Africa economic relationship, and so on. With rich materials and vivid pictures, the course will help students understand more deeply about Chinese general foreign economic relations and specific relationships with different countries/regions.

China's Capital Market: Growing Opportunities
(By Professor Pu Jun)

This course will help students to understand the investment process and decision-making. This course is mainly concerned with the characteristics and analysis of individual securities in China, as well as the theory and practice of optimally combining securities into portfolio in a global perspective. After a basic introduction to the investment environment and financial markets in China, we will begin with a detailed discussion of common stock valuation and fixed-income security valuation specially considering Chinese Features. Here we first discuss traditional methods for the valuation of common stock, the characteristics and role of dividends and earnings, and some recent developments in earnings-based equity valuation. We then introduce the methods for the valuation of China's fixed-income security. The next part of this course covers the investment strategy in the currency markets and related valuation for next decades. The course requires students to use simulation software for practice.

Entrepreneurship: Business Opportunities in China
(By Professor Pu Jun)

This course will help students to understand the entrepreneurial process and decision-making, to stimulate the spirit of entrepreneurship and master the discipline of innovation, to understand the China's business environment and grasp the business opportunities, so that they are able to understand the new ventures and key resources for development, objectively analyze the business environment identify and evaluate business opportunities; to seize the core elements of success and write business plan and presentation; to master the law of business growth, understand the characteristics of entrepreneurs and entrepreneurship. The course will use case studies and classroom discussions to improve teaching effectiveness. Main topics include Entrepreneurship in China, Business Environment of China, Evaluation of Business Opportunities, Implementation of the Business Plan with Special Thoughts, Management of Chinese Start-ups, etc.

International Finance: System, Market and Investment Opportunities
(By Professor Ding Dou)

Abstract:

This course will talk about international finance, focusing on international financial system, international financial market, and especially, the investment opportunities in the foreign exchange market. Upon the completion of the course learning, there emerge some hopes for the students that they are getting to be able: 1) to understand better the source of the often repeated financial crises across the world since 1990s; 2) to understand better the features and deficiencies of the ongoing international financial structure and market; 3) to understand better what are the enormous profits and risks of investment in foreign exchange market; 4) to understand better how to make profits in foreign exchange market and avoid its high risks. Especially, a noteworthy feature of this course is that, the course instructor will use demo accounts to show the class how to make profits and avoid risks in foreign exchange market by following the comprehensive lecture on the fundamental and technical analysis in financial market.



**Prof. Zhao Zhongxiu**

Vice President of UIBE, Ex-Dean of School of International Trade and Economics at the University of International Business and Economics (UIBE), the Deputy Secretary General for the China Association of International Trade. He is a member of editorial boards of many journals and the editor of *The Journal of Chinese Economic and Foreign Trade Studies*. His specialties are international trade theory and policy, trade and economic growth, international business. He has co-authored and edited 7 books on his research subjects; published many referred journal papers, presented and organized many international academic seminars and conferences. He has traveled to a total of 30 countries and regions. He has served as a consultant or advisor for government agencies, international organizations and many companies both in China and abroad. He is regularly reviewed by media for trade and economic issues. He holds his first degree in Economics from Peking University and Ph.D from UIBE.

**Prof. Li Ping**

Director of the Institute for Cross-cultural Studies; Ex-dean of School of International Studies. Area of Interests: American Culture, Comparative Study of Chinese and American Cultures, Social Issues in China, etc.
Courses Taught: Cultural Anthropology; American Intellectual History; Chinese Cultural Heritage and Society; Essay Reading; etc.
Major Publications and Translations: *International Business Writing*; *Old Town Folks*; *the Bower Bird*; etc.

**Associate Prof. Feng Naixiang**

Prof. Feng Naixiang has been teaching in the School of International Studies at the University of International Business and Economics (UIBE) since 1990. He is now associate professor of business English at the school of International Studies at UIBE. In addition to teaching English to Chinese students, he has been deeply involved with teaching business courses to foreign students. He has taught business courses like *International Marketing*, *Human Resource Management in China* (all in English) at undergraduate and graduate levels to both Chinese and foreign students. Currently he is teaching two marketing courses for American students at the TBC (The Beijing Center for Chinese Studies). He is also teaching course for foreign students at the School of International Trade and Economics.
Prof. Feng has given lectures on Chinese business topics to students from Reims Management School, France, and Loyola University, USA, Tec de Monterrey and University de Monterrey, Mexico. He has taught in such institutions as China Huanqiu Chemical Engineering Corporation, China-USA Business University and Train-Asia Consulting Company. Prof. Feng is also an honorary professor of the Honest Human Resource Training Center at the Beijing University.
Prof. Feng got his Bachelor of Arts from the Shandong Normal University in 1988. He got his Master of Arts at the Tsinghua University where he majored in English language teaching in 1988-1989. From September 1998 to January 2000, he studied at the University of Saint Thomas in Minnesota, USA., and got Master of International Management degree.

**Prof. Huang Zhenhua**

Mr. Huang Zhenhua is Professor at the University of International Business and Economics, China (UIBE). He graduated from Beijing Institute of Foreign Trade in 1964, majoring in English Language Specialty of the Department of Translation. In 1978, he participated in the national selection examination for studying abroad, and won the highest score. He obtained an M. Litt. degree from University of Edinburgh after studying there from 1978 to 1980. He was a visiting scholar at Glendon College, York University in Canada from 1986 to 1987.
The major posts he held include: Dean of the English Faculty of UIBE (1984-1993), Vice President of UIBE (1994-1998), and Counselor Consul for Economic and Commercial Affairs at the Chinese Consulate General in Chicago (1999-2001). Professor Huang has a unique understanding and experience in promoting U.S.-China economic and trade relations. He is familiar with both Chinese and American laws on economic affairs and trade matters. During his Chicago tour of duty, he had wide contact with local businesses and government agencies, and spoke on China-U.S. economic relations and business culture at Northwestern University, the University of Chicago and business conferences.
Apart from those major positions, Professor Huang was on the National Advisory Committee on Foreign Language Education in Chinese Universities as the deputy chief of the English sub-committee, and on the committee verifying the English edition of Chinese laws and regulations under the Legislation Office of the State Council. He was adjunct professor of Tsinghua University, standing director of China English Language Education Association, member and advisor of the compiling committee of the "World of English" magazine by Commercial Press, and vice chairman of the British division of the Western Returned Scholars Association. Currently he serves as the Chairman of the Experts Committee for China National Business English Test.
He served many times as Rapporteur for the APEC meetings, and did simultaneous interpretation for the informal talks between Chinese senior officials and the delegation from International Monetary Fund, and at the United Nations Labor Conferences.
In 1989, he won the Beijing municipal outstanding teaching achievement award for tertiary education. In 1991, he won the recognition as a returned scholar who made great contributions by the State Education Commission and the Ministry of Personnel. He is an expert who enjoys the special government allowances by the State Council. Dictionary of International Business English, the finalization of which he was responsible for, won the second prize at the Fourth National Dictionary Award.
At present, he is teaching at UIBE's international Master's and Bachelor's programs, which use English as the language of instruction for all courses. The courses he has been teaching include: *Cross-cultural Management*, *An Introduction to Mao Zedong Thought and Deng Xiaoping Theory*, *General Outline of China*, *Chinese Business Ethics*, etc.



Prof. Dou Weilin

Doctor Dou Weilin is a professor in the School of International Studies, University of International Business and Economics (UIBE). She has been a visiting scholar at the Centre for English and Applied Linguistics, University of Cambridge, U.K., and the School of Business and Industry, Florida A&M University, U.S.A. Professor Dou is a member of the Cambridge University Linguistic Society and the International Association of Intercultural Communication Studies. She has 28 years of teaching experience at universities, giving various courses of college English and communication to undergraduate and postgraduate students. Owing to her rich intercultural experience accumulated during her many stays and visits to many countries and regions, her integrated active teaching approach is appreciated by both Chinese and foreign exchange students, and her online course on Intercultural Communication has been awarded the title National Model Course. Her specialties lie in the fields of intercultural business communication, international communication, culture and language, and business English teaching. She has led several research projects sponsored by the National Planning Office of Philosophy and Social Science, the National Office of Education Science Planning, and the Ministry of Education of the People's Republic of China. She has published 4 monographs, 6 translation works, and over 20 articles in national and international academic journals. She has been awarded the titles Excellent Academic Researcher and Excellent Tutor of Postgraduate Students at UIBE.



Associate Prof. Ding Dou

Dr. Ding Dou now is associate professor in School of International Studies, Peking University, economics Ph.D. and diplomacy Master degree. He has been a part-time associate professor teaching semester courses at Niigata University in Japan, Catholic University in Korea and Chinese Cultural University in Taiwan respectively. Meanwhile, he has been visiting fellow or China's expert in a string of foreign institutions or universities, like Griffith University and La Trobe University in Australia, the Maureen and Mike Mansfield Centre on East Asia at University of Montana in USA, and the Institute of European Integration in Germany. Back in Peking University, he teaches the semester course "International Economics" and "Statistics" for undergraduate students, and the semester course "China in Global Economy" and "International Finance" for postgraduate students. Also he teach in English the semester course "International Economics" for double-master-degree joint class between Peking University and London School of Economics and Political Sciences, and the semester course "China's Diplomacy" for the postgraduate training class of Cambridge University, and so on. He is the sole author of the monograph "The Sub-regional Economic Cooperation in East Asia" sponsored by World Bank, and the sole translator of the huge volume of University textbook "International Economics: A Policy Approach". Both books were published by Peking University Press. In addition, he wrote more than two dozens of English book chapters, journal articles and op-ed articles, and more Chinese journal articles in Chinese CSSCI-rated journals, ranging from China's rise, global financial crisis to Chinese diplomacy and Chinese economy in the world



Prof. Chen Jianxun

Working unit: University of International Business and Economics (UIBE), Beijing
 Professional Title:
 Vice Director of Research Office of International Investment, UIBE
 Vice Director of Centre for Chinese Capital Management, UIBE
 Member of Academy of Management
 Member of International Association of Chinese Management Research
 Education:
 Ph.d in Management: Joint Doctor Program of MIT Sloan Management School and Renmin University of China Business School , US&China, July, 2009
 Master in Management: Dongbei University of Finance and Economics, Dalian,China,2006
 Bachelor in Management: Shanxi University, Taiyuan, China, 2003



Associate Prof. Pu Jun

Dr. Pu Jun, Certified Management Accountant and Certified Financial Manager (CFM), got the Ph.D. degree of University of International Business and Economic (UIBE) in 2005. Dr. Pu is the associate professor of Business School of UIBE and the council member of the branch of the financial management, Accounting Society of China. Dr. Pu is also the associate direct of the International Business Chinese Communication Center. Dr. Pu's research areas are international business, financial management and control, and performance evaluation. He published more than 30 academic articles papers in top academic journal such as "Management World," "Accounting Review", "Economic Issues", with 2 monographs, 3 textbooks, 2 research reports. Professor Pu takes charge of dozens of national and provincial level research projects. He also teaches core lessons such as "Corporate Finance", "International Financial Management", "Investment" with a good student response. He also got 9 different provincial and university awards.



Associate Prof. Xian Xibiao

Prof. Xian Xibiao received his BS at the State University of New York, majoring in business management and his MIT (Master of International Management) at the University of St. Thomas. He taught the Chinese language at Hobart&William Smith Colleges and English at the Beijing Institute of Chemical Engineering & Management before he was transferred to UIBE. He was appointed as Associate Dean of Zhuoyue College in 2002 when the College was founded. He was awarded the title of Associate Professor in 1994. His major publications are as following: An English Course in Business Writing, Practical Business Project, and Proposal Design, and some papers on English teaching.

Dr. Pu has extensive contacts with the business and has a very intensive participation of the practice. He worked for many famous enterprises such as China Cinda Asset Management Corporation, Beijing Capital International Airport Group, Northeast Pharmaceutical Group, China Huawei Investment Holdings, Harmony Hospital, Beijing Automotive Investment Co., Ltd.



Associate Prof. Zhuang Rui

Titles: Associate Professor Zhuang Rui, Dr. of Economics, Dean Assistant, is a full-time member of the academic staff at UIBE (University of International Business and Economics). She graduated from Renmin University of China and got the Doctor Degree of Economics in 2004. Professor Zhuang was appointed as dean assistant of IIE (Institute of International Economy of UIBE) commencing 2006. Meanwhile, she is a postgraduate supervisor. Prior to being a teacher, Professor Zhuang was a departmental manager of Yunnan Trade Company from 1995 to 1998.

Research fields

- International economic integration
- International economic relationship
- China's trade and economy

Current Teaching

- China's Economy (For Foreigner, In English)
- China's Society: Developments and Problems (For Foreigner, In English)
- International Economics (For Postgraduates, Both in English and Chinese)
- International Economic Integration (For Postgraduates, In Chinese)

Selection of Recent Publications

Journal Articles

1. "China-ASEAN FTA: Effects, Problems and China's Strategy", World economy study, April 2009, pp75-80.
2. "Participating in Regional Economic Cooperation: A Comparative Study of China and India", Contemporary Asia-Pacific Studies, Feb. 2007, pp44-51.
3. "Influence of the Policy about 15 kinds of fruits from Taiwan exporting to mainland with zero tariff", Economy Forward, August 2007.
4. "Question 'P-S' Proposition", World economy study, Sep. 2006.
5. "Hongkong: Find the Position in East Asia Regional Economic Cooperation", Chinese Economy and Trade, Feb. 2006.
6. "Take Part in Regional Economic Integration: China's latest actions, characteristics and trend", South China Review, May, 2006.
7. "China's Import Security Strategy in the New Period", International trade, June, 2006.
8. "China's strategy in East Asia Economic Cooperation", Asia-Pacific Economy, Aug. 2005.
9. "The impacts of Increasing Petroleum Import on Chinese Economic Security", World economy study, June, 2005.
10. "The Paradox of Sino-U.S.A Economic and Trade Relationship", World economy and politics Forum, Feb. 2003.

