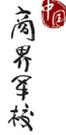




**PHBS**

北京大学汇丰商学院



## **Course Code: 04716652**

### **China Studies,**

### **3<sup>rd</sup> Module, 2018**

#### **Course Information**

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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

Company visits are scheduled for Wednesdays [Check below for detailed information]

Venue: PHBS Building, Room 319

## **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 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 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 between February 22 and March 01. If you choose to register for this course, please attend the inaugural class from 15:30-17:20 on February 26. 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 offering.

Because of the limited seats on the bus for the company visits, only 45 students can enroll in this course. Additionally, a maximum of 30 students can take part in the visit to Huawei and 23 students to Sichuan (optional). For more details on the Sichuan 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.

**2. Learning Outcomes**

**2.1 Intended Learning Outcomes**

| Learning Goals | Objectives | Assessment (YES with details or NO) |
|----------------|------------|-------------------------------------|
|                |            |                                     |

|  |   |  |
|--|---|--|
| 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 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, Tencent, Qianhai, Galaxy Industry and BGI.

## **Teamwork/Leadership**

In order to be better suited to international students, this course emphasizes self-organization management. Five monitors, five leaders, 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 five 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 30% of your final grade and might include peer evaluation 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 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 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 26 of April. 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 is a short final exam on April 26 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)

| Date                | Class/No Class   | Content   |
|---------------------|--|---|
| Monday, February 26 | Regular Class<br>(15:30-17:20)                         | , Opening Ceremony and Introduction<br><br>by Prof. Haifeng HUANG , Mrs. Liao Xiao Yi (Environmentalism, Philanthropist),<br><br>Moderator by Jason YU and Kitty WANG                 |
| Thursday, March 01  | Regular Class<br>(15:30-17:20)                         | China's Image and Society (History, Culture, Tradition and Business Etiquette)<br><br>by Prof. Haifeng HUANG and Mr. Lin XU   |
| Monday, March 05    | No Class   | Moved to Wednesday<br><br>(March 07)  |
| Wednesday, March 07 | 1 <sup>st</sup> Company Visit: Huawei<br>(13:15-18:30) | Visiting Program with American Delegation (The University of Pittsburgh)<br><br>Double Lecture on CSR and Green Supply Chain<br><br>By Prof. Haifeng HUANG and Huawei Senior Managers |
| Thursday, March 08  | No Class   | Moved to Wednesday<br>(March 07)  |
| Monday, March 12    | Regular Class<br>(15:30-17:20)                         | Group No. 1 Report (Huawei)<br><br>China's Economic Transition: History, Present and Future<br><br>By Prof. Haifeng HUANG   |
| Thursday, March 15  | Regular Class  | China's Development and Leadership  |

|                            |  |   |
|----------------------------|--|---|
|                            | <b>(15:30-17:20)</b>   | <b>by Prof. Haifeng HUANG<br/>and Dr. Haihui LIN</b><br><br><b>Moderated by Jason YU</b>  |
| <b>Monday, March 19</b>    | <b>No Class</b>  | <b>Moved to Wednesday<br/><br/>(March 21)</b>   |
| <b>Wednesday, March 21</b> | <b>2<sup>nd</sup> Company Visit:<br/>Tencent<br/><br/>(13:15-18:00)</b>  | <b>Double Lecture for<br/>China's Innovation with<br/>Case Study</b><br><br><b>By Prof. Haifeng HUANG<br/>and Tencent's Manager</b>   |
| <b>Thursday, March 22</b>  | <b>No Class</b>  | <b>Moved to Wednesday<br/><br/>(March 21)</b>   |
| <b>Monday, March 26</b>    | <b>No Class</b>  | <b>Moved to Wednesday<br/><br/>(March 28)</b>   |
| <b>Wednesday, March 28</b> | <b>3<sup>rd</sup> Company Visit:<br/>Qianhai (Shenzhen<br/>New Financial<br/>Center) and<br/>Incubator /Shenzhen<br/>Stock Exchange<br/><br/>(13:15-18:30)</b> | <b>Double Lecture for<br/>Financial Policy in<br/>Shenzhen City</b><br><br><b>by Prof. Haifeng HUANG<br/>and Senior Managers</b>  |
| <b>Thursday, March 29</b>  | <b>No Class</b>  | <b>Moved to Wednesday<br/><br/>(March 28)</b>   |
| <b>Monday, April 02</b>    | <b>Moving Class<br/><br/>(Shenzhen<br/>Contemporary Tea<br/>House)<br/><br/>(15:20-18:00)</b>  | <b>Group Report No. 2-3<br/>(Tencent and Qianhai)</b><br><br><b>Lecture for China's Art<br/>and Chinese Tea<br/>Ceremony and Cross<br/>Cultural Management</b><br><br><b>By Prof. Haifeng HUANG ,<br/>Ms. Qiaoqing WANG<br/>(Famed Tea Master) and<br/>Ms. Liping LU (renowned<br/>Pipa Player)</b> |
| <b>Wednesday, April 04</b> | <b>Writing Colloquium</b>  | <b>Study Tour to Sichuan</b>  |

