



PHBS

北京大学汇丰商学院



Course Code: 04716652

**China Studies,
3rd Module, 2019**

Course Information

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Classes:

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

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 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 amongst 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 the social changes and the economic transformation that China has been and is currently undergoing. They will gain a deeper perspective on 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 Feb. 13th, 2019. If you choose to register for this course, please attend the inaugural class from 15:30-17:20 on Feb. 21st, 2019, we do 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

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 and Debate 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, the contrast between the city and countryside, and 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 six selected enterprises and museums 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 companies e.g. Shenzhen Media Group, Shenzhen Chinese Medicine Museum, Shenzhen Qianhai Exhibition Center, Qianhai Financial Holding, Shekou Museum of China's Reform and Opening-up, Shenzhen Stock Market, BLOGIS (first-class logistics platform), Galaxy Holding Group and Shiyi Tea House.

The six company/institutes visits as moving Class are the key elements of this course. They are scheduled on 27th Feb. , 6th /13th /20th /27th March, 11th April, 2019. Company visits (including travel time) are scheduled for roughly four or five hours, so other classes on Mondays or Thursdays are cancelled to compensate for time spent. One 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.

Teamwork/Leadership

A key aspect of this course is to help international students develop leadership skills in a contemporary Chinese context. In order to be better suited to international students, this course emphasizes self-organization management.

Three monitors (Organization/Presentation, Workshop/Debate and Album Design/News Publication), six group leaders (Company Visit/Group Report/Debate/Presentation), one or two teaching assistants (Management/Arrangement/Attendance) will be chosen in order to increase learning interest, stimulate creativity, and improve leadership skills. In the formation of the groups or teams, students from the same university or country cannot be in one group. In other words, students from different countries are to form the groups. This is to enhance diversification of culture and opinions.

The China Studies course not only pays attention to personal work, but also attempts to educate outstanding leaders to understand the culture of Peking University as well as 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 in the near future.

IT IS STRONGLY RECOMENDED THAT STUDENTS APPLY FOR A LEADERSHIP POSITION IN THE FIRST CLASS. This can also be done by oneself or other class members' recommendation.

2.3 Assessment/Grading Details

Group Report and Presentations with PPT

Every group will have a presentation for this course. Students will work together to introduce a range of topics provided for discussion and present on the class' topics. While some group members must work together on preparing the presentations ((5 pages paper, 15 slides PPT, 8 min.), selected members need to present in front of the class. Group work and leadership are important learning objectives of this course, there will be group presentations on 11th April, 2019 that counts for 25% of the final grade.

Quizzes and Q&A

There will be in-class regular quizzes which are multiple choices and are based on lecture content. Reading materials 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 and Q&A together account for 10% of the final grade.

Written Assignment and Presentation

The written assignments test the students' ability to produce scientific writings. The topic of the essay is "What is your opinion about China?". This may be written in first hand observation and research by students. The emphasis of this essay is to both show how your opinion of China has changed due to the content of the China Studies Class and your personal experience of China. Two students from each group will give the presentation. In three pages with PPT (3 pages paper, 8 slides PPT with pictures,4 min.), students are to discuss in economic or management theories according to one of the class' content, ideally by applying one or two of the visits as a case study.

Monitor will write final report as summary about China studies program and present the report (3 pages report, 8 slides with pictures, 4 min.). Group leaders will write newsletter after each visiting company. Other students will be selected randomly to present their individual assignment with PPT in front of class. There will be individual presentations on 11th April, 2019 that accounts for 25% of the final grade.

Sending all assignments to TA before 15:30 on 11th April, handing in individual assignments, group reports and monitor's summary (printing out it with signatures) before the presentation start.

Class Participation and Discipline

Your participation and involvement in the field trips and lectures is of paramount importance. STUDENTS MUST ATTEND ALL FIELDTRIPS AND CLASSES, unless permission is given for absence by doctor with medical diagnosis document. Special attention will be paid during the company visits, formal dress is required.

Please do not use your mobile phone during lecture and do not come to class with slippers according to the school policy and Chinese customs. However, when you are using laptops in class, the contents of your search should be in relation to the subject under discussion.

Participation and discipline in class and visiting companies account for 10% of the final grade.

Debate

There will be a Debate on 18th April, 2019 that counts for 30% of the final grade. The Class TA and monitors will design the structure of the debate.

Debate 1: Is China a Market Economy or Not?

Debate 2: Is China a Developing or Developed Country?

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. Miscellaneous

Final grade

More detailed information about grading policy is given below:

- 1) Grades should be awarded in **letter grades** (eg. A+, A-,...,D+, D, F);
- 2) Percentage of the distribution of each letter grade is limited. **No more than 30% for A- or above. B- or above should be lower than 90%.**
- 3) Cross Reference Table for Scoring on a 4.0 GPA Scale.