Books

1. "Theory and Practice of International Economic Integration", University of international business and economics Press, 2007.
2. "Impact: FDI on Terms of Trade in Developing Countries", University of international business and economics Press, 2005.
- "Chinese economy after entry into WTO", China City Press, 2



Prof. Zhu Mingxia

Professional Title:

Professor in marketing, franchising, international marketing, international trade practice
Director of Center for Cheung Kei Luxury Goods and Services, UIBE
Director of Centre of Franchising, UIBE
Member of China Marketing Academy

Education:

Doctor of Business Administration : Northumbria University, Newcastle Business School, UK .April 2008
Master of Economics: University of International Business and Economics, Beijing, China, 1988
Bachelor of Business English: University of International Business and Economics, Beijing, China, 1979
Visiting scholar: Seton Hall University, USA (1985)
University of South Carolina, USA (1991)
University of Technology Sydney, Australia (1997)
Visiting professor: University of Technology Sydney, Australia (1998-2000)
Shanghai Business Administration Training School
Beijing Jinhai University

Recent Years' Academic publications

Books: First author

1. "Franchising in China" Gong Ye Ji Xie Press 2004
2. "Franchising strategies" Jing Ji Ke Xue press 2003
3. "Restaurant Franchising" Jing Ji Ke Xue press 2003
4. "Retailing Franchising" Jing Ji Ke Xue press 2003
5. "Franchisor Strategies" Jing Ji Ke Xue press 2002
6. "Franchisee Strategies" Jing Ji Ke Xue press 2002
7. "Cases of Franchising" Jing Ji Ke Xue press 2002
8. "Franchising" University of International Business and Economics Press 2001
9. "International Marketing" University of International Business and Economics Press 1999
10. "Competitive Marketing Strategy" University of International Business and Economics Press 2001
11. "Internet Marketing" University of International Business and Economics Press 2002
12. "Market Condition Analysis and forecasting" University of People's University Press 1999
13. "International Franchising in China" Ji Jie Gong Ye Press 2005
14. "Franchising guard line in China" University of International Business and Economics Press. 2005
15. "E-trading" Qinghua University Press. 2006
16. "International Marketing" Second edition .University of International Business and Economics Press.2007
17. "Franchising" Second edition .University of International Business and Economics Press.2007

日本語の『中国経済講座』の案内

『中国経済講座』は中国経済に関心を持つ留学生を対象に、中国の経済制度、政策および経済の現状を紹介するとともに、いま中国の経済が直面しているいくつかの問題に焦点を当てて検討する予定です。その主な内容は以下のとおりです。

前半：

- 1、中国経済の現状
- 2、中国の財政予算
- 3、中国の租税制度
- 4、中国の金融システム
- 5、中国の国有企業の経営
- 6、中国の民間企業の発展
- 7、中国の外資系企業
- 8、中国の労働問題
- 9、中国の流通システム
- 10、中国の農業問題
- 11、中国の地域経済発展
- 12、中国のエネルギー問題
- 13、中国の貧困と環境問題

後半：

- 14、中国の人口問題
- 15、中国の住宅問題
- 16、中国の交通問題
- 17、中国の自動車産業
- 18、中国の繊維産業
- 19、中国の企業内教育と熟練形成
- 20、中国の産業組織と企業間関係
- 21、外資系企業と労務管理
- 22、中国への投資と関連法規
- 23、中国の企業会計制度
- 24、中国の人民元レート問題
- 25、中国と日本の経済関係
- 26、東アジアの地域統合問題



李爱文 教授

1953年生まれ、。対外経済貿易大学日本語科卒業、日本立教大学大学院修士課程留学、経済学修士号を取得。現在、教授、博士課程指導教官、北京市指定の学科チーム・リーダーを勤める。

研究分野：日本語、日本経済。担当する授業科目：日本語精読、日本経済研究、日本企業研究など。

研究の業績：『日本企業論』、『現代中国の企業経営』、『日漢貿易辞典』、『現代の学としての経営学』、『日本企業の効率とその問題点』、『二十一世紀日本金融システムのゆくえ』など。

職務と兼任：外国語学院副院長、国別地域研究所副所長、『日本語学習と研究』編集長、中国日本語教学研究会副会長。

한중국제무역분석(선택과목 3학점)

1992년 8월 한중 양국의 수교 이후 중국은 이미 한국의 중요한 경제무역 동반자가 되었다. 중국은 한국의 제1의 수출 대상국뿐만 아니라 제1의 수입 대상국이 되었다. 또한 중국은 한국의 제1의 투자 대상국이기도 하다.

최근 한중 양국의 경제관계에 있어 상호의존이 가속화 됨에 따라 진일보한 한중간의 경제무역관계 발전이 한중 양국과 전체 동남아시아 지역의 경제발전에 상당한 영향을 미치고 있다.

본 강좌는 한국과 중국과 대외경제무역과 경제성장, 중국의 WTO가입과 대외무역체제개혁, 대외무역산업경영, 대외무역자본경영, 대외무역과 외자유치, 대외무역발전전략과 한국경제무역현상 등 의 내용을 소개한다.

강의 중에 주로 한국의 대기업인 삼성, LG, 현대, SK 등과 중국의 LENOVO, HAIER, CHERY 등의 기업체 조사와 성공사례분석을 조별발표와 함께 진행한다.



한강일 교수(한국인)

한국 송실대학교 경영학석사, 대외경제무역대학 경제학박사, 북경대학신학도한어교육센터 부주임 역임, 현 대외경제무역대학 국제학원 경제학 강의, 청화대학교 외국어계 한국어 강사, 북경Ci교육컨설팅 대표.



Instructor: Prof. ZHAO Zhongxiu, Ph.D
E-mail: zhxzha@uibe.edu.cn
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Office: 233 Xingzheng Building
Office hour: 11:00-12:00 AM, Thursday Or by appointment
Tel: 86-10-64492618
Course Email: cebsuibe@yahoo.com

Objectives of the Course

Objectives

The course strives to provide an introduction to China's overall economic and institutional environment and the major strategic and operational issues facing multinational corporations doing business in the Chinese market. On completion of this course, students will be able to:

1. Appreciate how China's recent economic and political history has shaped its business environment for local and foreign firms. Understand the economic policies during the era of economic transition and development.
2. Apply basic principles to understanding the management of international businesses in the Chinese context.
3. Understand the advantages and disadvantages of exporting, licensing and foreign direct investment as market servicing strategies for China.
4. Be aware of the political, economic, legal and social factors that will most impact foreign businesses in China, and develop insight as to how these are best managed.
5. Understand the opportunities and challenges facing foreign firms in selected strategic industries in China.
6. Explore the key factors in China's development model and its challenges for sustainable development.

China's Economic and Business System

(By Professor Zhao Zhongxiu)



China's Economic and Business System

Course Approach

Instruction methods

- Primarily lecturing approach supplemented by case studies
- Class discussions high encouraged
- Tutorials if needed

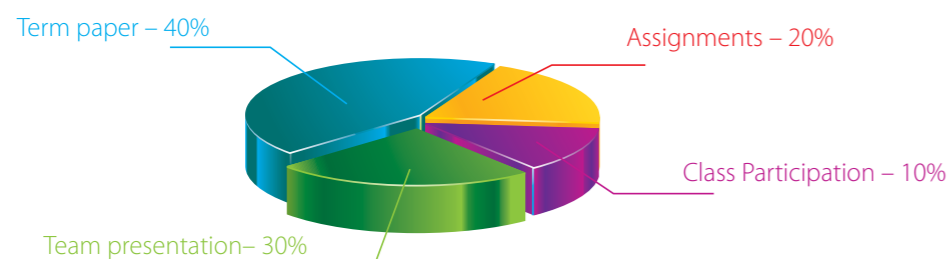
Course materials

- Teaching notes during classes
- Supplementary reference reading materials will be provided

Team project

- Up to 4 students forming a team
- Assignments and term paper by team
- Term paper (approximately 4000 words)

Grading policy



Class Policies and Housekeeping Rules

Attendance at classes is compulsory and is recorded. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction

Course Schedule

Lecture	Time	Topic
1	March 14	Introduction to China's economic and business environment
2	March 21	China's governmental, administration and bureaucratic systems
3	March 28	State Owned Enterprises in China
4	April 11	The Private Sector
5	April 18	Managing Foreign Business in China (1)-Entry Mode and Partnership Selection
6	April 25	Managing Foreign Business in China (2) – HR and Marketing
7	May 2	Managing Foreign Business in China (3) – Products , Production and SCM
8	May 9	Managing Foreign Business in China (4) – IPR, Technology Transfer and R&D
9	May 16	Financial System in China
10	May 23	China's Social Security System
11	May 30	China's Regional Development
12	June 6	China and the World: FTA,WTO and Go Global
13	June 13	Presentation and Final Exam



China's Economic and Business System

China's Economic and Business System

Course Outline

1. Introduction to China's economic and business environment

In this introduction lecture, I will cover the following topics:

- Overview
- China Profile as a world largest LDC and emerging power
- Features of Chinese economy
- China's experience for reform and openness
- China's stimulus plan to trickle down global financial crisis

2. China's governmental, administration and bureaucratic systems

In this chapter, you will understand China's unique political and civil system combined with traditional Chinese civil norms, modern democratic state and communist regime. The topics include:

- Understanding brief history of Chinese economy and system choice
- The Chinese governmental and bureaucracy system
- The role of Chinese Communist Party in Chinese society
- The coming reform

3. State Owned Enterprises in China

State Owned Enterprise (SOE) plays strategic role in socialist market economy. In this chapter, we will discuss the origin of SOE, the problems which SOEs faced and the process of SOE restructuring.

Case studies are employed to analyze China's industrial sectors like automobile, telecommunications and business opportunities for foreign firms to cooperate with China's SOEs.

The topics include:

- The basic of traditional SOE
- Problems of SOEs since 1990s and reform of SOEs.
- SOE regulations, new SOEs and anti-trust in China
- SOE, China's MNCs and go global strategy

4. Private Sector in China

Expansion of private sector in China is a driving force for China's economic miracle. In this lecture, we will discuss private sector in China in a SWOT model. The main topics will cover:

- History of China's private sector and Chinese culture towards private business
- SOE reform and opportunities for private business
- China's economic growth and private sector development
- Discrimination against private business in China
- Obstacle of private business

5. Managing Foreign Business in China (1) - Entry Mode and Partner Selection

China opened its door to the world and attracted numerous foreign investments towards China. In this chapter, we will introduce China's policies towards foreign business and how to make decision to select business partner in China. The topics will cover:

- China's policy for foreign investment industries
- Procedure of investment in China
- Market entry mode to China's market
- Selection of business partner in China
- Negotiations with Chinese stakeholders

6. Managing Foreign Business in China (2) - HR and Marketing

In this chapter, we deal with the issues of human resource and marketing for foreign enterprises in China when they decide to entry into Chinese market. The topics include:

- Recruitment, training, wages, retention of HR for foreign business
- China's Hukou system and labor migration
- Career development and competition for talents
- Marketing strategies and localization in China
- Challenges for distribution in China
- Chinese customers behaviors and marketing techniques

7. Managing Foreign Business in China (3) - Products, Production and SCM

In this chapter, we deal with how to effectively produce the right products and services in China. Case studies are used to demonstrate the experiences and mistakes made by foreign enterprises. The topics include:

- Product selection
- Quality control
- Processing trade and supply chain management in China
- China as world factory

8. Managing Foreign Business in China (4) - IPR, Technology Transfer and R&D

Technology help foreign enterprises to probe Chinese market since Chinese government encourage technology transfer. We will discuss the following issues:

- Manage intellectual property rights in China.
- Model of technology transfer in China
- R&D strategies
- Utilize China's R&D resources
- Case study for China's fast train project





9. Financial System in China

In this chapter, you will understand how China's financial system works and how to finance foreign business in China. The topics include:

- Structure of China's financial system
- Banking system and its reform
- Financial markets
- Regulations
- Informal Financial Institutions
- China's fiscal and taxation system
- Hot issues in China's financial system

10. China's Social Security System

China's social security system is underdeveloped. You will learn from this chapter how China transits from traditional socialist regime to market economy and rebuilds its social security system. The topics will cover

- Social insurance
- Social welfare
- Special care and placement system
- Social relief
- Housing services
- Social Security in Rural Areas

11. China's Regional Development

The Great wall divides two Chinas, ruralites vs urbanites. There is big disparity among regions across China. This Chapter deals with China's regional development policy. The topics cover:

- Industrialization in 1950s
- Inward-looking Industrialization in 1960s
- Outward-looking strategies and coastal area development
- Developing west region
- Restoration of northeast region
- Development of Bohai-Rim economic circle
- Development of middle China
- Rural development and new socialist village project

12. China and the World: FTA, WTO and Go Global

China has a positive attitude towards globalization. In this chapter, we will discuss the issues related to China's international economic relations. The topics include:

- Greater China: mainland with Hong Kong, Macau, Taiwan and oversea Chinese
- China's FTA with foreign countries: 10+1 and others
- China and WTO; the expected role of China in WTO
- Outward FDI from China to the world: China's go global strategy
- China model or new colonialism



Transnational Corporation Management

(By Professor Chen Jianxun)

Aims and Objectives of the Course

Aims

The course aims to focus on the Chinese transnational corporation growth and development which contains Chinese characteristics and model, and compare the difference between Chinese transnational corporation and western transnational corporation.

Objectives

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

- Understand the Chinese transnational corporation growth and developments in an international perspective;
- Understand the mechanism of transnational corporation process, especially how headquarters coordinate the different branches and subsidiaries.
- Explore the management model of human resource, technology transfer, international strategy, international marketing, international finance, organizational structure of transnational corporation.
- Sharpen the management skill for working in transnational corporation in China and foreign countries.