|                            |  |   |
|----------------------------|--|---|
|                            | <b>by Groups<br/>(15:30-17:20)</b>   | <b>Province as Optional Program (April 04-08)</b><br><br><b>The Chief Organizer by TAs Jason YU</b><br><br><b>By Prof. Haifeng HUANG</b>  |
| <b>Thursday, April 05</b>  | <b>No Class</b>  | <b>Moved to Wednesday<br/>(April 04)</b>  |
| <b>Monday, April 09</b>    | <b>Regular Class<br/>(15:30-17:20)</b>                                     | <b>Workshop on “Green Investment Policy and Sustainability in China” from International and Chinese View</b><br><br><b>by Prof. Haifeng HUANG , Dr. Christina WONG and Dr. Huanan WU (tentative)</b>                    |
| <b>Thursday, April 12</b>  | <b>Regular Class<br/>(15:30-17:00)</b>                                     | <b>Preparation of Group Research Report for Sichuan Trip</b><br><br><b>Debate: Is China a developing or developed country?</b>  |
| <b>Monday, April 16</b>    | <b>No Class</b>  | <b>Moved to Wednesday<br/>(April 18)</b>  |
| <b>Wednesday, April 18</b> | <b>4<sup>th</sup> Company Visit:<br/>Galaxy Industry<br/>(13:15-20:00)</b> | <b>Case Study on Local Company’s Development</b><br><br><b>China’s Events: Training and Chinese Dining Habits</b><br><br><b>The Chief Organizers by Jason YU and Kitty Wang</b><br><br><b>Guided by Professor Huang</b> |
| <b>Monday, April 19</b>    | <b>No Class</b>  | <b>Moved to Wednesday<br/>(April 18)</b>  |
| <b>Monday, April 23</b>    | <b>5<sup>th</sup> Company Visit:</b>                                       | <b>By Dr. Gengyun ZHANG</b>   |

|                           |  |                               |
|---------------------------|--|-------------------------------|
|                           | <b>Visit to BGI</b><br><b>15:30-18:30</b>        |                               |
| <b>Thursday, April 26</b> | <b>Group No. 4-5 Report</b><br><b>Final Exam</b> | <b>By Prof. Haifeng HUANG</b> |

#### **4. Miscellaneous**

##### **Final grade**

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

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

The five company visits are the key element of this course. They are scheduled on 7 March (Huawei 华为), 15 March (Tencent 腾讯), 28 March (Qianhai 前海), 18 April (Galaxy Industry 星河产业) and 23 April (BGI 华大基因). The 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, material to prepare or instructions on how to prepare will be provided. During our visits to the five 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 four company visits and create one group report per trip. Due to safety issues, Huawei trip is only limited to 32 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.

##### **Visit to Sichuan Province (04 to 08 April)**

The China Studies course offers a very unique opportunity to immerse in one of the most ancient cultural legacy through an extremely engaging and personal knowledge tour, unlike commercial tour groups. We shall be visiting Chengdu city, the capital of Sichuan Province. Chengdu, the western Chinese mega city, can provide our students a taste of ancient Chinese culture, tradition and philosophy. We will be visiting Dujiang Dam, a water conservancy project founded in 256 BC., which is still serving its original, intended purpose. Mount Qingcheng, one of the most important Taoist centers in all of China; Wuhou Memorial Shrine, a place where we can learn the history of the famed Three Kingdoms period which gave the world ZHUGE Liang (ZHUGE Liang (181–234), courtesy name Kongming, was a Chinese politician, military strategist, writer, engineer and inventor. He served as the Prime Minister and regent of the state of Shu Han during

the Three Kingdoms period. He is recognized as the most accomplished strategist of his era, and has been compared to Sun Tzu, the author of *The Art of War* , one of the foremost Prime Minister renowned for his influence on Chinese strategic management. Besides the cultural study tours, we will also pay a visit to the Polus International College, which houses 5 distinguished museums. This optional tour to Sichuan can provide international students with a more comprehensive perspective of China and more in-depth experience of the diversity of Western Chinese culture.

## **How to Register for the Optional Study Tour to Sichuan**

Since this course involves several company visits and a trip to Sichuan/Chengdu, which are supported financially by the school, we will limit enrolment to a maximum of 45 for the course and 25 (including the TA & the Professor) for the study tour to Sichuan (4 days) as an option. If you have attended the first lecture and are interested in the Sichuan Case Study, please register and confirm with the TAs.

Please note that this study tour is a self-organised trip. While PHBS is the hosting institution providing basic financial support, the students will be required to cover their own personal expenses.