

HURON UNIVERSITY COLLEGE
DEPARTMENT OF FRENCH AND ASIAN STUDIES

**Chinese 2240F: Understanding Chinese Business Culture 1
Summer Day 2021**

Instructor:	Dr. Clare Gordon (傅守超)
Online Classes:	Course OWL, 9:30 am - 12:30 pm, Monday through Thursday, July 5 – July 22
Office Hours:	OWL Forums “Questions & Answers”, or via Zoom by appointment
Office Room:	HCA11 (working from home and not accessing office phone)
E-mail:	cgordon@uwo.ca

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 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, typical behavioural patterns, and habits of thought from both Chinese and Western perspectives. Basic theories of practice pertaining to corporate cultures are introduced. Class presentations and discussions are based on study of real-world cases illustrative of Chinese business activities. Critical analysis of selected works will concentrate on advancing an awareness of the role of Chinese culture in business.

COURSE LEARNING OBJECTIVES

Throughout the course, the student will be invited to:

- 1) Gain insight into 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.

DESCRIPTION OF CLASS METHODS

Our classes will be conducted entirely online. They will be delivered using a blended method, with synchronous Zoom meetings and non-synchronous Forums discussions. For every

class session, we'll meet for at least one hour on Zoom via OWL, starting at 9:30 AM EDT. Students can at any time access all the lectures, readings, and assignments via the course OWL site. The lectures provide outlines of the discussion topics and offer highlights of the selected cases along with questions for discussion.

Students are expected to engage with the course material by actively participating in the OWL Forums, contributing meaningful questions and critical comments. Each class, Monday through Thursday, students will address the day's Forums topic, following the posted instructions including due times. Check regularly the topic "Questions & Answers" to resolve any queries about the course activities. I don't foresee the need for emails, except, if necessary, for making unique personal appointments.

TEXTBOOKS AND OTHER REQUIRED RESOURCES

Required Readings are posted in the OWL Resources folder.

METHOD OF EVALUATION/ASSESSMENT

Participation and Contribution	20% (Every class except the first and last)
Presentation	15% (Membership and date of your group will be determined in-class)
Progress Test	25% (Details in the OWL Assignments folder)
Final Essay	40% (Details in the OWL Assignments folder)

SCHEDULE OF CLASSES, READINGS, AND ASSIGNMENTS

July 5 Introduction: The Chinese Way in Business
中国小康、变革之舞

July 6 Chinese *Guanxi* Goes Online
关系妙用、创新者的逆袭

The 15% Presentations will be made by 6 case-discussion Groups. Group membership will be determined at the **Forums** during the period **9:00AM July 6 - 9:00AM July 7**. Detailed requirements will be posted there as well.

Each Group will present their case to the class on the date indicted below.

July 7 Innovative Thinking and Disruptive Forces
移动互联网时代的颠覆性变革

- July 8** Social Media Marketing (SMM)
互联网思维模式的特点及应用
- July 12** Case 1: WeChat Pay
案例：微信支付
Group 1 Presentation
- July 13** How to source and utilize Chinese texts for business case study (open book)
Progress Test due.
- July 14** Case 2: Shinow
案例：启奥科技
Group 2 Presentation
- July 15** Case 3: Hikvision
案例：海康威视
Group 3 Presentation
- July 19** Case 4: SF Express
案例：顺丰嘿客
Group 4 Presentation
- July 20** Case 5: Phnix
案例：芬妮可兹
Group 5 Presentation
- July 21** Case 6: AJ Chair
案例：本色家具
Group 6 Presentation
- July 22** Summary: Chinese Business Self-representation
持续创新
Final Essay due.

Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Student Code of Conduct

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: <https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. The appeals process is also outlined in this policy as well as more generally at the following website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf.

Turnitin.com

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Statement on Use of Electronic Devices

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Statement on Use of Personal Response Systems (“Clickers”)

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: <http://academicsupport.uwo.ca/>.

Policy on Academic Consideration for a Medical/ Non-Medical Absence

- (a) **Consideration on Medical Grounds for assignments worth *less than 10%* of final grade:
Consult Instructor Directly and Contact Academic Advising**

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email huronsss@uwo.ca.

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf. Consult [Huron Academic Advising](#) at huronsss@uwo.ca for any further questions or information.

Support Services

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>
Office of the Registrar: <https://registrar.uwo.ca/>
Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>
Learning Development and Success: <https://www.uwo.ca/sdc/learning/>
Accessible Education: <http://academicsupport.uwo.ca/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

Mental Health & Wellness Support at Huron and Western

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: huronwellness@huron.uwo.ca

Community Safety Office: safety@huron.uwo.ca

Chaplaincy: gthorne@huron.uwo.ca

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.