Course Approach

Teaching Approach

- Tutorial
- Class discussion
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
- Case study method

Lots of feedback – two ways

- Me to you – both individual and class level
- You to me – periodic, anonymous informal questions

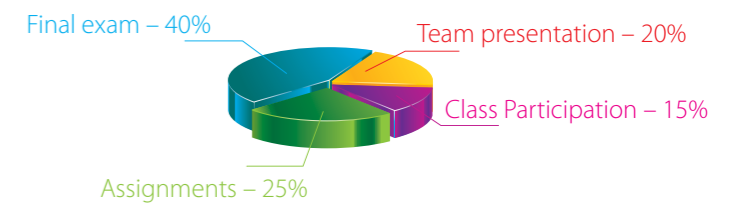
Course materials

- Transnational corporation management
- Teaching notes
- Supplementary articles, internet sources, to be distributed

Team project

- Up to 4 students form a team
- Assignments and term paper by team
- Term paper (5000 words)

Basis for grades



Class Policies and Ground-Rules

Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

Promptness

- We are going to start on time; persistent or serious lateness will be frowned upon
- Conversely, I will not keep you beyond the end of class

Academic Integrity

- You are expected to prepare your own team work
- Plagiarism or cheating in any form will result in failure in the course

Lecture	Topic
1	Introduction to transnational corporation management
2	The theory of transnational corporation
3	The business environment of transnational corporation
4	The global strategy of transnational corporation
5	The global marketing of transnational corporation
6	The global operation of transnational corporation
7	The international human resource management
8	The organizational structure of transnational corporation
9	The finance management of transnational corporation
10	The cross-culture management
11	The global leadership capability
12	The public affair of transnational corporation
13	Presentation and Final Exam



Course Outline

1. Introduction to transnational corporation management

Introduction
The transnational corporation development in the world
The transnational corporation development in China

2. The theory of transnational corporation

Traditional transnational corporation theory
Why developing countries give birth to transnational corporation?
The drivers and advantage for transnational corporation in developing countries

3. The business environment of transnational corporation

The international business environment
The host country business environment
The business ethic environment

4. The global strategy of transnational corporation

Market entry mode for trade strategy
Market entry mode for contract strategy
Market entry mode for investment strategy
Market entry mode for strategic alliance

5. The global marketing of transnational corporation

The price decision for global marketing
The product decision for global marketing
The channel decision for global marketing
The promotion decision for global marketing

6. The global operation of transnational corporation

The allocation of operation system in international market
The global operation management for transnational corporation
The supply chain management for transnational corporation

7. The international human resource management

The introduction of international human resource management
The management technique for international human resource
The challenge for international human resource management

8. The organizational structure of transnational corporation

The types of organizational structure for transnational corporation
The organization design and transnational corporation life cycle
The organizational control system for transnational corporation

9. The finance management of transnational corporation

The foreign exchange risk management
The money transfer management for transnational corporation
Case study

10. The cross-culture management

The difference between transnational corporation in east and west
The culture conflict management
The cross culture communication

11. The global leadership capability

The importance of global leadership capability in recent world
How to develop global leadership capability
The case study

12. The public affair of transnational corporation

Transnational corporation and public affair
The international legal affair for transnational corporation
The tools for public affair management

Instructor CV

Working unit: University of International Business and Economics (UIBE), Beijing
Professional Title:
Vice Director of Research Office of International Investment, UIBE
Vice Director of Centre for Chinese Capital Management, UIBE
Member of Academy of Management
Member of International Association of Chinese Management Research

Education:

Ph.d in Management: Joint Doctor Program of MIT Sloan Management School and Renmin University of China Business School, US&China, July, 2009
Master in Management: Dongbei University of Finance and Economics, Dalian, China, 2006
Bachelor in Man



Chinese Traditional Culture and Leadership Behavior

(By Professor Chen Jianxun)



Aims and Objectives of the Course

Aims

The course aims to focus on the leadership behaviors characterized by Chinese indigenous traditional culture, which is different from Western leadership behavior rooted in Western culture.

Objectives

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

- Understand the Chinese traditional culture developments in an international perspective;
- Appreciate how Chinese leaders' leadership behaviour has been shaped by Chinese traditional culture;
- Understand the two basic leadership style characterized by Confucianism and Taoism, and how they reconcile in Chinese organizations;
- Explore the successful leadership abilities on how to lead Chinese employees in Chinese context;
- Explore the skilful leadership abilities on how to build and lead Chinese teams that is so-called very difficult to lead in the world.

Course Approach

Teaching Approach

- Tutorial
- Class discussion
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
- Case study method

Lots of feedback – two ways

- Me to you – both individual and class level
- You to me – periodic, anonymous informal questions

Course materials

- the analects of Confucius
- Teaching notes
- Supplementary articles, internet sources, to be distributed

Team project

- Up to 4 students form a team
- Assignments and term paper by team
- Term paper (4000 words)

Basis for grades

- Class Participation 15%
- Assignments 25%
- Team presentation 20%
- Final exam 40%

Class Policies and Ground-Rules

Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

Promptness

- We are going to start on time; persistent or serious lateness will be frowned upon
- Conversely, I will not keep you beyond the end of class

Academic Integrity

- You are expected to prepare your own team work
- Plagiarism or cheating in any form will result in failure in the course

Lecture	Topic
1	Introduction to leadership behavior in Ease and West
2	Leadership behavior and Confucianism
3	Leadership implication from the analects of Confucius
4	Leadership behavior and Taoism
5	Leadership implication from the Tao Te Ching
6	How to reconcile the leadership at different context
7	How to lead Chinese employees in Chinese context
8	How to lead Chinese team in Chinese context
9	Leadership abilities in China
10	The leadership model with Chinese Characteristics
11	The motivation model with Chinese Characteristics
12	The leadership simulation for practice
13	Presentation and Final Exam

Instructor: Prof. CHEN Jianxun, Ph.D
E-mail: jxunch@126.com ,
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Tel : 86-10-64495082
Mobile: 86-10-13011887457

Course Outline

1. Introduction to leadership behavior in Ease and West

- Introduction
- Leadership history in West
- Leadership development in East

2. Leadership behavior and Confucianism

- What's the Confucianism?
- The essence of Confucianism
- The leadership behavior with Confucianism characteristics

3. Leadership implication from the analects of Confucius

- The analects of Confucius: a great ancient book
- The main point of the analects of Confucius
- Discussion: the leadership implication from the analects of Confucius

4. Leadership behavior and Taoism

- What's the Taosim?
- The essence of Taosim
- The leadership with Taosim characteristics

5. Leadership implication from the moral

- The Tao Te Ching: another great ancient book
- The main point of the Tao Te Ching
- Discussion: the leadership implication from the Tao Te Ching

6. How to reconcile the leadership at different context

- The difference between the Confucianism and the Taosim
- The two basic different leadership with Chinese characteristics
- How to reconcile the two different leadership behaviors at a system?

7. How to lead Chinese employees in Chinese context

- The Chinese employee with specialty
- The difference between Chinese and western employee
- How to lead Chinese employee effectively

8. How to lead Chinese team in Chinese context

- The team model difference: East and West
- The Chinese team in the world
- How to lead Chinese team in China

9. Leadership abilities in China

- What abilities should a Chinese leader have?
- How to develop leadership ability in China
- Case study

10. The leadership model with Chinese Characteristics

- The Chinese leadership model
- The ways to apply the model
- Case study

11. The motivation model with Chinese Characteristics

- Can you motivate others effectively?
- The Chinese motivation model
- The ways to apply the model

12. The leadership simulation for practice

- Some cases
- The real leadership context
- The leadership simulation for practice



China in the Global Economy

(By Professor Ding Dou)

Mission and Vision

Mission

This course focuses on China's economic relations with the rest of the world, covering China's increasing trade, investment and commercial links across the globe, and their resulting impacts on China's startling rise, for example, as the second global largest economy last year, and their ensuing implications on the opportunities and challenges for the major economies around the world.

Vision

Upon the completion of the course teaching, the students will be expected to be able: 1) to understand better the evolving developments of China's economic relationship with the world in the field of trade, investment and commerce for over three decades.

2) to comprehend better the ongoing economic issues around China the world is watching and highly concerned with, such as the appreciation of China's Renminbi.

3) to apply better basic economic methodology and overviews to analyze specific economic issues.

3) to be aware better of what China's growing economy means for doing business in China in the future.

Class Procedure

1. Before the class every week, the students should read thoroughly one Preview Reading Paper designated by the syllabus.

2. In the midst of the class every week, I will lecture with PowerPoint for related hours, and afterwards discuss the reading paper with the students for half an hour, and finally make conclusive remarks.

3. After the class every week, the students are encouraged to read two Further Reading Papers designated by the syllabus. I would like to discuss the papers on student's interests.

4. Class Materials: reading articles, tutorials, but no textbook. The reading articles could be accessed in the course e-mail box.

Course grading

- | | |
|--|-----|
| 1. Attendance | 10% |
| 2. Paper reading and discussion leadership | 20% |
| 3. Mid-term paper (up to conditions) | 20% |
| 4. Final-term paper | 50% |



Course Schedule

Lecture	Time	Topic
1	week 1	China's Economic Performance Since 1978
2	week 2	China's Development Strategy
3	week 3	The Role of China's Foreign Trade
4	week 4	The Influence of China's Foreign Trade
5	week 5	The Foreign Direct Investment in China
6	week 6	China's Direct Investment Goes Global
7	week 7	China--US Economic Relations
8	week 8	China--Japan Economic Relations
9	week 9	China--European Union Economic Relations
10	week 10	China's Push for Free Trade Area
11	week 11	The International Impacts of China's Economic Rise



Course Contents

Lecture 1: China's Economic Performance Since 1978

Preview reading paper:

Assessing China's economic performance since 1978: Material attainments and beyond, The Journal of Socio-Economics, Vol. 34, 2005, pp.499-527

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.A cost-benefit analysis for the economic growth in China, Ecological Economics, Volume 65, Issue 2, 1 April 2008, pp.356-366

2.China's Economic Growth 1978-2025: What We Know Today About China's Economic Growth Tomorrow, World Development, Vol. 36, 2008, pp.1665-1691.

Lecture 2: China's Development Strategy

Preview reading paper:

China's development strategy: A game of chess that countered orthodox development advice, The Journal of Socio-Economics, 34, 2005, pp.471-498

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.Whither development economics? suggestions for a new type of development economics in the light of China's experience, Journal of Asian Economics, Vol. 14, 2003, pp.201-208

2.Economic liberalization, the changing role of the state and "wagner's law": China's development experience since 1978, World Development, Vol. 33, 2005, pp.729-743

Lecture 3: The Role of China's Foreign Trade

Preview reading paper:

China's emergence and the reorganization of trade flows in Asia, China Economic Review, Vol. 18 2007, pp.209-243

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.Patterns of industrialization and the flying geese model: the case of electronics in East Asia, Journal of Asian Economics, Vol.15, 2005, pp.1051-1078

2.Global production networks and China's processing trade, Journal of Asian Economics, Volume 20, Issue 6, November 2009, pp.640-654

Lecture 4: The Influence of China's Foreign Trade

Preview reading paper:

Fear of China, *Journal of Asian Economics*, Volume 17, 2006, pp.226–240

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.China's Competitive Performance: A Threat to East Asian Manufactured Exports?, *World Development*, Vol. 32, 2004, pp.1441–1466

2.The Impact of Asian Drivers on the Developing World, *World Development*, Vol. 36, 2008, pp.197–209

Lecture 5: The Foreign Direct Investment in China

Preview reading paper:

30 Years of foreign direct investment to China: An interdisciplinary literature review, *International Business Review*, Vol. 19, Issue 3, June 2010, pp.235-246

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.From foreign investors to strategic insiders: Shifting parameters, prescriptions and paradigms for MNCs in China, *Journal of World Business*, Vol. 42, 2007, pp. 14–34

2.Foreign direct investment inflows and economic growth of China, *Journal of Policy Modeling*, Vol. 32, Issue 1, January-February 2010, pp.155-158

Lecture 6: China's Direct Investment Goes Global

Preview reading paper:

China's outward foreign direct investment, Vol. 51, Issue 6, *Business Horizons*, 2008, pp.485--491

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.China's outward foreign direct investment: Location choice and firm ownership, *Journal of World Business*, Available online 3 November 2010

2.Investing for Strategic Resources and Its Rationale: the Case of Outward FDI from Chinese Companies, *Business Horizons*, Vol. 50, 2007, pp.71-81

Lecture 7: China--US Economic Relations

Preview reading paper:

Causality relationship between the US—China trade balance and the US and Japan direct investment in China, *Systems Engineering - Theory & Practice*, Vol. 29, Issue 6, June 2009, pp. 6-18

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.U.S.–Japan and U.S.–China trade conflict: Export growth, reciprocity, and the international trading system, *Journal of Asian Economics*, Volume 20, Issue 6, November 2009, pp. 669-687

2.Three decades of bilateral copyright negotiations: Mainland China and the United States, *Government Information Quarterly*, Volume 27, Issue 2, March 2010, pp. 196-207

Lecture 8: China--Japan Economic Relations

Preview reading paper:

Foreign direct investment and China's bilateral intra-industry trade with Japan and the US, *Journal of Asian Economics*, Vol. 18, 2007, pp.685–700

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.Integrating the two Asian economic giants: Japanese multinational corporations in China, *Journal of Asian Economics*, Vol. 15, 2004, pp.957–975

2.Japanese direct investment in China, *China Economic Review*, Vol. 14, Issue 3, 2003, pp.304-315

Lecture 9: China--European Union Economic Relations

Preview reading paper:

EU–China and the non-transparent race for inward FDI, *Journal of Asian Economics*, Volume 19, Issue 4, August 2008, pp.358-370

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.The strategy of multinational enterprises in the light of the rise of China, *Scandinavian Journal of Management*, Volume 23, Issue 2, June 2007, pp.107-126

2.Transfer of Technology to China: A Scandinavian and European Perspective, *European Management Journal*, Volume 20, Issue 1, February 2002, pp.98-106

Lecture 10: China's Push for Free Trade Area

Preview reading paper:

Impact of Sino-Australia free trade agreement's talks on China's dairy industry, *Agriculture and Agricultural Science Procedia*, Volume 1, 2010, pp.469-476

What to do in class:

1.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1、 ASEAN-China free trade area: background, implications and future development, *Journal of Asian Economics*, Vol. 13, Issue 5, 2002, pp.671-686

2、 WTO accession, the "Greater China" free-trade area, and economic integration across the Taiwan Strait, *China Economic Review*, Volume 14, Issue 3, 2003, pp.316-349

Lecture 11: The International Impacts of China's Economic Rise

Preview reading paper:

Global Governance and Developing Countries: The Implications of the Rise of China *World Development*, Volume 36, Issue 2, February 2008, pp.274-292

What to do in class:

2.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.China's foreign trade and climate change: A case study of CO2 emissions, *Energy Policy*, Volume 38, Issue 1, January 2010, pp.350-356

2.China's economic rise and its implications for logistics: The Australian case, *Transport Policy*, Volume 16, Issue 5, September 2009, pp.224-231

Lecture 12: The Controversy on Exchange Rate of China's RMB

Preview reading paper:

The US–China trade imbalance: Will revaluing the RMB help (much)?

