

## Course Code China Studies

### 3<sup>rd</sup> Module, Spring Semester, 2017

#### Course Information

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**Classes:**

Lectures: Monday & Thursday 15:30-17:20

Venue: PHBS Building, Room 301

## 1. Course Description

### 1.1 Context

#### Course overview:

The China Studies course was designed to meet international students' needs and interests to understand one of the world's oldest civilization and fastest growing economies. Through an immersive teaching method of interaction, participation, experience and deep involvement, the course focuses on four different realms: economic policy, finance & management, environmental policy and culture & society. The course not only provides an avenue for mutual understanding among people from different countries, but also facilitates the exchange of the essence of culture and academics.

As future leaders in science and economy, our students should be aware of the social changes and the economic transformation that China has been and is currently undergoing. They should gain a deeper understanding of the development of China and learn how to promote international exchange and cooperation between China, their home country, and the world in the future and ultimately have a firm grasp of cross-cultural management and a broader knowledge of China.

This course is intended for students who are considering developing a career in China and want to learn more about Chinese business environment and philosophy. We seek for this course to enable you to develop cross-cultural competence in business and economics.

#### Prerequisites:

Please note that in order to attend this course, which is available to 1st and 2nd year international students, you need to register in the campus management system between Jan 10 and Feb 18. If you choose to register for this course, please attend the inaugural class from 15:30-17:20 on Feb 20. I strongly encourage international students to participate in this lecture in order to get a clear understanding of the course offering.

Because of the limited seats on the bus for the company visits, only 45 students can take this course. Additionally, a maximum of 25 students can take part in the visit to Hunan. For more details on the Hunan Trip, please refer to the appendix.

## **1.2 Textbook and Reading Materials:**

### **Textbooks**

Huang, Haifeng et.al. (2015). Sustainable Development and CSR in China. Springer.  
 Huang, Haifeng et.al (2011). The Green Economy and Its Implementation in China. Enrich Professional Publishing  
 Spence, J. D. (1991). The Search for Modern China. WW Norton & Company.

### **Recommended Readings**

Huang, Haifeng et.al. (2014). Renewable Energy in China: Towards a Green Economy. Enrich Professional Publishing  
 Brown, K. (2007). Struggling Giant. Anthem Press.  
 Chang, L. T. (2009). Factory girls: From Village to City in a Changing China. Random House LLC.  
 Gifford, R. (2007). China Road: a Journey into the Future of a Rising power. Random House.  
 Hewitt, D. (2008). Getting Rich First: Life in a Changing China. Random House.  
 Pigott, C. A. (2002). China in the World Economy: The Domestic Policy Challenges. OECD Publishing.  
 Programme des Nations Unies pour l'environnement. (2011). Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. United Nations Environment Programme.

## **Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Written assignment
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Discussions during company visits
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Group presentations
	2.2. Students will be able to apply leadership theories and related skills.	Course emphasizes self-management
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Special leadership & ethics emphasis of company visits
	3.2. Our students will practice ethics in the duration of the program.	Application during group work
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Company visits aim at facilitating exchange between

		international students and Chinese professionals
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Fundamental theories introduced in class
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Discussions during company visit and group work
	5.3. Our students will demonstrate competency in critical thinking.	Special workshop day to stimulate discussions

## **2.2 Course specific objectives**

### **Knowledge**

This course offers a general introduction to China for international students. Students are to learn about China's modern history as a background of today's China, about present day China's business culture and the contrast between the city and countryside, and about China's (hopefully) green future.

### **Theory Study**

We will invite several experts from renowned institutions to systematically introduce China's current situation, to guide students to adjust to a Chinese working environment, and help them develop a better sense of Chinese business.

### **Field Studies**

Students will partake in a field study at four selected enterprises across a range of industries, as well as enjoy face-to-face communication with successful entrepreneurs and PKU alumni. This program provides opportunities for building network, which is beneficial for students' career development in China. We will arrange visits to Huawei, BGI, Qianhai and Tencent.

### **Case Study**

The case studies focus on SANY Heavy Industry Co. in Hunan province. SANY Heavy Industry Co., Ltd. was founded in 1994. Since its founding, the output of SANY Heavy Industry Co., Ltd grows at a rate of over 50% annually. In 2012, SANY Heavy Industry's operating revenue and net profit were 46.831 billion Yuan and 5.686 billion Yuan respectively. In the first half 2013, its operating revenue and net profit were 22.085 billion Yuan and 2.651 billion Yuan respectively. In July, 2011, the British newspaper Financial Times released the 2011 list of the world's 500 most valuable companies (FT Global 500) ranked by market capitalization. SANY Heavy Industry (Code: 600031) was put on the list of FT Global 500. It has grown to become a remarkable company listed among the world's top 500 companies in China's construction machinery industry.