Grade	GPA	note
A+	4.0	优秀/ Excellent
A		
A-		
B+	3.3	良好/ Good
B	3.0	
B-	2.7	
C+	2.3	一般/ Average

C	2.0	
C-	1.7	
D+	1.3	及格/ Fair
D	1.0	
F	0	不及格/ Fail

25% Group Report and Presentation with PPT(5 pages paper, 15 slides PPT, 8 min.)

10% Quizzes and Q&A

25% Individual Assignment and Presentation with PPT (3 pages paper/summary, 8 slides PPT, 4 min.)

10% Participation and Discipline

30% Debate

4. Topics, Teaching and Assessment Schedule (2019)

Sunday	Monday	Tue sda	Wednesday	Thursday	Frid ay	Sat urd
17 Feb.	18 Regular Class Class moved to 27 th Feb.	19	20	21 Regular Class 15:30-17:20 Opening Speech by Prof. Gerhard STAHL Introduction By Mr. Nathan FABER, Lindsay NIE and Kina LI Lecture: China's Image and Society---Fundamental Theories Introduced By Prof. Haifeng HUANG Election of Monitors and Group leaders (This can also be done by self or other class members' recommendation)	22	23
24	25 Regular Class 15:30-17:20 Lecture: Chinese Business Etiquette and Culture By Mr. Lin XU and Prof. Haifeng HUANG	26	27 Moving Class 13:15-19:00 A-Project Company visit By Prof. H.HUANG Guest Lecturer: Ms. Haiyan ZHANG Evening Gathering Business Etiquette in Practice Organizer: Group Leader	28 Regular Class 15:30-17:20 Topic: Study of Chinese History and Tradition from the View of Cross Cultural Management Guest Lecturer By Ms. Grace WANG and Mr. Kurt GAO	1	2
3 Mar.	4 Regular Class Class moved to 27 th . Feb	5	6 Moving Class 13:15-17:20 B-Project Company visit By Prof. Haifeng.HUANG Organizer: Group Leader	7 Regular Class 15:30-17:20 China's Economic Transition: History, Present and Future. By Prof. Haifeng HUANG and Dr. Haihui LIN Guest Lecturer: Mr. Simon Lacey Vice-President of Huawei Technologies Shenzhen China	8	9
10	11 Regular Class Class moved to 6 th March	12	13 Moving Class 13:15-17:20 C-Project Company visit By Prof. Haifeng HUANG Guest Lecturer: Ms. Jessica ZHANG Organizer: Group Leader	14 Workshop 15:30-17:20 Topic: Doing Business Globally Series: How to Do Business in China. Keynote Speaker: By Ms. Cathy PENG and Prof. Haifeng HUANG Workshop: The Impact of CSR on Business Cooperation By Prof. Haifeng HUANG and Ms. Cathy PENG and others Organizer: Monitor	15	16
17	18 Class moved to 6 th .March	19	20 Moving Class 13:15-17:20 D-Project Company visit By Prof. H.HUANG Guest Lecturer: Dr. Shiyun WANG Organizer: Group Leader	21 Regular Class Class moved to 13 th March	22	23
24	25 Class moved to 13 th March	26	27 Moving Class 13:15-17:20 E-Project: Company visit By Prof. H. HUANG Guest Lecturer: Ms. Ms. Iris CAI and Mr. Igor DIADYK	28 Moving Class Class moved to 20 th March	29	30 2

31	1	2	3	4 Colloquium	5	6
Apr.	Class moved to 20 th March			15:30-17:20 1) Doing Group Research Project 2) Preparing Group Debate 3) Preparing Individual Assignments (3 pages with PPT 8 slides). Topic: What is your opinion about China? Organizer: Group Leaders		
7	8 Regular Class Class moved to 27 th March	9	10	11 Moving Class 15:30-18:00 F-Project Company visit Lecture: The Impact of Green Culture on the Education of Ecological Civilization By Prof. H. HUANG Guest Lecturer: Subject: Chinese Tea Culture and Chinese Medicine Ms. WANG, Dr. Yuling MA and others Organizer: Group Leader	12	13
14	15 Regular Class Presentation 15:30-17:20 1) Presentation by Group A/B/C/D/E/ F (5 pages paper, 15 slides PPT, 8 min.) 2) Presentation by Monitors (3 pages summary, 8 slides PPT, 4 min.) 3) Individual Presentation (3 pages paper, 8 slides PPT, 4 min.,) Organizer: Monitor and Prof. Haifeng HUANG	16		18 Regular Class Debate/Summary 15:30-17:00 Debate 1: Is China a Market Economy or Not? (40 min.) Debate 2: Is China a Developing or Developed Country? (40 min.) Organizer: Monitor Summary 17:00-17:20 Green Development and Perspective in China By Prof. Haifeng HUANG	19	20
21	22	23	24	25		