Economics Letters, Vol. 96, Issue 1, July 2007, pp.127-132

What to do in class:

3.Introduction with PPT 2. Discussion on the reading paper 3. Class conclusion

Further reading paper after class:

1.Stephen Kaplan, The Political Obstacles to Greater Exchange Rate Flexibility in China, *World Development*, Vol. 7, 2006, pp.1182–1200

2.Exchange rate regimes: China's experience and choices, *China Economic Review*, Volume 15, Issue 3, 2004, pp.336-342



Experimental Study of Intercultural Communication

(By Professor Dou Weilin)



Course Introduction

This is intended as a general introduction to a broad area of multidisciplinary research that involves languages, culture, and communications in an integrated format. It is an experimental, task-based course designed to help overseas students to acquire a better understanding of intercultural communication with Chinese people through surveys and team projects with Chinese students: The course is divided into five components with twelve modules, which collectively constitute a broad survey of intercultural communication in the modern world. It is intended not only as a formal introduction to an emerging field of scientific inquiry, but also as a conceptual foundation for further academic and applied research in a variety of specific subject areas ranging from linguistics to mass communications, the human, social, and behavioral sciences, business and industry, and the arts. At its most basic level, it should prepare you to meet the challenges of contemporary society with intelligence, forethought, and responsible behavior by empowering you with the necessary knowledge and skills to interact successfully with people, cultures, and societies that may seem strange or unfamiliar.

The study of intercultural communication is multidisciplinary in that it focuses on human growth, human abilities and potentials, human society and civilization, and the development of various modes of human communications and culture over time. It is not an exact science, but it applies the research of many areas of human learning and the viewpoints of experts in a wide range of subjects with overlapping themes. Some of the fields that relate either directly or indirectly to intercultural communication are listed here. Because this is an introductory survey to a complex and rapidly changing area of human inquiry, it is strongly suggested that you do additional research according to your individual needs and aspirations. As you acquire a broader knowledge base, you will be able to appreciate the subject from a more informed and holistic perspective which cuts across traditional definitions and disciplines to encompass humanity on a global scale.

Class Schedule

The various components of the course are listed below for your reference. Each module covers one week.

Module	Topic	Schedule
Part I: Human Communication and Culture		
1	Introduction to the course & Overview of Intercultural Communication	Case study & discussion, Intercultural movie
2	Culture and Communication	Forming teams with Chinese students & deciding team project topics
3	Culture and Values	Making research schedules
4	Culture and Thought Patterns	Activity: debate on a current intercultural issue
Part II: Interpersonal Communication		
5	Culture and Verbal Communication	Team presentation 1 & interaction
6	Culture and Nonverbal Communication	Team presentation 2 & interaction
7	Culture and interpersonal relations	Team presentation 3 & interaction
Part III: Social Communication		
8	Culture and Customs and Etiquette	Team presentation 5 & Intercultural instruction video
9	Culture and Mass Media	Team presentation 6 & interaction
Part IV: Institutional Communication		
10	Culture and Campus Life	Team presentation 7 & interaction
11	Culture and MNCs	Team presentation 8 & face to face communication with Chinese students and business persons interaction
Part V: International Communications Today		
12	Culture and International communication	Team presentation 9 & interaction
13	Cultural change and intercultural communication competence	submitting project reports & individual term papers, closing seminar

Class Attendance and Evaluation

Class attendance and participation are important in this course. Excessive class absences or failure to meet the course requirements will result in a low overall course grade or possible failure. You should plan to attend all regularly scheduled classes unless otherwise notified by the course instructor. Attendance and participation account for 20%, term project and its presentation account for 30% and an individual report or paper accounts for 50% of the grade for the course.

As a student, you are expected to behave in a professional and ethical manner at all times and to treat your fellow classmates and the instructor with honesty, integrity, and responsibility. Please be considerate and helpful to others.

If you have any additional comments or requests, please see the course instructor before or after class, or make an appointment to discuss your ideas or concerns with the instructor in further detail.



Special Course Features

This course is an experimental, research-based course designed to be interactive, communicative, and experiential. It uses a multimedia format which integrates state-of-the-art techniques in multisensory learning with humanistic elements intended to facilitate active discussion and debate, reflective language learning, and the development of new possibilities for theoretical and applied research in languages and linguistics, communication, human development, and the communication arts.

References materials

The series on Intercultural Communication published by SFLP(Shanghai Foreign Languages Press) since 2006 :

	NAME	AUTHORS	PUBLICATION	YEAR
1	Communicating with Strangers: An Approach to Intercultural Communication. (3rd Ed.)	Gudykunst, W. B., and Kim, Young, Y.	New York: McGraw-Hill	1997
2	Intercultural Communication: A Discourse Approach	Scollon, Ron & Scollon Wong S.	Blackwell Publishers	2001
3	Becoming Intercultural: An Integrative Theory of Communication and Cross-cultural Adaptation	Kim, Young Y.	London: Sage Publications	2001
4	Managing Intercultural Conflict Effectively.	TingToomey, S. and Oetzel, J.G.	Thousand Oaks, CA: Sage.	2001
5	Crosstalk and Culture in Sino-American Communication.	Young, L.	Cambridge: Cambridge University Press	1994
6	Non-Western Perspectives on Human Communication: mplications for Theory and Practice	Kim Min-Sun	Sage Publications	2002
7	Professional Communication in International Settings	Pan,Yuling, Scollon, Wong S., & Scollon, Ronald	Massachusetts: Blackwell Publishers	2002
8	Cross-Cultural Management: Essential Concepts	Dr. David C. Thomas	Sage Publications	2008
9	Culture's Consequences: International Differences in Work-Related Values.	Hofstede, G.	Beverly Hills, CA: Sage.	2001
10	Methods for Intercultural Communication Research.	Gudykunst, William B. & Kim, Young Yun	Sage Publication	2005



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Intercultural Business Communication

(By Professor Dou Weilin)

I. Course Description

This course is an introductory to intercultural communication theory and its practical principles in Chinese business context. Lectures in this course will touch upon the following topics: cultural values and thought patterns; face value and relations; cultural influence on verbal and nonverbal communication; intercultural business negotiation; intercultural business writing, intercultural business etiquette and protocol, intercultural marketing and advertising, intercultural business ethics, intercultural business competence, etc. The course is integrative in approach and is given in English.

II. Course Goals and Outcomes

Course Goals:
 The purpose of the course is to help students increase their cultural awareness and sensitivity by providing them with a basic framework they can use to identify and analyze cultural differences in business communication. It also intends to help students develop effective strategies in dealing with potential conflicts and improve their intercultural business communicative competence.

1. Learning Outcomes

By the end of the course, students should be able to
 Define key terms in the study of intercultural communication,
 Understand the importance and complexity involved in learning intercultural business communication,
 Distinguish differences between traditional Chinese values and western ones,
 Be aware of cultural influence on communication verbally and nonverbally, and
 Apply basic theories into business practices especially in Chinese context.
 Specific learning objectives for each chapter

Lecture 1 Introduction to Intercultural Communication

- Define intercultural communication and intercultural business communication.
- Understand the importance of intercultural business communication.
- Describe briefly the development of intercultural communication study and its application.
- Be aware of the complexity in learning intercultural business communication.



Intercultural Business Communication

Lecture 2 Basic Communication Theory

- Understand the basics of communication
- Distinguish types of communication
- Define the term of communication
- Identify the components of communication
- Explain the process and models of communication
- Describe the characteristics of communication
- Understand the role of communication in business

Lecture 3 The Nature of Culture

- Define the term of culture
- Identify the ingredients and functions of culture
- Describe the characteristics of culture
- Be aware of cultural differences

Lecture 4 Cultural Values

- Define the term of value.
- Understand that values form the core of culture.
- Be aware of the basic values of our own and of other cultures
- Appreciate how cultural differences in work related values shape behavior

Lecture 5 Verbal Communication

- See how language and culture are closely linked.
- Understand how culture influences verbal communication at lexical, pragmatic, discourse and stylistic levels, especially distinguish denotational and connotational meanings of words, linear and nonlinear language, deductive and inductive patterns, and different pragmatic rules used in various speech acts.

Lecture 6 Non-verbal Communication

- Understand what non-verbal communication is and what function it serves.
- Specify the similarities and differences between verbal and nonverbal communication.
- Describe cultural rules governing body language, which includes posture, gesture, eye contact, facial expressions, body touch and smell.
- Understand how paralanguage affect successful messages in intercultural encounters.
- Appreciate how attitudes toward time, use of space and silence convey nonverbal messages in intercultural encounters.
- Gain an awareness that successful intercultural communication depends not only on what you say and the manner in which we say it, but also on the behavior we display

Lecture 7 Intercultural Business Writing

- Understand the importance of writing in international business communication.
- Explain why it's necessary to define your purpose, analyze your audience and choose the most appropriate channel when planning a message.
- Be aware of cultural impact on writing tones and styles in intercultural business writing.
- Know the conventions for writing international business messages in English.
- Understand cultural differences in format and layout of most common forms of business documents.

Lecture 8 Intercultural Business Etiquette and Protocol

- Understanding the importance of appropriate etiquette and protocol in intercultural business communication.
- Identify cultural differences in naming system and card exchange.
- Understand how cultural differences in dining practices may affect intercultural communication.
- Be familiar with cultural nuances of tipping.
- Understand how practices of giving gifts vary from culture to culture and the role of gift giving in establishing favorable intercultural relations.
- Learn the role that dress and appearance play in interacting with persons from other countries.
- Learn the importance of knowing about the customs associated with holidays and holy days of the country in which you are traveling or conducting business.

lecture 9 Intercultural Business Negotiation

- Define the intercultural negotiation process
- Distinguish between negotiation models
- Discuss ways in which cultural differences can impact international negotiations
- Understand conflict resolution in intercultural negotiations
- Recognize and use successful intercultural negotiation guidelines

Lecture 10 Cultural Considerations in International Marketing Communication

- Understand the role that culture plays in international marketing
- Analyze consumer behavior in different cultures
- Gain insight into controversial issues of global marketing
- Consider the advertising creativity trends in China

Lecture 11 Legal and Ethical Considerations in ICBC

- Understand the laws and ethics that are applied in ICBC
- Define business ethics and understand how ethics and laws relate.
- Realize that legal and ethical interpretations are influenced by culture.
- Discuss real-life ethical dilemmas faced by businesses of today.
- Explore major global legal and ethical issues in international business.
- Discuss how to incorporate ethics into intercultural business decisions and build ethical competence within the discipline of ICBC.

Lecture 12 The Consideration of Organizational Culture and Competence in Intercultural Business Communication

- Understand the foundation of a organizational culture, and how it relate with its national culture
- Explain the general types of organizational culture and their implications for communication
- Compare the characteristics of a Chinese and an American organizational culture
- Discuss the importance of cultural synergy in an organizational culture
- Explore the potential improvements that can be made to the intercultural competencies of the future

2. Ways to Meet the Goals

Diversified methods of cross-cultural learning strategies to be adopted, including lectures, readings, class discussions, case studies, presentations, videos, team projects, and papers, etc. to invigorate the class, with the aid of multimedia.

III. Format and Class Policies

The course will consist of ten topics, multimedia presentations, and class discussions that are thematically arranged according to specific subject areas. Each topic corresponds to the course lectures and out-of-class readings, which are both essential for adequate acquisition of the course content. Students are encouraged to read the required textbook assignments (preferably in advance), pay careful attention to the course lectures and multimedia presentations, take good class notes, attend classes regularly, and participate actively in the various organized class activities.



Intercultural Business Communication



IV. Course Texts

1. Required Textbook(s)
Dou Weilin. Intercultural business Communication, Beijing: High Education Press, 2005.
2. Supplemental Readings
Linda Beamer and Iris Varner. Intercultural Communication in the Global Workplace, The McGraw-Hill Companies, Inc. 2001
Gao, G. and Ting-Toomey, S. Communicating Effectively with the Chinese. London: Sage. 1998.

V. Course Requirements and Grading Procedure

Final paper 70%
Mid Term 20%
Attendance 10%
University Policy: You must be in class for at least 70% of the class or you CAN NOT take the final exam!
Rules include, but are not limited to:

1. Be on time
2. Be in class both mentally and physically
 - i. No cell phones - Power Off
 - ii. No headphones or ear pieces
 - iii. Be respectful of classmates and of teachers
 - iv. Laptops use is limited to this class

Grading Scale
The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A⁻=89-91 B⁺= 85-88 B=81-84 B⁻=77-80
C⁺= 73-76 C=70-72 C⁻= 60-69 F=failure (below 60)

VI. Academic Integrity

Students are responsible for knowing policy regarding academic honesty.
The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change. [Retain this text]

Wk	Weekly topic	Learning Outcomes	Required Readings	Assignments & Exams
		1 2 3 4 5 6		
1 3/18	Introduction to intercultural business communication		Required [text] Ch. #1	papers, projects, exams, quizzes, homework, lab work, fieldwork, etc
2 3/25	Communication, Culture		Required [text] Ch. #2	
3 4/8	Cultural Values		Required [text] Ch. # 2	
4 4/15	Verbal Communication		Required [text] Ch. # 3	
5 4/22	Nonverbal Communication		Required [text] Ch. # 3	
6 4/29	Mid-term presentation		Required [text] Ch. # 4 Group project	
7 5/6	Intercultural Business Writing		Required [text] Ch. # 5	
8 5/13	Intercultural business Etiquette & Protocol		Required [text] Ch. # 6	
9 5/20	Intercultural business negotiation		Required [text] Ch. # 7	
10 5/27	Intercultural marketing communication		Required [text] Ch. # 8	
11 6/3	Intercultural business ethics		Required [text] Ch. # 9	
12 6/10	Intercultural communication training		Required [text] Ch. # 10	
13 6/17	Final paper		Required [text] Ch. # 10 Case study	



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Human Resource Management

(By Professor Naixiang Feng)

I. Course Description

This course aims to introduce some basic concepts of human resource management. Main topics include: development of HRM in China, job market in China, recruitment and selection, China's labor law, social security in China, pay structure, and labor relation. These contents are in line with most books, with emphasis on the context of China. The purpose of the course is to provide a brief overview for China's HRM practices. In order to help students understand the real situation of HRM in China, guest speakers will be invited and a field trip will be arranged.

II. Course Objective

The primary objective of this course is to expose you to issues involved in China's HRM environment. China's economy is attracting great attention from the whole world and China is eager to get employees with international expertise. In this course, we will look at China's job market through lectures and class discussions. We will make comparisons between China's labor law and the labor laws of countries where our students come from. The specific objectives of the course are as follows:

1. to understand basic concepts and principles of HRM
2. to make ethical decisions on certain HRM issues.
3. To apply theoretical perspectives to practical problems in HRM.

III. Format and Class Policies

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each week.

Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.



