**China’s Business and Economic Courses Taught in English**

**2020 Fall Semester**

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| **ID** | **Course** | **Professor** |
| **F103** | **Chinese Economy and Society: Developments and Problems** | **Professor Zhuang Rui** |
| **F105** | **Human Resources Management in China** | **Professor Feng Naixiang** |
| **F123** | **Chinese Media and Business Practice** | **Professor Liu Lihua** |
| **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 world and 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 four decades (1978-2018). 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, E-commerce 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.

**Chinese Media and Business Practice（F123）**

**(By Professor Liu Lihua)**

It is undoubtedly to claim that media is playing a key role in shaping the society, and media constitutes a dialectical relationship with business practice. This course, “Chinese media and Business Practice” is designed to examine this dialectical relationship in Chinese context. The special positions of Chinese media in the society, especially the Chinless mainstream media, indicates that Chinese media is an indispensible factor for consideration when doing business in China. Following the above assumption, this course is designed to help international students better understand Chinese media and relationship between Chinese media and business practices. The main content of this course includes the following issues: key concepts of media studies, theories about media discourse and communication, the dialectical relationship between media discourse and business practice, Chinese media discourse models at national, institutional, and individual levels, and specific cases of interaction between Chinese media and business practices. The emphasis of the course is to help students have a holistic view of Chinese media on one hand and to help them have a better understanding the Chinese business practice from a media perspective on the other. The course consists of lectures, discussions, field trip, student team presentations and other activities designed to enhance student learning experience. For better facilitate and promote the teaching & learning, this course will also include topic discussions suggested by students.

**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 with major countries across the globe, and the resulting impacts of China’s startling rise as the second global largest economy, and the 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 world and in China(F113)**

**(By Professor Wang Xinbo)**

Corporate governance is about how authorities are delegated or power structure is arranged within the firm, it is critical to understand how the firm behaves and acts.

This coourse puts chinese model of corporate governance in context of worldwide diversified corporate governance patterns. through stuying this course, you will understand how the quality of corporate governance determines the performance of microeconomy and macroeconomy. while understanding the standard model of governance in anglo-saxon world, you will further understand where and why chinese firms are different from the standard. This course is especially interesting because it will introduce the diversified patterns of governance globally and within China.

The course is practically 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 seeking 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, 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.