

China's Business and Economic Courses Taught in English

2018 Fall Semester

ID	Course	Professor
F103	Chinese Economy and Society: Developments and Problems	Professor Zhuang Rui
F105	Human Resources Management in China	Professor Feng Naixiang
F106	Environmental Protection in China	Professor Xian Xibiao
F108	Chinese Traditional Culture and Leadership Behavior	Professor Chen Jianxun
F110	China in the Global Economy	Professor Ding Dou
F111	Case Study of International Corporations Marketing Strategies in China	Professor Zhu Mingxia
F113	Corporate Governance in China	Professor Wang Xinbo
F114	Chinese Business and Management	Professor Wang Fuming
F116	Supply Chain Management	Professor Yang Hangjun
F119	International Strategy	Professor Du Yang
F120	Economic Transformation of China	Professor Gong Jiong
F121	Business Essential in China	Professor Chen Zhunmin
F122	Intercultural Communication: Theory and Practices	Professor Shi Xingsong

Chinese Economic and Society: Developments and Problems (F103)

(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.

Human Resources Management in China (F105)

(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.

Environmental Protection in China (F106)

(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.

Chinese Traditional Culture and Leadership Behavior (F108)

(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.

China in the Global Economy (F110)

(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.

Case Study of International Corporations Marketing Strategies in

China (F111)

(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.

Corporate Governance in China(F113)

(By Professor Wang Xinbo)

Corporate governance in china is about how authorities are delegated or power structure is arranged within Chinese firms. So it is imperative to understand the goals of Chinese firms are in pursuit of and how they make strategic decisions. This course is especially interesting because it will introduce the diversified patterns of governance globally and within China.

While the emphasis is on the the governance in China, how China's governance is different from other popular models in the world will also be discussed.

The course is practical oriented and more student participation is required. During the hours of case studies, students are required to do presentation based on self organized groups.

Chinese Business and Management (F114)

(By Professor Wang Fuming)

The Chinese Business and Management consists of two parts. The first part examines the Chinese economic development and business environment that provide companies with a good opportunity to enter into the largest market with appropriate strategies at the business-level, corporate level and international-level. The second part is related to the Chinese management system and practice. This course is to helps students to get a good knowledge and practical skills in the Chinese business and management through lectures on introduction to social, political and economic system; driving forces of the economic development; business structure and environment; FDI and market entry strategies; business culture and communication; business negotiation; management system and organizational structure; management practice; decision making; challenges and opportunities for business in China.

Supply Chain Management (F116)

(By Professor Yang Hangjun)

An organization's ultimate success depends on how efficiently and effectively it manages its resources. This requires a thorough understanding of the processes that are used to produce and deliver goods and/or services to customers. The main topics include: process analysis, waiting line management, demand management and forecasting, project management, inventory management and revenue management.

The goal of this course is to give students a broad exposure to supply chain management, focusing on the managerial tools needed to understand and articulate the problems of an organization's business processes, and the skill sets to *analyze and continuously improve* these business processes. Students should be able to apply the principles of supply chain management to real business situations, and to make effective suggestions for improvements. Lectures, case studies, in-class games, team projects, presentations, readings, and individual assignments will be undertaken to meet the course goal.

International Strategy (F119)

(By Professor Du Yang)

This course examines the theory and practice of grand strategy in historical and contemporary contexts from a variety of analytical perspectives. It defines grand strategy as 'the calculated relation of means to large ends'. It focuses on how parts relate to the whole in whatever an individual, a corporation or a nation might be seeking to accomplish.

The strategists considered range over some two and a half millennia. Some represent the best thinking and writing on this subject; others exemplify success and failure in the implementation of grand strategy. From a careful examination of them, we expect you to extract a set of principles for the making of grand strategy that will be useful in any future leadership role in which you may be called upon to connect desired ends with available means.

Economic Transformation of China (F120)

(By Professor Gong Jiong)

The course strives to provide an introduction to the transformation of China from traditional agricultural society to modern state with socialist label. We explore the unique China growth model that parts from an orthodox classic western economics growth model as epitomized by the Washington Consensus. We will also explore some other aspects of the economic development in China, such as demographics, rural development, innovation and etc.

Business Essentials in China (F121)

(By Professor Chen Zhunmin)

The course is designed to help international students understand the essential elements of conducting business with China. It covers related topics such as entering the markets in China and catching business opportunities, the Chinese business culture,

organizing business operations, managing human resources, financing and accounting in China.

In order to make the course more effective, business principles will be illustrated with cases on foreign invested enterprises in China and expatriates working in China.

The course consists of lectures, discussions, field trip, student team presentations and other activities designed to enhance student learning experience.

Intercultural Communication: Theory and Practices (F122)

(By Professor Shi Xingsong)

This course is an introduction to intercultural communication theory and its practical principles. Students will have the opportunity to:

- Understand the history and development of the field of intercultural communication;
- Examine the basic assumptions and issues of intercultural communication and intercultural human relations;
- Review basic intercultural topics including perception, cultural patterns of thinking and behavior, styles of communication, assumptions and values and cross-cultural adaptation;
- Explore the ways these concepts and issues can be applied to one's own cross-cultural communication;
- Increase cultural awareness and sensitivity for communicative effectiveness.