### **Teamwork/Leadership**

In order to be better suited to international students, this course emphasizes self-organization management. Two or three monitors, four or eight group leaders, one teaching assistant and four Chinese coordinators will be chosen in order to increase learning interest, stimulate creativity, and improve leadership skills. The China Studies

course not only pays attention to personal work, but also attempts to educate outstanding leaders who can understand the culture of Peking University and Chinese society and have the intercultural skills and team spirit for future global cooperation. With this intercultural, inter-regional, and interdisciplinary communication focus, we expect the students to benefit from the China Studies course, and to make lasting connections.

## **2.3 Assessment/Grading Details**

### **Group Presentations**

At least eight group presentations are scheduled for this course. Students will work together to either introduce the topics provided for discussion (workshop) or present on the class' topics. While all students must work together on preparing the presentations, not all members need to present in front of the class. Group work and leadership are important learning objectives of this course, so this presentation counts for 25% of your final grade and peer evaluation might be conducted at the end of the module.

### **Quizzes**

The quizzes are based on the textbook "The Search for Modern China." Eleven quizzes are scheduled for the course. The regular quizzes are multiple choice and test the content of one chapter from the textbook scheduled for self-study. For the company visits, reading material will be provided or students may be required to independently prepare for the visit and a company-specific quiz. These quizzes are also multiple choice and contain a short-answer question that counts as class participation. All quizzes together account for 10% of the final grade, and failure to attend one quiz is counted as 0% for this quiz.

### **Written Assignment**

The written assignments test the students' ability to produce scientific writings. In six pages, the students are to discuss one of the class' contents, ideally by applying one or two of the visits as a case study. The deadline is the 19th of April, one week after the final class. It accounts for 25% of the final grade.

### **Class Participation**

Participation in discussions accounts for 10% of the final grade. Special attention will be paid during the company visits.

### **Final Exam**

There is a short final exam on the 26th of April to count for 30% of the final grade.

## **2.4 Academic Honesty and Plagiarism**

It is important for students' effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconduct, which includes plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honours,

awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to an academic misconduct check. The misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicating a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where a violation is confirmed, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to PHBS Student Handbook.

### ***Topics, Teaching and Assessment Schedule***

#### **China Studies Course (2017) – Classes Schedule**

<b>Date</b>	<b>Class/No Class</b>	<b>Content</b>
<b>Monday, February 20</b>	<b>Regular Class (15:30-17:20)</b>	<b>Opening Ceremony: Introduction by Prof. Haifeng HUANG</b>
<b>Thursday, February 23</b>	<b>Regular Class (15:30-17:20)</b>	<b>China Image and Society by Prof. Haifeng HUANG and Mr. Lin XU</b>
<b>Monday, February 27</b>	<b>No Class</b>	<b>Moved to Wednesday</b>
<b>Wednesday, March 1</b>	<b>Visit to Guangming</b>	<b>Double Lecture on Chinese Business Culture and Investment Policy Prof.Haifeng HUANG, Dr. Xiangrong ZHANG and Dr. Haihui LIN</b>
<b>Thursday, March 2</b>	<b>No Class</b>	<b>Moved to Wednesday</b>
<b>Monday, March 6</b>	<b>Regular Class (15:30-17:20)</b>	<b>China’s Economic Transition: History, Present and Future  Prof. Haifeng HUANG</b>
<b>Thursday, March 9</b>	<b>Workshop on Cross- Border Food Safety and Trade Standards</b>	<b>Green Economy in China by Prof. Shu GENG and Prof. Haifeng HUANG</b>

	(15:30-17:20)	
Monday, March 13	No Class	Moved to Wednesday
Wednesday, March 15	Visiting BGI (13:30-17:00)	Double Lecture for China's Innovation with Case Study By Dr. Gengyun ZHANG and Prof. Haifeng HUANG
Thursday, March 16	No Class	Moved to Wednesday
Monday, March 20	No Class	Moved to Wednesday
Wednesday, March 22	Visit to Huawei (13:30-17:30)	Double Lecture for CSR and Green Supply Chain in Huawei by Prof. Haifeng HUANG and Mr. Alan AICKEN
Thursday, March 23	No Class	Moved to Wednesday
Monday, March 27	No Class	Moved to Wednesday
Wednesday, March 29	Company visit to Haiwangzi with Dinner (12:00-21:00)	Double Lecture by Prof. Jun SHEN and Prof. Haifeng HUANG on China's Innovation and International Trade Police as well as Chinese Dining Habits
Thursday, March 30	No Class	Moved to Wednesday
Monday, April 3	Regular Class (15:30-17:20)	What is Chinese Market from International View by Prof. Thomas ROSENTHAL
Thursday, April 6	Writing Colloquium By TA (15:30-17:00)	Preparation for the Hunan trip.  Participating students take the bus in front of PHBS at 17:00
Tuesday, Friday and Saturday (around noon)  April 6-7-8	Includes a visit to SANY Heavy Industry Co. as well as other activities - Optional	Study of Chinese Local Company with Case Study by Dean Prof. Wen HAI, Prof. Ting REN and Prof.

