

MKT3652: CHINESE BUSINESS CULTURE AND MANAGEMENT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Chinese Business Culture and Management

Subject Code

MKT - Marketing

Course Number

3652

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with fundamental knowledge of Chinese business culture and cross-cultural management. The emergence of heightened market competition, technology transformation and the fast economic growth in China suggests an increasing relevance in understanding how Chinese business is conducted there. The course is designed to develop students' communication and problem-solving skills in the Chinese business culture management.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Share the insights on the contemporary cultural nuances and subtleties firms need to keep in mind when doing business in China.		x		
2	Identify the influences of Chinese business culture and practices in the Chinese business environment.			x	
3	Illuminate the normative cultural values of Chinese people and use the theory of cultural and cross-cultural management to generate new understanding of China business practices.				x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	The course will draw from cultural psychology and contemporary management theory. The intention is to illuminate these normative values underpinning practice by using a cross-cultural management and comparative technique that provides an external point of reference. Theories and concepts of traditional and contemporary Chinese business culture and their impact on the business management practices will be covered.	1, 2	
2	Group Report	Students form into small groups, making case studies and presentations, group reports and participate in other group projects as provided by the teaching staff during classes.	1, 2	
3	Structural Individual Works	To stimulate students' interests in the learnt theories and concepts, teaching staff will provide relevant topics for class discussion, individual reports or verbal presentation.	2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Performance in In-class Activities	1, 3	30	
2	Group Project	1, 2	30	
3	Essays	1, 2	20	

Continuous Assessment (%)

80

Examination (%)

20

Examination Duration (Hours)

2

Additional Information for ATs

Regulation of the course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

Assessment Rubrics (AR)

Assessment Task

Performance in In-class Activities

Criterion

ABILITY to offer valuable and quality ideas.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project

Criterion

ABILITY to think with a high degree of creativity.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Essays

Criterion

ABILITY to explain the methodology and procedure.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Written Examination

Criterion

ABILITY to synthesize and analyse.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Culture, Chinese Culture, Cultural Value Dimensions, Culture of a Society, Subculture, Norms, Kinship, Sex Inequity and Guanxi.

Cross-cultural Communication, Negotiation, and Communicating and Negotiating Effectively with Chinese Businessmen.
Chinese Business Protocols, Tricks of the Business Trade, Changes in Chinese Culture after the Reform.

Reading List

Compulsory Readings

Title	
1	Zhou, L. (2006), "China Business: Environment, Momentum, Strategies, Prospects", Prentice Hall, Singapore.
2	"Chinese Culture, Organizational Behavior and International Business Management", Edited by: Ilan Alon, foreword by Oded Shenkar. (CityU Library: online access from EBSCOhost)
3	Chee, H. & West C. (2004), "Myths About Doing Business in China", Macmillan, UK.

Additional Readings

Title	
1	Susanne Niemeier, Charles P. Campbell & Rene Dirven, "The Cultural Context in Business Communication".
2	Aimin Yan & Yadong Luo, "International Joint Ventures: Theory and Practice".
3	Philip Kotler, Kevin Lane Keller & Taihong Lu, "Marketing Management in China".
4	Xiaowen Tian, "Managing International Business in China".