



**University of International Business and Economics
International Summer School**

ENG 263 Chinese Business Language and Culture

Term: January 4 - January 29, 2021

Instructor: Naixiang Feng

Home Institution: University of International Business and Economics

Email: fengnaixiang@uibe.edu.cn

Class Hours: Monday through Friday, 120 mins per teaching day (2,400 minutes in total)

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Course Description:

This course aims to offer students with basic knowledge and skills of culture concerns about doing business in China. The course introduces basic philosophies of traditional Chinese culture and their influence on modern Chinese business such as marketing and human resource management including popular topics like CSR and IPR. Chinese calligraphy and paintings as well as Chinese architecture are introduced. Globalization and consumer behavior are also discussed.

Course Goals:

By completion of this course, students are supposed to learn the formation of Chinese business culture under the influence of traditional Chinese culture, and the basic business etiquettes of conducting business in China. Two distinctive features in Chinese business culture - "Guanxi" and "Face" are elaborated in this course. Students should know the different aspects of Chinese business cultures in depth.

Required Textbook:

Materials supplied by the Instructor.

Reference textbook:

Sue C. Camp Marilyn L. Satterwhite (2020) *College English and Business Communication*, 11e, McGraw-Hill Irwin. ISBN:1260141144

Grading Policy:

A. Class participations:	20%
B. Tests:	30%
C. Final presentations:	50%
Total:	100

About course evaluation:

- A) Excellent classroom discussion the topics covered in the course, supported by adequate preparation, is an important component of the class participation grade. Class participation accounts for 20% for final grades.
- B) The three tests are inclusive of textbook material, supplementary readings. Every test is 10%.
- C) Tests 1-3 are multiple choices + short answers in format; each test covers 4 chapters, 2 hours in length (each). Students are responsible for material covered in the lectures as well as the text. All tests will be closed book – no books, intelligent cell phones, notes, calculators, electronic dictionaries, or aids of any type will be allowed.
- D) Final presentations constitute 50% of the final grades.
A group can be formed with 4-6 students. If you want to form groups with someone you know, prospective group lists should be given to me prior to the second week of class.

The project will involve a presentation on a topic relating to a course concept addressed in class, found in the text, or other topic relating to Chinese business culture. A list of potential topics as well as further information about the group project will be given the first day that groups meet.

Each group should notify me of your choice of topics prior to the first exam. In the event that more than one group chooses the same topic, the topic will be assigned on a first-come, first-served basis.

Guidelines for presentations:

1. Do not read verbatim. Use only bulleted note cards. This is more like an informative presentation than a presidential address.
2. Presentations should last an average of 5 minutes per presenter or 20 minutes for a four-person group. Practice at least once before class to find out how the time plays out.
3. Dress professionally and show pride of workmanship.
4. Final projects constitute 50% of the final grades, grade will be given on the group basis, but may vary in accordance with performance of each speaker. This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. If you will use PowerPoint - show up early to set up the computer equipment and volunteer, if possible, for the first presentation on that day. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentation interesting.

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics (UIBE) expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at UIBE.

Attendance Policy:

Summer school is very intense and students need to attend every class to be successful. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Tentative schedule:

Date	Chapter	Topic	Assignment/ Notes
Day 1	Chapter 1	Introduction to Chinese Business Culture	Team Work: Chinese Business Culture in your mind.
Day 2	Chapter 2	Doing Business in China: Pros and Cons	Group Discussion: Pros and Cons on doing business in China
Day 3	Chapter 3	Chinese Culture Exploration	Group Discuss: Traditional Chinese Culture
Day 4	Chapter 4	Chinese Calligraphy and Paintings	Case Study: Carrefour in China Prepare for Test I
Day 5		Test I	

Day 6	Chapter 5	Chinese Architecture with Western Architecture	Case Study: L'oreal in China
Day 7	Chapter 6	Marketing in China	Case Study: Differences throughout China's provinces
Day 8	Chapter 7	Chinese Consumer Behavior	Case Study: Successful story of IKEA in China
Day 9	Chapter 8	HRM in China	Teamwork Prepare for Test II
Day 10		Test II	
Day 11	Chapter 9	Managing the Chinese	
Day 12	Chapter 10	Globalization and China	Globalization and Chinese Business Culture
Day 13	Chapter 11	Translation: lost in Cultural differences	Case Study: Darlie toothpaste
Day 14	Chapter 12	China Common Cultures Different Styles	Teamwork Prepare for Test III
Day 15		Test III	
Day 16	Chapter 13	Corporate Social Responsibility in China	Group discussion
Day 17	Chapter 14	Intellectual Property Right in China	Group discussion
Day 18		Case discussion	Guided Revision
Day 19&20	Final Presentations		