IV. Course Texts

- a) Required Textbook: Reading Materials prepared for the course.
- b) Dessler, Gary. Human Resource Management, 9th Edition Prentice Hall

V. Course Requirements and Grading Procedure

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

GRADING: Grading will be made up as follows:

Class participation: 10%
 Mid-term exam: 30%
 *Final presentation 60%
 Total 100%

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A ⁻ =89-91	B ⁺ = 85-88	B=81-84	B ⁻ =77-80
C ⁺ = 73-76	C=70-72	C ⁻ = 60-69	F=failure (below 60)	

VI. Academic Integrity

Students are responsible for knowing policy regarding academic honesty. The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Class / Week	Chapter Title or Topic	Chapter Assignment
1	Trial lecture	
2	Introduction, outline and beginnings	Ch.1-2
3	HRM in China	Ch.3
4	Job market in China	Ch.4-5
5	Recruitment	Ch.7-8
6	China's Labor Law	Ch.6
7	Mid-term Exam	
8	China's social security	Ch.9-10
9	Field trip	Field trip reportCh.11-12
10	Pay Structure	Ch.15-16
11	Labor relation in China	
12&13	Students' presentation of the final paper	

While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.



Marketing in China

(By Professor Naixiang Feng)

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I. Course Description

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

II. Course Objective

The primary objective of this course is to expose you to issues involved in China's marketing. The Chinese business is becoming increasingly more aware of the international marketplace and is looking for employees with international expertise. It is impossible in any one course to teach you how to market every product in every country. In this course, we will look at general examples and frameworks of China's marketing through lectures and class discussions. We will also look at some specific examples of how to market products China through the group project. By providing the framework and one in-depth example, students should be able to apply their knowledge of marketing to the Chinese situations.

III. Format and Class Policies

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each week.

Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

IV. Course Texts

- a) Required Textbook: Reading Materials prepared for the course.
- b) Cateora, Philip and Graham, John, International Marketing, 13th Edition McGraw-Hill

V. Course Requirements and Grading Procedure

Class assignments will be given each week. They are given to reinforce the concepts discussed in the lectures and the text. It is imperative that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

GRADING: Grading will be made up as follows:

Class participation: 10%
 Mid-term exam: 30%
 *Final presentation 60%
 Total 100%

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A⁻=89-91 B⁺= 85-88 B=81-84 B⁻=77-80;
 C⁺= 73-76 C=70-72 C⁻= 60-69 F=failure (below 60)

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Class / Week	Chapter Title or Topic	Chapter Assignment
1	Trial lecture	
2	Introduction, outline and beginnings	Ch.1-2
3	Current Situation of Marketing in China	Ch.3
4	Global and China's Business Environment	Ch.4-5
5	Cultural impacts on marketing	Ch.7-8
6	Business Customs and Practices in China's Markets	Ch.6
7	Mid-term Exam	
8	China's Political Environment	Ch.9-10
9	Field trip	Field trip report Ch.12-13
10	Branding in China	Ch.14
11	Distribution Channels in China	Ch.16
12	Advertising and Promotion in China	
13	Students' presentation of the final paper	

While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.

MARKETING IN CHINA

Week 1: Trial Lecture

This week, we have a lecture entitled "overview of China's economy", students decide if they would like to take the course or not.

Week 2: Introduction, Outline and Beginnings

We get acquainted with each other, and talk about how to do business in China

Week 3: Current Situation of Marketing in China

We will examine China's market in terms of Demographic Information, Economy information, Imports and exports, Global economy, and China business tips

Week 4: Global and China's Business Environment

In this week, we will examine the business environment of China in the coming years with the aid of a PPT and discussions.

Edward Tse, China's Five Surprises (Strategy+business: Wnter, 2005)

Jack Stratton, The Straight and the Narrow (US-China Business Council: Jan.12, 1998)

Week 5: Cultural Impacts on Marketing

Marshall Goldsmith, Crossing the Cultural Chasm (Businessweek, May 30, 2007)

Wensen Li, Chinese Culture and Customers (Fudan University, lecture notes)

Breaking through the Great Wall: Doing Business with the Chinese (Knowledge@Wharton, March 28,2001)

Selling to the Local Chinese Market: An interview with Lenovo's Deepak Advani and BCG's HI Sirkin (Knowledge@Wharton, Oct. 16,2006)

Week 6: Business Customs and Practices in China's Markets

Piset Wattanavitukul, Lessons from the Chinese Marketing Battlefield (Awakening Dragon-Doing Business in China, Feb./Mar.2003)

One Billion, Three Hundred Million: The New Chinese Consumer (Knowledge@Wharton, Oct.16, 2003)

The Changing Face of Management in China (Knowledge@Wharton, June 01, 2005)

Week 7: Mid-term Exam

Week 8: China's Political Environment

This week we will examine China's political structure. The fast development of China's economy Broken China (Businessweek, July 23,2007)

Political environment- who are the decision makers?

(http://www.china-britain.org/sistem_china/3_political.html#political)

Week 9: Field Trip

Week 10: Branding in China

The world has witnessed China's rapid economic development in the past two decades, yet few of China's own brands have been recognized.

The Branding of China (Businessweek;, Nov.10,2004)

Building Brands in China (Businessweek, Nov.22,2005)

Shaun Rein, The Key to Successful Branding in China (Businessweek, Sept.25,2007)

Sourcing From China: No longer Just for Shoes, toys and Clothes (Knowledge@Wharton, June 1, 2005)

'Quality Fade': China's Great Business Challenges (Knowledge@Wharton, July 25, 2005)

TCL's Dongsheng Li: "We Should Control and Own Our Brands" (Knowledge@Wharton, June 1, 2005)

BW's 20 Best Chinese Brands (Businessweek, Aug.25, 2006)



Week 11: Distribution Channels in China

Piset Wattanavitukul, Why Distribution is key to Marketing in China (Awakening Dragon-Doing Business in China, December, 2002)

Navigating the Labyrinth: Sales and Distribution in Today's China (Knowledge@Wharton, Oct.16, 2006)

China is Trying to Cope with its Logistics Challenges but Gaps Persist (Knowledge@Wharton, June 1, 2005)

Sun Haiyan, Production, Supply, and Marketing of Chinese Cabbage Stored for Winter Consumption in Beijing (EDI Development Policy Case Series Teaching Cases No.2: Case Studies of Chinese Economic Reform, 1996), pp 31-50

Week 12: Advertising and Promotion in China

Yuan Wang, Xinsheng Zhang & Rob Goodfellow, Effective Marketing (China Business Culture Strategy for Success Published by Talisman 2003) pp201-237

Week 13: Final presentations

Students work in groups (with 4-6 people in a group) to present any topics in relevant with China's marketing or any other topics that have agreed upon by the professor.





Chinese Business Ethics

(By Professor Huang Zhenhua)

Instructor: Prof. Huang Zhenhua
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E-mail: hzhenhua07@gmail.com
Tel: 6449-2748
Office Hours: By appointment

I. Course Description

Business ethics is applied ethics. It is the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities, and pursuits that we call business. A discussion of business ethics begins by providing a framework of basic principles for understanding what is meant by the terms good and right.

Business transactions are for the most part carried out within market structures. We need to examine the ethical aspects of the market activities. The process of producing goods forces businesses to engage in exchanges and interactions with two main external environments: the natural environment and a consumer environment. We need to explore the ethical issues raised by these exchanges and interactions.

The process of producing goods also forces businesses to coordinate the activities of the various internal constituencies that must be brought together and organized into the processes of production. Inevitably, conflicts arise within and between the internal constituencies as they interact with each other and as they seek to distribute benefits among themselves. We also need to explore some of the ethical issues raised by these internal conflicts.

Apart from discussing general ethical principles including Utilitarianism, the principle of rights, the principle of justice, the principle of attention and the principle of virtue, emphasis is laid on the current issues in Chinese business ethics, including the impact of the Chinese cultural tradition and its socialist market economic system. Cases will be provided for discussion and students are required to take an active part in it.

II. Course Goals and Outcomes

1. Course Goals

Familiarize students with the theories, functions, principles, standards, decision-making and evaluation of business ethics. Discuss ethical issues in manufacturing, marketing, financial management, staff management, knowledge protection and environmental protection, etc. Analyze the similarities and differences between China and the rest of the world in business ethics. Understand the current issues in Chinese business ethics. All this will contribute to the students' understanding of the Chinese business environment which is important to their future China business related career.



2. Learning Outcomes

- Understand the dilemmas in business decision
- Understand the ethical norms for business decisions
- Understand how to solve ethical problems
- Appreciate the Confucian ethics and compare it with other approaches
- Understand and do research into the present ethical problems in Chinese business

3. Ways to Meet the Goals

- Lectures and discussions in class
- Readings by students
- Some research into the practical issues
- Class presentations
- Course paper

III. Format and Class Policies

- Mainly in the lecture form
- Questions and discussions are required
- Attendance and active participation are required
- Group presentations would be required
- For the final paper, no direct downloading from the Internet is permitted.



IV. Reference books

- Manuel G. Velasquez, *Business Ethics: Concepts and Cases*, Sixth edition, Pearson Education, Inc. Upper Saddle River, 2006
- Marianne M. Jennings, *Business Ethics: Selected Readings and Case Studies*, Fifth edition, Thomson, 2006
- Joseph R. DesJardins & John J. McCall, *Contemporary Issues in Business Ethics*, Fifth edition, Wadsworth, 2005
- Xiaohe Lu & Georges Enderle (ed.), *Developing Business Ethics in China*, Palgrave MacMillan, 2006
- Juan Antonio Fernandez & Laurie Underwood, *China CEO — Voices of Experience*, John Wiley & Sons, 2006
- Frank T. Gallo, *Business leadership in China*, John Wiley & Sons, 2008
- John B. Cullen & K. Praveen Parboteeah, *Multinational Management: A Strategic Approach*, 4th Edition, Thomson, 2008
- Boye Lafayette De Mente, *Chinese Etiquette & Ethics in Business*, Second edition, McGraw Hill, 2004
- Stephan Rothlin, *Becoming a Top-Notch Player: 18 Rules of International Business Ethics*, Renmin University Press, 2004
- George E. Haley, Usha C.V. Haley & Chin Tiong Tan, *The Chinese TAO of Business: The Logic of Successful Business Strategy*, John Wiley & sons (Asia) Pte Ltd, 2004
- John R. Boatright, *Ethics and the Conduct of Business*, 3rd Edition, Prentice Hall, 1999
- Rogene A Buchholz & Sandra B. Rosenthal, *Business Ethics: The Pragmatic Path beyond Principles to Process*, Prentice Hall, 1998
- Gerald F. Cavanagh, *American Business Values with International Perspectives*, 4th Edition, Prentice Hall, 1998
- Ronald M. Green, *Ethical Manager*, Macmillan College Publishing Company, 1994
- 周利国, 王永光, *商业伦理学*, 中国商务出版社, 2005
- 叶陈刚, *企业伦理与文化*, 清华大学出版社, 2007



V. Course Requirements and Grading Procedure

The assessment is a combination of attendance and class performance with an extended essay at the end. Participation and class performance will account for 30% and the course-end extended essay 70% of the final score.

Absence would entail deduction of the final grade. The expected time that students will need to spend studying/doing coursework outside of class would be two hours of time outside class for every hour of lecture/seminar.

The grading criteria would mainly depend on the depth of understanding, depth of research, and depth of analysis. Independent work and creative thinking are essential. Correct essay format is also important. References have to be included at the end of the essay.

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A⁻=89-91 B⁺= 85-88 B=81-84 B⁻=77-80
C⁺= 73-76 C=70-92 C⁻= 60-69 F=failure (below 60)

VI. Academic Integrity

Students are responsible for knowing the policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by the academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The Instructor reserves the right to change the schedule. Students will be advised in advance of any change.



Chinese Business Ethics

Chinese Business Ethics



Wk	Weekly topic	Learning Outcomes	Required Readings	Assignments & Exams
1	Business ethics theory: objects, tasks and methods	Understand the theories and the related practices and problems in China. One or two studies by the students during the semester.		Related chapter(s) in Business Ethics; others to be assigned each week
2	Structure, functions and operational mechanisms of business ethics	Ditto	Ditto	
3	The basic principles of business ethics	Ditto	Ditto	
4	Business ethics standard	Ditto	Ditto	
5	Choice of business morality, corporate values and business sense	Ditto	Ditto	Group presentation
6	Ethical conduct, evaluation and moral cultivation in business	Ditto	Ditto	Group presentation
7	Moral responsibility of manufacturers	Ditto	Ditto	Group presentation
8	Ethical issues in marketing	Ditto	Ditto	Group presentation
9	Corporate financial management and disclosure of financial information	Ditto	Ditto	Group presentation
10	Enterprise's staff management and ethics	Ditto	Ditto	Group presentation
11	Enterprise's knowledge protection and information management	Ditto	Ditto	Group presentation
12	Business interests and environmental protection	Ditto	Ditto	Group presentation
13	Ethical decision-making in enterprise management & strategies of business ethics construction	Ditto	Ditto	Students should hand in their course paper now

General Outline of China

(By Professor Huang Zhenhua)



I.Course Description

The course consists of a series of lectures and discussions on things about China, such as politics, economy, culture, history, etc. The aim is to familiarize international students with China's cultural heritage and the political, economic and legal structures of contemporary China so that they may have a better understanding of China and the Chinese people, and this will lay a good foundation for their future China-related studies and careers.

II.Course Goals and Outcomes

1.Course Goals

Familiarize students with China's cultural heritage and the political, economic and legal structures of contemporary China, which is important to their future China-related studies and careers.

2.Learning Outcomes

- Understand basic facts about China
- Understand Chinese cultural heritage
- Understand China's political system
- Understand China's reform and opening up process
- Understand China's social and legal structures
- Understand China's foreign policy and the concept of one country two systems

3.Ways to Meet the Goals

- Lectures and discussions in class
- Readings by students
- Some research into the practical issues
- Class presentations
- Course paper

III.Format and Class Policies

- Mainly in the lecture form
- Questions and discussions are required
- Attendance and active participation are required
- Group presentations would be required
- For the final paper, no direct downloading from the Internet is permitted.



