

Huron Brief Course Outlines

Fall/Winter 2023-2024

Course Title: Understanding Chinese Business Culture 1

Course Number and Section

CHINESE

2240F - 550

Instructor Name(s): Clare Gordon

Instructor Email(s): cgordon@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course is an intensive study of the socio-cultural underpinnings of China's domestic and international business practises. All lectures are in modern Chinese language. Discussion of selected readings from Chinese and English print and internet resources will give the student enhanced language and cultural skills crucial to understanding business interactions in China.

The course provides an overview and analysis of Chinese business culture, its typical behavioral patterns, and habits of thought from both Chinese and Western perspectives. Basic theories of practices pertaining to corporate cultures are introduced. Class work is based on discussion of real-world cases illustrative of Chinese business. Critical analysis of selected works will concentrate on advancing an awareness of the role of Chinese culture in business.

Learning Outcomes:

- 1) Gain insight into the theories of culture for effective business interaction in China;
- 2) Develop familiarity with key authors and current publications on cultural issues in Chinese business;
- 3) Acquire skills to identify and evaluate the impact of culture on business activities;
- 4) Demonstrate a capacity to research Chinese business culture using scholarly methods;
- 5) Apply improved competence in communicating research results in modern standard Chinese.

Textbooks and Course Materials:

No Required Textbook.

Required Readings (in English and Chinese) will be identified at the course OWL.

Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Participation and Contribution	Recorded every class	20
Mid-term Test	10/19/23	25
Group Project	11/16/23	15

Assignment	Due Date mm/dd/yy	Weight - %
Essay	12/07/23	40

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.