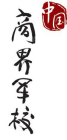




**PHBS**

北京大学汇丰商学院



## **Course Code: 04716652**

### **China Studies,**

### **2<sup>nd</sup> Module, 2019**

#### **Course Information**

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**Instructor: Prof. Haifeng HUANG, Ph.D.**

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

#### **Teaching Assistant:**

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#### **Classes:**

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

Three Companies visits are scheduled for Wednesdays [Check below for detailed information]

Venue: PHBS Building, Room 209

## **1. Course Description**

### **1.1 Context**

#### **Course overview:**

The China Studies course has been designed to meet the needs and interests of international students and for their understanding of 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 five different realms: economic policy, financial policy, management method, 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 business and economics, our students will learn of the social changes and the economic transformation that China has been and is currently undergoing. They will gain a deeper understanding of the development of China and will 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 or involving China in their future businesses and want to learn more about the Chinese business environment, etiquette, and philosophy. The goal of this course is to give insight into how business in China is conducted, to learn about the rich history of China, and to understand the people and culture of China.

## **Prerequisites:**

Please note that in order to attend this course, which is available to 1st and 2nd year international students and exchange students, you need to register in the campus management system before Nov. 15. If you choose to register for this course, please attend the inaugural class from 15:30-17:20 on Nov.19. Because this will be the inaugural ceremony, we encourage international students to participate in this event in order to get a comprehensive understanding of the course. Because of the limited enrollment capacity, only 40 students can enroll in this course.

## **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.

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment (YES with details or NO)</b>
1. Our graduates will be	1.1. Our students will produce quality	Written

effective communicators.	business and research-oriented documents.	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 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 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 of China to international students. Students will be able 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 green future.

### **Theory Study**

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

## **Case Study-Companies Visits**

Students will partake in a field study at five 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 a network, which is beneficial for students' career development in China. We will arrange visits to Huawei, Shenzhen Stock Market, BLOGIS, Qianhai, BGI and Tea House.

## **Teamwork/Leadership**

In order to be better suited to international students, this course emphasizes self-organization management. Six groups leaders, three Monitors, two teaching assistants 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 Report, Presentations with Q&A and PPT**

At least 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 group members 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 30% of your final grade and might include peer evaluation at the end of the module.

## **Quizzes**

There will be in-class regular quizzes which are multiple choice and are based on lecture contents. Reading material will be provided. Students may be required to independently prepare for a company-specific quiz. These quizzes are also multiple choice and short-answer question that counts towards class participation. All quizzes together account for 10% of the final grade, and failure to attend one quiz is counted as 0% for that quiz.

## **Written Assignment**

The written assignments test the students' ability to produce scientific writings. In three pages with PPT (5 slides), 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 14<sup>th</sup> of January 2019. It accounts for 20% 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 will be a final exam on 17 January 2019 that counts for 30% of the final grade.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student's work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include 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 dishonestly obtain grades, honors, 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 academic misconduct review. Misconduct review may include reproducing the assessment, providing a copy to another member of the faculty, and/or communicating a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism review service may be kept in its database for future reference purpose.

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

For more information on plagiarism, please refer to the *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule (2018-2019)

Date	Class/No Class	Content
Thursday, Nov. 15	No Class	Moved to Wednesday (Nov. 28 <sup>th</sup> )
Monday, Nov. 19	Regular Class (15:30-17:20)	Lecture: China's Image and Society---Fundamental theories introduced  by Prof. H. HUANG  Guest Speakers:  Topic: Study of Chinese History from the View of Cross Cultural Management  By Kurt Gao and Grace WANG
Thursday, Nov. 22	Regular Class (15:30-17:20)  Evening Gathering (Optional) (18:15-20:00)	Lecture: Chinese Business Etiquette  by Mr. Lin XU and Prof. H. HUANG  Evening Gathering  Business Etiquette in Practice  By Mr. Mr. Lin XU/Mr. Peng FANG/Prof. Jihui WANG/Ms. G. Wang
Monday, Nov. 26	No Class	Moved to Wednesday ( Nov. 28 <sup>th</sup> )
Wednesday, Nov. 28	Moving Class (13:15-18:30)  1 <sup>st</sup> Company visit:  A-Huawei 华为	Double Lecture  Subject: CSR and Business Model in Huawei  By Prof. Haifeng HUANG and Senior Managers
Thursday, Nov. 29	Regular Class (15:30-17:20)	Lecture: China's Economic Transition: History, Present and Future.  By Prof. H.HUANG and Dr. Haihui LIN

