



## Hunan University (HNU) LING 203: Chinese Business Language and Culture

**Credit Hours:** 40

**Credit:** 6

**Instructor:** To be announced

### Course Description

This course provides instructions and information about the business in China, and encompasses all the ramifications of a colossal subject and deals with them intelligently. This course will be of great use to both academics and practicing managers interested in how business is done in Greater China.

### Textbook Information

**Textbook:** *Doing Business in China*

**Author:** Tim Ambler, Morgen Witzel

**Edition:** 2nd Edition

**Publisher:** Routledge

### Grading System

Part	Percentage
Attendance	10%
3 Group Projects	30%
In-class Participation & Presentation	10%
Midterm	20%
Final Exam	30%

### Grade Distribution



Letter Grade	Grade Points
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

### **Course Schedule**

The course has 16 class sessions in total. Each class session is 150 minutes in length. Lectures will be given from Monday to Friday. Each course has a total of 40 credit hours. January 18, 2018 is the overall review day and the final exam will be on January 19, 2018.

December 27, 2017 - Class 1:

Part I

1. The Road to Cathay
- 1.1 Research Before the First Visit
- 1.2 Market Facts
- 1.3 General Knowledge and Sensibilities
- 1.4 Options for Visiting
- 1.5 Finding Business Partners
- 1.6 The Decision to Enter

December 28, 2017 - Class 2:

2. Through a Glass Darkly: China from a Western Perspective
- 2.1 Geography
- 2.2 History
- 2.3 Ethnicity and Language
- 2.4 Culture

December 29, 2017 - Class 3:

- 2.5 Government and Political Situation
- 2.6 Economy
- 2.7 Chinese Attitudes to the West
- 2.8 Why All This Matters
- 2.9 Appendix

January 1, 2018 - Class 4:

3. The Furniture of the Mind
- 3.1 Introduction
- 3.2 Philosophy
- 3.3 Values



- 3.4 Economics
- 3.5 Strategy
- 3.6 Conclusions

January 2, 2018 - Class 5:

- 4. Relationships and Regulations
  - 4.1 Guanxi
  - 4.2 Government
  - 4.3 Law
  - 4.4 Commercial Relationships
  - 4.5 Conclusions Ethical Interlude

January 3, 2018 - Class 6:

- In-class Participation & Presentation
- Group Project 1 (Design an Online Course on Doing Business in China)

January 4, 2018 - Class 7:

- Part II
- 5. Creating Harmony: Alternative Venture Formats in the PRC
  - 5.1 Distribution and Focus
  - 5.2 Agencies and Licensing
  - 5.3 Joint Ventures
  - 5.4 Wholly Foreign-owned Enterprises
  - 5.5 Identifying and Negotiating with Partners
  - 5.6 Making the Choice

January 5, 2018 - Class 8:

- 6. The Marketing Mix
  - 6.1 Looking Back
  - 6.2 Marketing Strategy
  - 6.3 Products, Branding and Packaging
  - 6.4 Pricing
  - 6.5 Promotion and Advertising
  - 6.6 Place, Channels and Distribution
  - 6.7 Conclusions

January 8, 2018 - Class 9:

- Group project 2 (Design an Online Course on Doing Business in China)

January 9, 2018 - Class 10:

- 7. The Marketing Process
  - 7.1 Market Research in PRC
  - 7.2 Other Information
  - 7.3 Planning



## 7.4 Conclusions

January 10, 2018 - Class 11:

Midterm

January 11, 2018 - Class 12:

8. Rightness and Correct Form: The Yi and Li of Relationships in China

8.1 Hierarchies

8.2 Lack of Specialization Leadership

8.4 Management by Relationships

8.5 The 'Personnel Problem' for Western Companies in China

8.6 The Changing Labour Market in China

8.7 Recruitment and Rewards

8.8 Training and Development

8.9 Conclusions

January 12, 2018 - Class 13:

9. Doing Business with the Sojourners: The Overseas Chinese Communities

9.1 The Overseas Chinese community

9.2 What Sets the Overseas Communities Apart?

9.3 Doing Business with The Overseas Chinese: Similarities and Differences with China

9.4 Conclusions

January 15, 2018 - Class 14:

10. China and The World

10.1 Workshop of The World?

10.2 Beyond the Great Wall

10.3 Implications

January 16, 2018 - Class 15:

In-class Participation & Presentation

Group Project 3 (Design an Online Course on Doing Business in China)

January 17, 2018 - Class 16:

11. Western and Commercial Chinese Thinking

11.1 Summary of The Book

11.2 Doing Business in China: The Five Pillars

11.3 Conclusions

January 18, 2018

Overall Review

January 19, 2018

Final Exam



### **Attending Policy**

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

### **Policy on “Late Withdrawals”**

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

### **Academic Honesty**

Hunan University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

### **Final Assignment**

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from HNU.

### **General Expectations**

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

### **Special Needs or Assistance**



Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.