IV.Reference books

- Common Knowledge about Chinese History, Higher Education Press, 2007
- Common Knowledge about Chinese Geography, Higher Education Press, 2007
- Common Knowledge about Chinese Culture, Higher Education Press, 2007
- China in Diagrams, China Intercontinental Press, 2007
- China, New Star Publishers, Beijing, 1999
- The National Flag, the National Emblem, the National Anthem and the National Capital, Foreign Language Press, Beijing, 2003
- Hu Jintao, Report to the 17th CPC National Congress, Oct. 15, 2007
- N. Mark Lam & John L. Graham, China Now, McGraw-Hill, New York, 2007
- Barry Naughton, The Chinese Economy, The MIT Press, Massachusetts, 2007
- Zhang Qizhi (ed.), Traditional Chinese Culture, Foreign Languages Press, Beijing, 2007
- Robert S. Ross & Zhu Feng (ed), China's Ascent, Cornell University Press, Ithaca, 2008
- John Bryan Starr, Understanding China, Hill & Wang, New York, 2001
- Alan Hunter & John Sexton, Contemporary China, St. Martin's Press, New York, 1999
- Robert E. Gamer (ed.), Understanding Contemporary China, Lynne Rienner Publishers, London, 1999
- Zhang Dainian (Edmund Ryden Translated), Key Concepts in Chinese Philosophy, Foreign Language Press, Beijing 2002
- <http://www.china.com.cn>
- <http://www.xinhuanet.com>
- <http://www.people.com.cn>

V.Course Requirements and Grading Procedure

The assessment is a combination of attendance and class performance with an extended essay at the end. Participation and class performance will account for 30% and the course-end extended essay 70% of the final score.

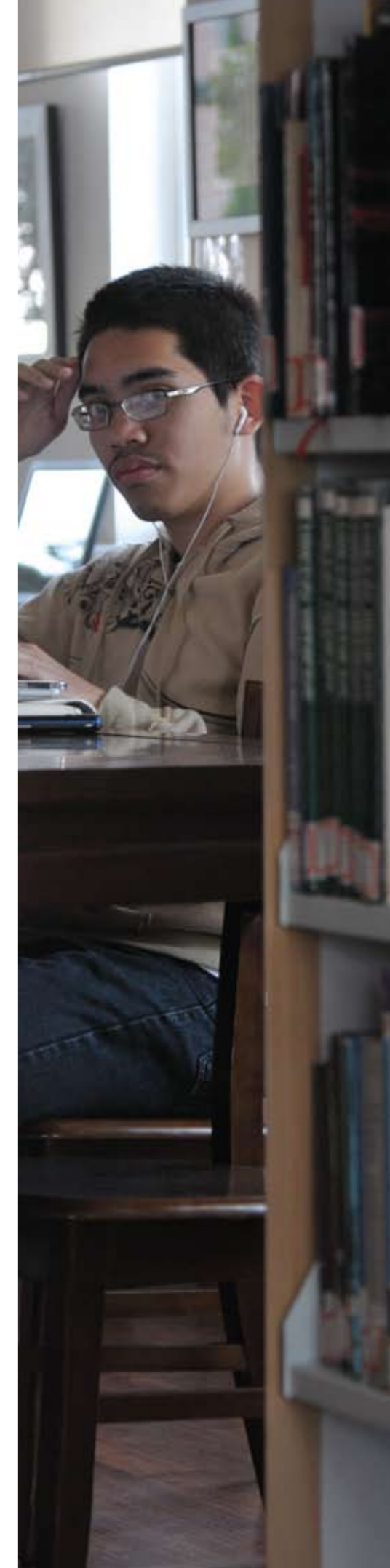
Absence would entail deduction of the final grade. The expected time that students will need to spend studying/doing coursework outside of class would be two hours of time outside class for every hour of lecture/seminar.

The grading criteria would mainly depend on the depth of understanding, depth of research, and depth of analysis. Independent work and creative thinking are essential. Correct essay format is also important. References have to be included at the end of the essay.

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=90-100 A-=85-89 B+=82-84 B=78-81 B-=75-77
C+=72-74 C=68-71 C-=64-67 D=60-63 F=below 60





VI. Academic Integrity

Students are responsible for knowing the policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by the academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The Instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Wk	Weekly topic	Learning Outcomes	Required Readings	Assignments & Exams
1	Basic facts about China (including geography)	Familiarize students with relevant aspects about China	To be assigned in class	
2	Brief history of China	Ditto	Ditto	
3	China's cultural heritage	Ditto	Ditto	
4	China's political system	Ditto	Ditto	
5	Four generations of Chinese leadership	Ditto	Ditto	Group presentation
6	Deng Xiaoping Theory and the Scientific Outlook on Development	Ditto	Ditto	Group presentation
7	China's present social strata	Ditto	Ditto	Group presentation
8	China's ethnic groups	Ditto	Ditto	Group presentation
9	China's reform process	Ditto	Ditto	Group presentation
10	China's foreign policy and one country two systems	Ditto	Ditto	Group presentation
11	China's legal structure	Ditto	Ditto	Group presentation
12	China's economy, trade and foreign direct investment	Ditto	Ditto	Group presentation
13	Social security in China	Ditto	Ditto	Students should hand in their course paper now

Other aspects about China may also be discussed at the students' request.



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China's Culture and Society

(By Professor Li Ping)



Course Description

Following the main directions of research and interpretations on the studies of Chinese culture and society this course intends to provide an introduction to the Spirit of Chinese Culture. The topics will cover the scope of the Chinese society in historical, geographical and ethnic terms; the distinction between rural and urban society in China; the relationship of individual, group and society in Chinese culture; family as the core of Chinese society; the main structures of economic and political power in Chinese society; the restructuring of social power since the open-door policy; and the changing class structure and patterns of inequality in Chinese society. Students attending the course are encouraged to make comparative studies between different cultures and societies in fields he/she is interested in with a purpose of promoting understanding between different peoples in today's world. The aim of the course is a keener sensitivity to different cultural identities and a more understanding approach to cross-cultural affairs in this globalizing age.

Course Book

Lin, Yutang, My Country and My People, FLTRP
Spence Jonathan D., The Search for Modern China
Boye Lafayette De Mente, The Chinese Mind: Understanding Traditional Chinese Beliefs and their Influence on Contemporary Culture, Tuttle Publishing, 2009

Websites

There are many useful Internet web-sites with information on China. The following are just some to provide access to a wide range of detailed home pages:
<http://www.chineseculture.about.com/culture/chineseculture>
<http://acc6.its.brooklyn.cuny.edu/~phalsall/images.html>
<http://www.interculturalrelations.com/>
<http://www.library.wvu.edu/ref/subjects/anthro/cultural.htm>

Course Schedule

Lecture	Topic
Week 1	Introduction to the Course
Week 2	The Scope of the Chinese Society in Historical, Geographical and Ethnic Terms
Week 3	The Distinction Between Rural and Urban Society in China
Week 4-5	The Relationship of Individual, Group and Society in Chinese Culture
Week 6	Family, the Core of Chinese Society
Week 7-8	The Main Structures of Economic and Political Power in Chinese Society
Week 9-10	The Restructuring of Social Power
Week 11-12	The Changing Class Structure and Patterns of Inequality in Chinese Society and Students' Presentations
Week 13	Students' Presentations

Course Requirements

1. Participation (10%)
 2. Insightful input in class discussions. (20%)
 3. Research and presentation to the class. (70%)
- <The final presentation will be prepared and presented in pairs or small groups. Consult the instructor about your topic and get yourself prepared.)

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A= 92-100	A ⁻ =89-91	B ⁺ = 85-88	B=81-84	B ⁻ =77-80;
C ⁺ = 73-76	C=70-72	C ⁻ = 60-69	F=failure (below 60)	

The Great Chinese Revolution

(By Professor Li Ping)

Instructor: Prof. Li, Ping
Office: C1325
E-mail: lipinguibe@yahoo.com
Mobile Phone: 13661338064
Office Hours: By appointment



Course Description

This course is designed as an introduction to the discipline of Chinese history and culture for students concentrating on China's economy and society. Following the main directions of research and interpretations in the field, the course will discuss topics covering the great Chinese revolution since mid Qing Dynasty, including the dominating ideas in Chinese society; the main structures of economic and political power; the aftermath of the great revolution since 1800, and the changing class structure and patterns of Chinese society. The course will provide a historical perspective for students interested in pursuing their further studies on China.

Format and Class Policies

Attendance and active participation are required. Students will be asked to finish projects in groups and do presentations by the end of the semester, so good team-work spirit should be developed.

Course Book
Common Knowledge about Chinese History, FLTRP, 2009
Common Knowledge about Chinese Culture, FLTRP, 2009

Course Schedule

Lecture	Topic
Week 1-2	Introduction to the Course
Week 3-4	The Dominating Ideas in Chinese Society
Week 5-6	The Great Revolution in 1800
Week 6-8	The First Chinese Republic
Week 9-10	The People' Republic
Week 11	China's Opposing Political Cultures
Week 10	Paper due and discuss on it
Week 11-13	Presentations



Course Requirements

1. Participation (10%)
 2. Insightful input in class discussions. (20%)
 3. Research and presentation to the class. (70%)
- <The final presentation will be prepared and presented in pairs or small groups. Consult the instructor about your topic and get yourself prepared.)

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A= 92-100	A ⁻ =89-91	B ⁺ = 85-88	B=81-84	B ⁻ =77-80;
C ⁺ = 73-76	C=70-72	C ⁻ = 60-69	F=failure (below 60)	

Environmental Protection in China

(By Professor Xian Xibiao)

Instructor: Prof. Xibiao Xian
Office Location: Room 117 Building 2
E-mail: xxb@uibe.edu.cn
Office Phone: 64494158
Office Hours: Wednesday or appointment via phone or email



I. Course Description

This course focuses on the relation between environmental quality and the economic behavior of individuals and business organizations and the efforts human beings have made to stop degradation of the natural environment.

The course explores how serious the environmental problems are in the world with more emphases on the issues China is facing and the economic policies and activities that have induced the environment degradation. It also examines the rough route the international community has taken to work out agreements to stop the Earth from deteriorating and the key issues that have kept countries from reaching the agreements.

This course includes a number of field trips to get the first-hand experiences on the issue.

II. Course Goals and Outcomes

1. Course Goals:

This course is intended to introduce the concept of environmental economics. Focus on the efforts the international community has made to enhance environmental protection measures.

To learn about the forefathers who drew people's attention to the environmental issues

Explore the environmental problems China is facing
Understand countries' different stand on their responsibilities for environmental protection issues

2. Learning Outcomes

Through the course students are expected to know the concept of environmental economics, realize the importance and urgency of protecting the environment human beings are living in, and start to do something to protect the environment. By the end of the semester, they should be able to:

Realize deterioration of the environment and the urgency of stopping damaging it

Know about the international institutions that are working out uniformed policies that all countries could pursue and their achievements

Appreciate different viewpoints that countries have towards their responsibility for reducing the emission of greenhouse gases

Be an activist in the environmental protection movement



3. Ways to Meet the Goals

Students are supposed to

Read handouts, newspapers, and magazines

Follow the latest development in the related issues in China and in the world

Bring the issues interested to class for discussion

Do research and present in class

Write a term paper focusing on one of the issues discussed in the course.

III. Format and Class Policies.

The course includes lectures, discussions on latest issues, and a lecture by a guest speaker. Students should attend class meetings, get involved in discussions, listen to peer students' arguments and respect different viewpoints.

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the presentation, and the term paper.

IV. Course Texts

- Handouts (To be retrieved from uibetrade@gmail.com each week. Password: uibeinternational)
- Principles of Environmental Economics
- Wolf Totem
- China Daily, The Economist, The Financial Times, The Wall Street Journal

V. Course Requirements and Grading Procedure.

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the presentation and the term paper. The final grade is based on the calculation of the results of the presentation and the paper and their attendance, in which the paper accounts for 30%, presentation 30%, class discussion 30%, and attendance 10%.

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A⁻=89-91 B⁺= 85-88 B=81-84 B⁻=77-80;
C⁺= 73-76 C=70-72 C⁻= 60-69 F=failure (below 60)



Environmental Protection in China

VI. Academic Integrity

Students are responsible for knowing policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

The following is the teaching plan:

Week One:	Introduction
Week Two:	Forefathers of the environmental protection
Week Three:	Environmental economics (I)
Week Four:	Guest speaker & tour of UIBE campus
Week Five:	Pollution & greenhouse effect
Week Six:	Pollution & environmental protection in China (I)
Week Seven:	Pollution & environmental protection in China (II)
Week Eight:	Environmental protection and globalization
Week Nine:	International institutions
Week Ten:	Field trip
Week Eleven:	Environmental protection laws
Week Twelve:	Environmental ethics
Week Thirteen:	Final presentations



International Trade & FDI in China (By Professor Xian Xibiao)

I. Course Description

This course is intended to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It starts with a review of trade history between China and other countries from the earliest practice through the Silk Road to the founding of the People's Republic. The course then focuses on the changes taking place in trade policies, legislation, and practices from 1949 all the way to the present. It involves discussions on the contemporary trade issues, such as trade disputes with trading partners, huge foreign reserves, product safety, the protection of intellectual property rights, appreciation of RMB, trade protectionism, and the impact of China's accession to the WTO on China's economy.

China now is one of the hottest FDI destinations. The course also examines foreign direct investments concerning both MNCs investing in China and Chinese companies doing business overseas.

II. Course Goals and Outcomes

1. Course Goals

This course is intended to

- Provide a better understanding of the development of the international trade and FDI sectors in China.
- Introduce the Chinese government policies and the Laws on international trade and FDI.
- Follow the contemporary trade issues China is facing
- Focus on the conflicts China is having with its counterparts.
- Deal with how MNCs are doing in China.
- Look into the advantages and disadvantages Chinese companies have to do business overseas.

2. Learning Outcomes

Through the course students are expected to know the fast changes that have taken place in China's foreign trade and FDI sectors, so that they may have the abilities to do business with Chinese businesses. By the end of the semester, they should be able to:

Understand trade theories.

- Know about trade history to appreciate the fast development in the past 30 years in China
- Be equipped with the knowledge about the Chinese government's policies and the Laws.
- Appreciate different viewpoints that China and its trading partners have on the trade issues and conflicts.

3. Ways to Meet the Goals

Students are supposed to

- Read handouts, newspapers, and magazines
- Follow the latest development in trade issues in China and in the world
- Bring the issues interested to class for discussion
- Write a term paper focusing on one of the issues discussed in the course.

Instructor: Prof. Xian Xibiao
 Office Location: Room 117 Building 2
 E-mail: xxb@uibe.edu.cn
 Office Phone: 64494158
 Office Hours: Wednesday or appointment
 via phone or email

International Trade & FDI in China



III. Format and Class Policies

The course includes lectures, discussions on latest issues, and a lecture by a guest speaker. Students should attend class meetings, get involved in discussions, listen to peer students' arguments and respect different viewpoints.

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the term paper, and the final presentation.