		Haifeng HUANG
Monday, April 10	Regular Class (15:30-17:20)	Case Study of SOHO China: Design, Development and Real Estate Development and Finance in China by Prof. Liya RONG and Prof. Haifeng HUANG
Thursday, April 13	Regular Class (15:30-17:20)	Debate: Is China a developing or developed country? (Case Studies from a Business Ethics Perspective)  (15:30-17:20) (Students Workshop)
Friday, April 14	(18:30-20:30)	Cultural event at PHBS
Saturday, April 15	Visit to Shenzhen New Financial Center and Incubator in Qianhai (Tentative)  (9:30-12:30)  Additional option:  Afternoon – Participation in the 15 <sup>th</sup> Conference on International Exchange of Professionals – Global Intelligence Forum	Visiting Program about China’s Financial Policy with Case Study by Prof. Huang and Dr. Tao and Mr. Vincent Ma  (Seminar with German Delegation)  Please register with us in advance for the participation of the forum in the afternoon.
Monday, April 17	No Class	Moved to Wednesday
Thursday, April 20	No Class	Moved to Wednesday
Monday, April 24	Final Exam with Presentation by Each Group	By Prof. Haifeng HUANG

### ***Miscellaneous***

### **Final grade**

Presentation 25%, Quizzes 10%, Written Assignments 25%, Final Exam 30%, Class Participation 10%.

## **Company visits (Top Five companies/Institute)**

The four company visits are the key element of this course. They are scheduled on 1 March (Guangming 光明), 15 March (BGI 华大基因, 22 March (Haiwangzi 海王子, 29 March (HUAWEI 华为) and 15 April (Qianhai 前海). The company visits (not including travel time), are scheduled for roughly four hours, so two other classes on Tuesdays or Thursdays are cancelled to compensate for time spent. In the week before each visit, material to prepare or instructions on how to prepare will be given. During our visits to the four organizations in Shenzhen, we will be representing Peking University. To uphold the prestigious image of Peking University in China, everybody will be required to wear business attire and special attention will be paid to your behaviour. Please note that the company visits do not conflict with other courses as they are held on Wednesdays.

## **Visit to Hunan (06 to 09 April)**

We shall be visiting Changsha city, the capital of Hunan Province. Famous for its aromatic cuisine and rich culture, Hunan is nestled amidst a magnificent landscape comprised of surreal mountain ranges and charming traditional villages. The natural-resource rich capital city of Changsha was an important centre of economic, social and political development in historical times whose history can be traced back to 3000 years. Located at the Xiang valley plain, Changsha is surrounded by towering mountains and lush fields, thanks to its rich natural resources. The city's development is a beautiful medley of traditional Chinese architecture and splendid modern structures. Today, Changsha is recognised as an important centre of manufacturing in China and this field visit gives us a unique opportunity to experience tradition and modernisation through an engaging journey.

## **How to register for the Optional Case Study trip to Hunan**

Since this course involves several company visits and a trip to Hunan/Changsha, which are supported financially by the school, we will limit enrolment to a maximum of 45 for the course and 25 for the Case Study trip to Hunan (3 days) as an option. If you have attended the first lecture and are interested in the Hunan Case Study, please register and confirm with the TA (Mr. Julian BARG, Email: barg.julian@gmail.com). Each student will be required to pay RMB1,000 in order to cover the cost of the trip. The school will cover the remaining costs for the trip (roughly 2/3 of total expenses are covered by PHBS).

The trip comprises of two parts: The first option is the school sponsored trip from Shenzhen to Changsha. This is the Case Study from April 6<sup>th</sup> to April 8<sup>th</sup> organised by the school as part of the China Studies course syllabus. The second part is a self-organised trip, outside the syllabus, post the Changsha Case Study. The students may choose to stay in Changsha after April 8 at their own expenses and responsibility. For this self-organised trip, we recommend a trip to the Fenghuang Ancient City (凤凰古城), a UNESCO certified heritage site. In case students are interested to undertake this part of the trip, we will communicate with a travel advisor on a suggested itinerary and estimated cost of traveling from Changsha to the world heritage site and back.

The deadlines are as follows:



1. If you wish to attend, please send a registration Email to TA by Feb. 20 (Beijing Time).
2. If you can attend, we will send you a confirmation Email. Please hand in the RMB1,000 Payment to the Monitor on Feb. 23 during class hours. You will need to prepare one passport-sized photo (standard version) and two photocopy of your passport when you visit Hunan.
3. How you fill out the questionnaire will be one of the most important factors for us to choose the participants for the trip. We will select the most suitable members based on your answers.

**IMPORTANT - Additional Notes:**

- Please make sure to communicate your attendance in the Hunan/Changsha Case Study trip with the lecturers and TAs of other classes that you may have enrolled in. Even though this is an official school activity, you need to make sure to get your lecturers' permission and make alternate arrangements with them for any exams or assignments that may be held on these three days. This permission encompasses specifically your classes on Friday, Saturday, and Sunday (April 7-9).
- The Hunan trip is not mandatory so if you are unable to take part in it, it will not affect your grades. But we highly encourage students to join this school activity as it offers a unique opportunity to engage in Chinese culture in a manner that conventional tourism does not offer.