Monday, Dec. 3	Regular Class (15:30-17:20)	Group No. 1 Report (Huawei)  Lecture: The Impact of Green Economy on Sustainable Business in China  By Prof. Haifeng HUANG
Thursday, Dec. 6	Moving Class (15:30-18:00)  2 <sup>nd</sup> Company visit: B-SZSE 深交所 (Shenzhen Stock Exchange)	Subject: Introduction of Shenzhen Stock Exchange and Financial Policy in China  By Prof. H. HUANG and Jessica ZHANG
Monday, Dec. 10	No Class	Moved to Wednesday (Dec. 12th )
Wednesday, Dec. 12	Moving Class (13:15-18:30)  3 <sup>rd</sup> Company Visit C-BLOGIS 宝湾物流	Double Lecture  Subject: Logistics Management in China  By Prof. H.HUANG and Dr. Shiyun WANG
Thursday, Dec. 13	Regular Class (15:30-17:20)	Lecture: Green Leadership and CSR in China  Seminar: Sustainable Development Policy in China  By Prof. Mohan Monasinghe and Prof. H. HUANG
Monday, Dec. 17	No Class	Moved to Wednesday (Dec. 12)
Thursday, Dec. 20	Moving Class (15:30-18:00)  4 <sup>th</sup> Company Visit D-Qianhai (Shenzhen New Financial Center) and Incubator	Subject: Creative Economy and Financial Center in Shenzhen  By Prof. H.HUANG and Dr. Qi SUN
Monday, Dec. 24	No Class	Moved to Wednesday (Dec. 26)

Monday, Dec. 26	Moving Class (13:15-18:30) 5 <sup>th</sup> Company Visit E-BGI 华大基因 and ZFT	Double Lecture  1)Subject: China's High-tech Product and Innovation By Dr. Gengyun ZHANG  2) Case Study in Zhongfutang: (Understading of Traditional Chinese Medicine (TCM)
Thursday, Dec. 27	Regular Class (15:30-17:20)	Group B: Report  Group C: Report  Group D: Report  Group E: Report  By Prof. H. HUANG and TAs
Monday, Dec. 31	No Class	Moved to Wednesday  (Dec. 26)
Thursday, Jan. 03	Debate (15:30-17:20)	Debate 1: Is China a Market Economy or not"  Debate 2: Is China a developing or developed country?  The Chief Organizer by TA and Monitors
Monday, Jan. 07	Moving Class (15:30-18:00) 6 <sup>th</sup> Company Visit F-Tea House 茶行	Subject: Chinese Culture and Art  Lecture: The Impact of Green Culture on the Education of Ecological Civilization By Prof. HUANG  Guests Speakers:  Topic: Chinese Tea Culture and Art  By Ms. Qiaoqing WANG (Famed Tea Master) and Ms. Liping LU (renowned Pipa Player)
Thursday, Jan. 10	Regular Class (15:30-17:20)	Summary  Group E: Report



		Group F: Report  Lecture: Case Study about Development and Perspective in China  By Prof. H.HUANG
Monday, Jan. 14	Colloquium (15:30-17:20)	Introduction about the written assignments with PPT (5 slides): What Do You Think About China
Thursday, Jan. 17	Final Exam (15:30-17:20)	By TAs

#### **4. *Miscellaneous***

##### **Final grade**

Group Report and Presentation with PPT(5 pages, 15 slides, 30%), Q&A and Quizzes (10%), Written Assignments with PPT (3 pages, 5 slides, 20%), Final Exam (30%), Class Participation (10%)

##### **Company/institutes visits (Six companies/Institutes)**

The six company/institutes visits as moving Class are the key element of this course. They are scheduled on 28 Nov. (Huawei 华为), 06 Dec. (SZSE 深交所), 12 Dec. (BLOGIS 宝湾物流), 20 Dec. (Qianhai 前海金控和梦工厂), 26 Dec. (BGI 华大基因和 ZFT) and 07 Jan. (Tea House). Three company visits (including travel time), are scheduled for roughly five hours, so two other classes on Mondays or Thursdays are cancelled to compensate for time spent. The week before each visit, materials to prepare or instructions on how to prepare will be provided. During our visits to the six 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.

Note: Each student is required to participate in at least 5 company/institute visits and each group report per trip. Due to safety issues, Huawei trip is only limited to 30 students and therefore, participants will be decided by fair and random draws. In case a student is not selected in the first attempt, they will be added to the waiting list to attend the Huawei Trip. In the even that another student decides to cancel her registration to visit Huawei, the next student in the waiting list shall be considered to join the visit.