IV. Course Texts

1. Handouts (To be retrieved from uibetrade@gmail.com each week. Password: uibeinternational)
2. China Daily, The Economist, The Financial Times, The Wall Street Journal

V. Course Requirements and Grading Procedure

The students' performance is evaluated by their attendance, involvement in class discussion, the quality of the term paper, and the final presentation. The final grade is based on the calculation of the results of the presentation and the paper and their attendance, in which the paper accounts for 30%, presentation 30%, class discussion 30%, and attendance 10%.

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A-=89-91	B+=85-88	B=81-84	B-=77-80
C+=73-76	C=70-72	C-=60-69	F=failure (below 60)	

VI. Academic Integrity

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The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

The following is the teaching plan:

Week One:	Introduction
Week Two:	Trade History—Silk Road & Sea Silk Road; till the Qing Dynasty
Week Three:	Trade History—the Republic of China, the Second World War, & the civil war
Week Four:	International trade theory & practice
Week Five:	International trade in the People's Republic from 1949 to 1978
Week Six:	Trade after the adoption of the Open-door Policies
Week Seven:	Changes in administration & in legislation
Week Eight:	China's accession to the WTO
Week Nine:	Guest speaker
Week Ten:	Product Safety & Production of intellectual property rights
Week Eleven:	MNCs in China
Week Twelve:	Chinese companies overseas
Week Thirteen:	Presentations



Case Study of International Corporations Marketing Strategies in China

(By Professor Zhu MingXia)

Instructor: Prof. Zhu Mingxia
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 zhu.mingxia@unn.ac.uk
 Tel : 86-10-64493289
 Mobile: 86-10-13691334364

Aims and Objectives of the Course

Aims

The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.

Objectives

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

- Understand the developments in international marketing;
- Appreciate how China's recent economic and political history has shaped its business environment for foreign firms.
- Apply basic principles to understanding the management of international marketing in the Chinese context.
- Understand how to adopt 4 P's and SWOT strategies to analyse firms.
- Explore the successful strategies the international firms adopt in marketing in China

Course Approach

Teaching Approach

- Case study method
- Class discussion as an important learning channel
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
- Tutorial
- Cumulatively building and applying

Lots of Feedback – two ways

- Me to you – both individual and class level
- You to me – periodic, anonymous informal questions

Course Materials

- No Textbook
- Teaching notes
- Supplementary articles, internet sources, to be distributed

Team Project

- Up to 4 students form a team
- Assignments and term paper by team
- Term paper (4000 words)

Basis for Grades

- Class Participation 10%
- Assignments 20%
- Team presentation 30%
- Final exam 40%



Class Policies and Ground-Rules

Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

Promptness

- We are going to start on time; persistent or serious lateness will be frowned upon
- Conversely, I will not keep you beyond the end of class

Academic Integrity

- You are expected to prepare your own team work
- Plagiarism or cheating in any form will result in failure in the course

Course Schedule

Lecture	Topic
1	Introduction to China In context of "marketing in China – A Global Perspective"
2	Starbucks management strategies in China
3	The expansion of McDonald's in China
4	A Case Study of KFC and other Fast food Chains
5	Successful story of IKEAN in China
6	General Motors in China
7	L'Oréal Group
8	Market entry for David Lloyd in China
9	Field placement
10	Danone Group
11	A Success Story in Retailing: Carrefour
12	The Expansion of Snow Beer in China
13	Presentation and Final Exam

Course Outline

1. Introduction to China In Context of "Doing Business in China – A Global Perspective"

- Introduction
- Globalisation & "The Flat World"
- Conclusion

2. Starbucks Management Strategies in China

- Introduction: history of Starbucks
- Starbucks conquers the Chinese market
- Market Strategy

3. The Expansion of McDonald's in China

- History of McDonald's China
- McDonald's expansion strategy: The success of franchising
- Marketing Strategies
- Evolutions of Unions

4. A Case Study of KFC and other Fast food Chains

- Strategic theories
- Modes of Entry
- Motives for market entry
- Market Development of fast food industry
- Kentucky Fried Chicken (KFC)

5. Success story of Ikea in China

- History of Ikea's development
- SWOT analysis
- External factors
- Marketing strategy
- Marketing Mix

6. General Motors in China

- Political analysis
- Legal analysis
- Economic analysis
- Recommendations and investment plan

7. L'Oréal Group

- China, a whole new cosmetics Markey
- Adapting to the Chinese market
- Main pros and cons of selling in China

8. Market entry for David Lloyd in China

- Whitbread Group PLC
- David Lloyd
- The interest of picking China as a target market
- Market entry strategy
- Porter Generic Strategies
- Marketing Mix

9. Danone Group

- History of the Danone Group
- First entry in the Chinese market
- Advantage of local knowledge
- Decision to change diary strategy
- Danone's overall branding strategy
- Danone's overall strategy in China

10. A Success Story in Retailing: Carrefour

- History: Carrefour's history in China
- Key factors for success
- Challenges and Futures plans

11. The Expansion of Snow Beer in China

- The Chinese Beer Market
- CR Snow and its Brands
- How SABMiller entered the Chinese Market
- Expansion Strategy



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Chinese Business Culture and Consumer Behavior

(By Professor Zhu MingXia)

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Aims and Objectives of the Course

Aims

The course aims to focus on the Chinese business cultural and consumer behavior..

Objectives

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

- Understand the Chinese business culture ;
- Distinguish the relationship between culture and business;
- Get more skills of doing business with the Chinese;

Course Approach

Teaching Approach

- Case study method
- Class discussion as an important learning channel
- Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
- Tutorial
- Cumulatively building and applying

Lots of Feedback – two ways

- Me to you – both individual and class level
- You to me – periodic, anonymous informal questions

Course Materials

- No Textbook
- Teaching notes
- Supplementary articles, internet sources, to be distributed

Team Project

- Up to 4 students form a team
- Assignments and term paper by team
- Term paper (2000 words)

Basis for Grades

- Class Participation 10%
- Assignments 20%
- Team presentation 30%
- Final exam 40%

Class Policies and Ground-Rules

Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

Promptness

- We are going to start on time; persistent or serious lateness will be frowned upon
- Conversely, I will not keep you beyond the end of class

Academic Integrity

- You are expected to prepare your own team work
- Plagiarism or cheating in any form will result in failure in the course

Course Schedule

Lecture	Topic
1	Chinese Business Culture
2	Chinese consumer behavior---the way to live
3	Chinese Cultural Values and Their Implications in Business
4	How to do business in China
5	Tips to invest and do business in China
6	Main questions and answers
7	Field placement
8	Group presentations 1
9	Group presentations 2
10	Final Exam

Course Outline

1. Chinese Business Culture

- Greetings
- Meetings
- Business Entertainment
- Appointment
- Addressing Chinese
- Public Behavior
- Business Attire
- Conversation Topics
- Chinese Women
- Business Gift-Giving
- Body Languages
- Five Rules for Doing Business in China
- Business Travel in China

2. Chinese Consumer Behavior---the way to live

- Chinese cultural value
- Possible marketing implications of man- to- nature orientation
- Possible marketing implications of man- to- himself orientation
- Relational orientation
- Interdependence
- Face

3. Chinese Cultural Values and Their Implications in Business

- Market Entry Options for Foreign Firms
- Recommendations for Western Firms While Operating in China
- Do Business in China
- Business Networks in China: Guanxi and Guanxiwang
- Business Etiquette in China

4. How to Do Business in China

- Starting a Business in China
- Change Selection
- Establishing a Foreign-Owned Restaurant Business in Beijing
- Selecting the Right Local Distribution Partners in China
- Import from China: Getting Started
- Managing your Risks
- Terminating Employees in China: Some Practical Considerations
- what kind of companies can be setted up in China
- How to export to China
- Analysis of the success and failure of doing business in China

5. Tips to Invest and Do Business in China

- Tips on Avoiding Representative Office Set Up Problems in China
- Tips to set up a representative office in China
- Tips to Prepare for Your Chinese Negotiation
- Trade and Business Opportunities in China
- Best practices for trademark protection in China
- A Primer on Drafting Sino-Foreign Joint Venture Contracts in China
- Trading company vs Direct Sourcing in China
- Outsourcing in China is the future
- OEM Agreements in China
- Disadvantages of doing Business in China

6. Main Questions and Answers



China's Economic and Social Developments and Problems

(By Professor Zhuang Rui)

I. Course Description

This course focuses on major issues of current Chinese economy and society. China has had a rapid economic growth since 1990s as a result of many reforms. With rich materials and vivid pictures, the course will touch upon China's economic reform and discuss some social problems accompany with the reform in the past three decades (1978-2008).

II. Course goals and outcomes

Course goal

The course aims to introduce students to China's economic and social developments from 1978, and discuss some problems accompany with the development. It will help students understand China and Chinese more deeply and broadly.

Learning Outcomes

By taking the course, students will:

1. Understand why China needed economic reform from 1978 and how China reformed its economic regime in different departments.
2. Appreciate China's economic and social developments in the past three decades, including its financial system, education system and so on.
3. Comprehend China's open policy and how about china's foreign trade and FDI.
4. Know about the social reality of China, such as rural area, migrant worker and social security system.
5. Be aware of some problems China facing now----- income gap, unemployment, etc.

Ways to meet the goals

- Primarily lecturing (with vivid pictures) and case study
- Compare China with some foreign countries based on the topics
- Class discussion and presentation is also necessary and helpful
- Tutorial

III. Class Policies

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence, please let the tutor know by phone or e-mail in advance. Failure to meet the work requirements may lead to exclusion from the course. More than two absences will result in grade reduction or failing the class.

IV. Course Texts

The course without any published text book. Besides teaching notes, there are some advanced references:

1. Peter Nolan and Dong Fureng, The Chinese Economy and its Future
2. QiLuo, China's Industrial Reform and Open-door Policy 1980-1997.
3. Hung-Gay Fung, Changhong Pei, and Kevin H. Zhang, China and the Challenge of Economic Globalization: The Impact of WTO Membership.

V. Course Requirements and Grading Procedure

The final grade will be calculated as follows:

- Attendance (20%)
- Presentation and class discussion (30%)
- Final exam ---- term paper (50%)

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A⁻=89-91 B⁺=85-88 B=81-84 B⁻=77-80
C⁺=73-76 C=70-72 C⁻=60-69 F=failure (below 60)

VI. Academic Integrity

- Every student should prepare his/her own term paper and be honest in team work
- Plagiarism or cheating in any form will result in failure in the course

VII. Weekly Work Schedule

	Time	Topic
Lecture 1	Sep 8	Economic Reform and Social Evolution
Lecture 2	Sep 15	Rural Area and Migrant Worker
Lecture 3	Sep 22	Holiday Economy
Lecture 4	Sep 29	Financial system and stock market
Lecture 5	Oct 13	Housing Reform
Lecture 6	Oct 20	Presentation: Housing
Lecture 7	Oct 27	Employment
Lecture 8	Nov 3	Education System
Lecture 9	Nov 10	Income Gap and Middle Class
Lecture 10	Nov 17	Youth in China: Post-80s
Lecture 11	Nov 24	Foreign trade
Lecture 12	Dec 1	FDI and exchange rate
Lecture 13	Dec 8	Final exam: Term Paper

Chinese Foreign Economic Relations

(By Professor Zhuang Rui)

I.Course Description

This course focuses on the development of Chinese foreign economic relations in the past three decades (1980-2010). With rich materials and vivid pictures, it will analyze Chinese foreign economic relations since her reform and open policy was applied. The course consists of two parts: (1) General economic relations, such as Chinese foreign trade, FDI inflow, investment abroad, FTAs (free trade agreements), etc; (2) Specific economic relationships between China and different countries/regions, especially China-USA, China-EU, China-Japan/Korea, China-Africa, and so on.

II.Course goals and outcomes

Course goal

The course aims to introduce students to the development of Chinese foreign economic relations since China applied her reform and open policy in 1978. Meanwhile, it will discuss some problems accompany with the development. The course will help students understand more deeply about Chinese general foreign economic relations and specific relationships with different countries/regions.

Learning Outcomes

By taking the course, students will:

- 1.Understand why China applied the reform and open policy from 1978 and how China developed her foreign economic relations in different fields.
- 2.Comprehend China's open policy and how about Chinese general foreign economic relations in the past three decades (1980-2010)
- 3.Appreciate Chinese specific economic relationships with different countries /regions, especially Sino-USA, Sino-EU, Sino-Japan/Korea, etc.



- 4.Know about the developments and problems of Chinese foreign trade, FDI inflow, investment abroad, FTAs(free trade agreements), and so on.
- 5.Be aware of some problems China facing now----- transformation of economic growth, double surplus, economic restructuring, etc.

Ways to meet the goals

- Primarily lecturing (with vivid pictures) and case study
- Compare China with some foreign countries based on the topics
- Class discussion and presentation is also necessary and helpful
- Tutorial

III.Class Policies

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence, please let the tutor know by phone or e-mail in advance. Failure to meet the work requirements may lead to exclusion from the course. More than two absences will result in grade reduction or failing the class.

IV.Course Texts

The course without any published text book. Besides teaching notes, there are some advanced references:

1. Peter Nolan and Dong Fureng, The Chinese Economy and its Future
2. QiLuo, China's Industrial Reform and Open-door Policy 1980-1997.
3. Hung-Gay Fung, Changhong Pei, and Kevin H. Zhang, China and the Challenge of Economic Globalization: The Impact of WTO Membership.

V. Course Requirements and Grading Procedure

The final grade will be calculated as follows:

- Attendance (20%)
- Presentation and class discussion (30%)
- Final exam ---- term paper (50%)

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100 A-=89-91 B+=85-88 B=81-84 B-=77-80;
C+=73-76 C=70-72 C-=60-69 F=failure (below 60)

VI. Academic Integrity

- Every student should prepare his/her own term paper and be honest in team work
- Plagiarism or cheating in any form will result in failure in the course

VII. Weekly Work Schedule

	Time	Topic
		Part I: General Economic Relations
Lecture 1	Mar 10	Basic situation of Chinese Economy
Lecture 2	Mar 17	Chinese Foreign trade
Lecture 3	Mar 24	Chinese FDI inflow
Lecture 4	Mar 31	Chinese Investment Abroad
Lecture 5	Apr 7	Chinese FTAs
		Part II: Specific Economic Relations
Lecture 6	Apr 14	China-USA economic relationship
Lecture 7	Apr 21	China-EU economic relationship
Lecture 8	Apr 28	China-Japan/Korea economic relationship
Lecture 9	May 5	Presentation
Lecture 10	May 12	China-ASEAN
Lecture 11	May 19	China-South Asian Countries
Lecture 12	May 26	China-Africa economic relationship
Lecture 13	Jun 2	Final exam



Chinese Foreign Economic Relations

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China's Capital Market: Growing Opportunities

(By Professor Pu Jun)



Objectives of the Course

This course will help students to understand the investment process and decision-making. This course is mainly concerned with the characteristics and analysis of individual securities in China, as well as the theory and practice of optimally combining securities into portfolio in a global perspective. After a basic introduction to the investment environment and financial markets in China, we will begin with a detailed discussion of common stock valuation and fixed-income security valuation specially considering Chinese Features. Here we first discuss traditional methods for the valuation of common stock, the characteristics and role of dividends and earnings, and some recent developments in earnings-based equity valuation. We then introduce the methods for the valuation of China's fixed-income security. The next part of this course covers the investment strategy in the currency markets and related valuation for next decades.

