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

**2022 Fall Semester**

|  |  |  |
| --- | --- | --- |
| **ID** | **Course** | **Professor** |
| **F120** | **Economic Transformation of China** | **Professor Gong Jiong** |
| **F116** | **Supply Chain Management** | **Professor Yang Hangjun** |
| **F114** | **Chinese Business and Management** | **Professor Wang Fuming** |
| **F113** | **Corporate Governance in world and in China** | **Professor Wang Xinbo** |
| **F103** | **Chinese Economy and Society: Developments and Problems** | **Professor Zhuang Rui** |
| **F111** | **Case Study of International Corporations Marketing Strategies in China** | **Professor Zhu Mingxia** |
| **F122** | **Intercultural Communication: Theory and Practices** | **Professor Shi Xingsong** |
| **F108** | **Chinese traditional culture and leadership behavior** | **Professor Chen Jianxun** |
| **F105** | **Human Resources Management in China** | **Professor Feng Naixiang** |

**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.

**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.

**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.

**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 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.

**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.

**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.

**Chinese traditional culture and leadership behavior（F108）**

**(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 the paradox in Chinese organizations.
* Explore the successful leadership abilities on how to lead 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.

**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.