Course Approach

Instruction methods

- Primarily lecturing approach supplemented by case studies
- Class discussions high encouraged
- Simulation software for practice is needed

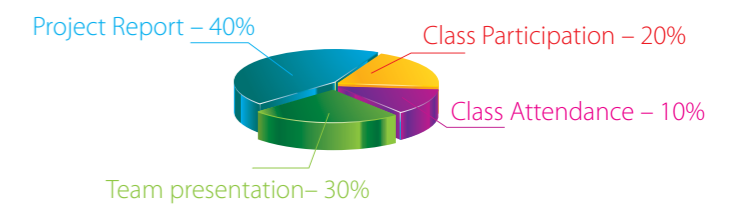
Course materials

- Teaching notes during classes
- Supplementary reference reading materials will be provided

Team project

- Up to 6 students forming a team
- Assignments and term paper by team
- Project Report for Final: Appraisal of Chinese Listed Firms

Grading policy



Course Schedule

Lecture	Time	Topic
1	March 14	Introduction to China's Capital Market
2	March 21	China's Market Structure
3	March 28	Disclosure System in China: Where to find the information?
4	April 11	Macro and Industrial Analysis of China's Public Firms
5	April 18	Regional Analysis of China's Public Firms:
6	April 25	Business Analysis of the China's Public Firms
7	May 2	Accounting Analysis of the China's Public Firms
8	May 9	Financial Analysis of the China's Public Firms
9	May 16	Prospective Analysis of the China's Public Firms
10	May 23	Workshop: How to put everything together
11	May 30	Short term adjustment: Technique Analysis I
12	June 6	Short term adjustment: Technique Analysis II
13	June 13	Presentation of the Projects

Class Policies and Housekeeping Rules

Attendance at classes is compulsory and is recorded. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction



Course Outline

1. Introduction to China's Capital Market

- Evolution of China's Capital Market
- Correlation with the other markets
- Future direction of reform

2. China's Market Structure

- Major Players in the market
- Supervisor and supervision of the market
- Ecosystem of CCM

3. Disclosure System in China: Where to find the information?

- CSRC requirement and fitness
- Financial reporting system and accounting issues
- Public information sources
- Purifying the information

4. Macro and Industrial Analysis of China's Public Firms

- Macro Economic Analysis
- Major Industrials in China

5. Regional Analysis of China's Public Firms

- Bohai Area
- Yangchi River Delta
- Zhujiang Delta
- "Go West": the rest area of China

6. Business Analysis of the China's Public Firms

- Generate performance expectations
- competitive strategy analysis

7. Accounting Analysis of the China's Public Firms

- Accounting quality
- Accounting policies
- Accounting estimates

8. Financial Analysis of the China's Public Firms

- Evaluate Performance
- Financial ratios and benchmarks
- Cash flow analysis

9. Prospective Analysis of the China's Public Firms

- How to forecast your firms future

10. Workshop: How to put everything together

11. Short term adjustment: Technique Analysis I

- Psychological factors
- Application of the Wave Theory
- Cobweb Theory of the market price

12. Short term adjustment: Technique Analysis II

- Application of the Candlestick Analysis
- Technique Indicators: MACD, RSI, KDJ, WILLIAM



Entrepreneurship: Business Opportunities in China

(By Professor Pu Jun)

Objectives of the Course

This course will help students to understand the entrepreneurial process and decision-making, to stimulate the spirit of entrepreneurship and master the discipline of innovation, to understand the China's business environment and grasp the business opportunities, so that they are able to understand the new ventures and key resources for development, objectively analyze the business environment identify and evaluate business opportunities; to seize the core elements of success and write business plan and presentation; to master the law of business growth, understand the characteristics of entrepreneurs and entrepreneurship.

The course will use case studies and classroom discussions to improve teaching effectiveness. Main topics include Entrepreneurship in China, Business Environment of China, Evaluation of Business Opportunities, Implementation of the Business Plan with Special Thoughts, Management of Chinese Start-ups, etc.

Course Approach

Instruction methods

- Primarily lecturing approach supplemented by case studies
- Class discussions high encouraged
- Real world business plan

Course materials

- Teaching notes during classes
- Supplementary reference reading materials will be provided

Team project

- Up to 6 students forming a team
- Assignments and term paper by team
- Project Report for Final: Venture Capitalist visual money evaluation

Grading policy

- Class Attendance – 10%
- Class Participation – 20%
- Project Report – 40%
- Team presentation – 30%



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Entrepreneurship: Business Opportunities in China

Class Policies and Housekeeping Rules

Attendance at classes is compulsory and is recorded. Failure to meet the work requirements may lead to exclusion from the course. More than two absences could result in grade reduction

Course Schedule

Lecture	Time	Topic
1	Week 1	Introduction: Definition of Entrepreneurship in China
2	Week 2	Analysis of the Chinese Entrepreneurs (I): Case Study
3	Week 3	Analysis of the Chinese Entrepreneurs (II)
4	Week 4	Analysis of China's economic and business environment
5	Week 5	Forming the Business Model in China
6	Week 6	Market search: where is comparative advantage?
7	Week 7	Human Resource Management for Startups
8	Week 8	Finding Money: VC or not VC?
9	Week 9	Handling Accounting and Tax systems
10	Week 10	How does TECHNIQUE work?
11	Week 11	Raise Business Plan in China
12	Week 12	Raise Business Plan in China
13	Week 13	Presentation of the Projects in front of real VC



Course Outline

1. Introduction: Definition of Entrepreneurship in China

- Introduction of Entrepreneurship
- Understand China's practice

2. Analysis of the Chinese Entrepreneurs (I): Case Study

- Ma yun (CEO of Alibaba)
- Liu chuanzhi (Former President of Lenovo)

3. Analysis of the Chinese Entrepreneurs (II)

- Zong qinhou (President of WAHAHA)
- Zhang ruiming (CEO of Hair)

4. Analysis of China's economic and business environment

- Overview
- Profile and features of Chinese economy
- China's experience for reform and openness
- Future Business Opportunities for 2012-2015

5. Forming the Business Model in China

- Analysis of Macro-environment
- Analysis of Industry
- Analysis of Micro-environment

6. Market research: where is comparative advantage?

- Instruments and Tools
- Agencies in China
- Segmentation and Positioning the Market in China

7. Human Resource Management for Startups

- Who is Chinese?
- Culture factors of HRM in China: something important
- Effective leadership for your business

8. Finding Money: VC or not VC?

- Financial resources for startup in China
- Financial planning and implementation
- How to handle the uncertainty of your Chinese firm(s)?

9. Handling Accounting and Tax systems

- China's Accounting System
- China's Tax System
- Foreign Investors' Manual: something important

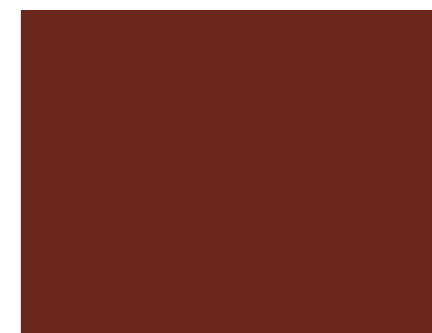
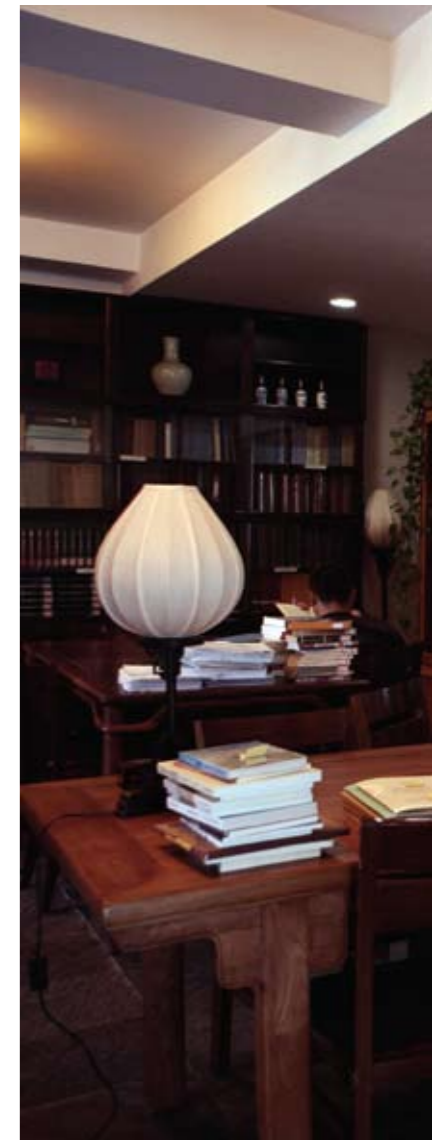
10. How does TECHNIQUE work?

- Overview of China's R&D and innovation
- Intellectual Property Protection in China
- Future direction and business practice

11. Raise Business Plan in China: Put everything in a basket

12. Raise Business Plan in China: Put everything in a basket

13. Presentation of the Projects in front of real VC





International Finance: System, Market and Investment Opportunities

(By Professor Ding Dou)

Mission and Vision

Mission

This course talks on international finance, focusing on international financial system, international financial market, and especially, the investment opportunities in the foreign exchange market.

Vision

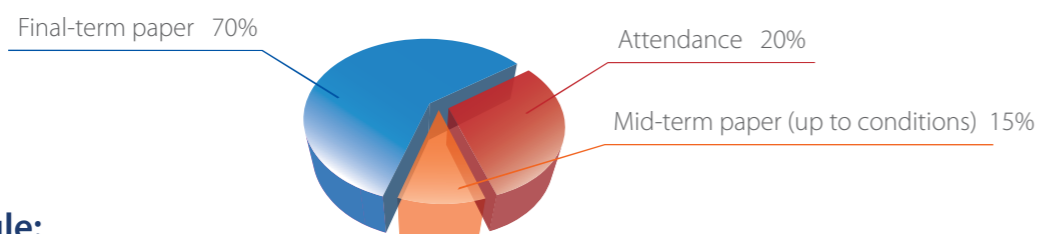
Upon the completion of the course teaching, the students will be expected to be able:

1. to understand better the source of the often repeated financial crisis across the world since 1990s.
2. to understand better the features and deficiencies of the ongoing international financial structure and market.
3. to understand better what are the enormous profits and risks of investment in foreign exchange market
3. to understand better how to make profits in foreign exchange market and avoid its high risks.

Class Notice

1. All lecture PDF will be uploaded into the public e-mail box;
2. Welcome any questions and enquiries in and after the class;
3. Use demo account to show the class how to make profits and avoid risks in foreign exchange market.
4. Instruct the class students to read the professional reports and weeklies regularly and routinely.

Course grading



Course Schedule:

Lecture	Time	Topic
1	week 1	Exchange Rate: The Centerpiece of International Finance (1)
2	week 2	Exchange Rate: The Centerpiece of International Finance (2)
3	week 3	Global Financial System (1)
4	week 4	Global Financial System (2)
5	week 5	Introduction to International Financial Market (1)
6	week 6	Introduction to International Financial Market (2)
7	week 7	Foreign Exchange Prediction
8	week 8	Fundamental Analysis of Foreign Exchange (Forex)
9	week 9	Technical Analysis of Foreign Exchange (Forex)
10	week 10	Simulation on Forex Investment with Demo Account (1)
11	week 11	Simulation on Forex Investment with Demo Account (2)
12	week 12	Banking in International Finance
13	week 13	Presentation and final exam

Course Contents

Lecture 1: Exchange Rate: The Centerpiece of International Finance (1)

- 1.Exchange rate: concept and variety
- 2.Foreign currency
- 3.How the exchange rate are determined

Lecture 2: Exchange Rate: The Centerpiece of International Finance (2)

- 1.How the exchange rate influences the economics
- 2.Exchange rate, interest rate and inflation rate: an integrated framework
- 3.The risk of exchange rate and its management

Lecture 3: Global Financial System (1)

- 1.Bretton Woods system (Fixed Exchange Rate system)
- 2.Floating exchange Rate System

Lecture 4: Global Financial System (2)

- 1.Bretton Woods system II (the ongoing global financial system)
- 2.Global Imbalance and the ongoing financial crisis

Lecture 5: Introduction to International Financial Market (1)

- 1.Capital market: stock market and bond market
- 2.Commodity market
- 3.Money market
- 4.Derivatives market
- 5.Foreign exchange market(currency market)

Lecture 6: Introduction to International Financial Market (2)

- 1.Offshore financial market
- 2.Euro-money market
- 3.Hedge fund
- 4.Financial crisis since 1990s

Lecture 7: Foreign Exchange Prediction

- 1.Market efficiency
- 2.Currency prediction: real or false

Lecture 8: Fundamental Analysis of Foreign Exchange (Forex)

- 1.What is fundamental analysis
- 2.How to make fundamental analysis

Lecture 9: Technical Analysis of Foreign Exchange (Forex)

- 1.What is technical analysis
- 2.How to make technical analysis



Lecture 10: Simulation on Forex Investment with Demo Account (1)

To demonstrate how to make profits and avoid risks in investment of foreign exchange, along with demo account

Lecture 11: Simulation on Forex Investment with Demo Account (2)

To demonstrate how to make profits and avoid risks in investment of foreign exchange, along with demo account

Lecture 12: Banking in International Finance

- 1.The role of Central Bank
- 2.Commercial Banking
- 3.Investment Banking

References:

- Important source of current affairs analysis on international finance and foreign exchange market:
- 1.Financial Market Trends - OECD Journal, www.oecd.org/daf/fmt
 - 2.Global Financial Stability Report, Market Update, IMF publication, www.imf.org
 - 3.Euromoney Weekly
 - 4.FX Week

