

# China Studies

## Peking University HSBC Business School

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**Class Hours:** Mondays and Thursdays

3:30pm-5:20pm

**Classroom:**

**Office Hours:** 16:00pm-17:00pm, Wed. by appointment.

**Teaching Assistant:** Ms.CUI (Year 1 Finance) and Evan Goodwin

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### 1. Course Overview

As future leaders in the academic and business fields, graduate students should take a step further and learn more about the social changes China is currently undergoing. This course aims to strongly impact and enhance international students' understanding of the development of China, to teach students how to promote future cooperation and exchanges between China and their home country as well as the rest of the world, and ultimately to cultivate cross-cultural skills with a good understanding of China. This course will inspire students to understand China as a country as well as to understand China's economic interest and social development. This course will introduce China from the viewpoint of world famous scholar as well as some professional Chinese scholars involved in teaching specific studies. These experts will enable students to better understand the basic concepts related to China in various fields, the theoretical study of contemporary Chinese studies, and analyze China's development experience and lessons learned.

This course is intended for students who are considering developing their career in China and want to learn more about the business environment in China.

Upon completion of this course, students will be able to:

- a. Understand the importance of China Studies, have a basic grasp of Chinese scientific research methods, improve the research abilities of the student, and lay a foundation for a future of development in the Chinese market
- b. Better understand China's road to development, and to grasp the difference between foreign perspectives and China's research perspective, strengthen cross-cultural communication skills, and make it easier for students to work in China or work in an agency to cooperate with China in the future

- c. Master the basic methods of Chinese studies, fundamental theory, distinguish the characteristics of different points of view and express personal opinions

**Objectives:**

The aim of the course is to teach analytical skills and help students to apply what they have learned in class on actual case analysis designed to train students to form effective and acute thinking patterns, expand their international perspective, as well as cross-cultural communication capacity.

**Prerequisites:**

Students are required to have completed the prerequisite courses, as specified by HSBC Business School. It is a good idea to study the courses of China's Economic Theory and other related courses.

Students have two options:

Option A: Please note that 1<sup>st</sup> year and 2<sup>nd</sup> year students should modify and confirm registration in CHINA STUDIES between Feb 27<sup>th</sup>-Mar 6<sup>th</sup> (Fri.-Fri.). If you register for this course, please attend the first class at 15:30-17:30 on Mar 2<sup>nd</sup> **on time**. I encourage international students to participate in this lecture.

Option B: Since this course involves several company visits and a journey to Sichuan, and receives a large subsidy from the school, we will limit course enrollment to a maximum of 28 students from our business school and will make the Case Study portion to Sichuan as optional. If you have attended the first class and are interested in the Case Study, please register and confirm with the TA and assistant (Miss Cui and Mr. Goodwin, Email: sddyczb@sz.pku.edu.cn and ewgoodwin@hotmail.com) before March 6th. Each student will be required to pay ¥1800 in order to cover the cost of the trip. The school will cover the remaining costs (roughly 2/3 of expenses are covered by the school).

## **2. Course Work and Grading**

Full attendance is required. Everyone is expected to be fully prepared with the presentations and actively participate in the class discussions. The assignments will help students to make incremental progress toward the course goal of learning more about the Chinese environment. Specifically, the grading of this course can be broken down as follows:

Class attendance and performance	20%
Class Discussion	10%
Group Presentation	30%
Final Exam (Individual Thesis and PPT)	40%

Individual Thesis and PPT: Students will decide on their topic based on the theme of the group. The report should be 5 pages long, there must be presence of supporting evidence, data and statistics. The report template should be Times News Roman, 12 font, double spacing. Students should use at least 10 references like academic journals, books or academic websites. The minimum number of slides would be 15 slides.

Group Presentation: According to the number of students, they will be divided into 4 groups: China's Society and Cultural, China's Economic Policy, China's Finance and Management, China's Environment Policy. In each group, 1 group member will be chosen to give a presentation on the group's theme. Other members will participate by answering questions from other students. Each group will be given 25 minutes. (20 minutes for presentation and 5 minutes to answer questions.) Power Point should be sent by email before the presentation. The tentative final presentation date would be on the 30 April 2015, timing and venue will be confirmed later.

### **3. Course Materials**

Recommended Textbooks and Readings:

Towards a Green Economy (Pathways to Sustainable Development and Poverty Eradication), 2011, United Nations Environment Programme, etc.

The Green Economy and its Implementation in China, 2011, Enrich Professional Publishing, edited by *ManhongMannie Liu, David Ness and Huang Haifeng*, etc.

China in the World Economy, The Domestic Policy Challenges, OECD Publications, 2002, Angang Hu, Guangyu Hu

Competing for Global Innovation, Leadership: Innovation Systems and Policies in the USA, Europe and Asia, 2010, Rainer Frietsch and Margot Schuller (Eds)

Consumptionomics (Asia's Role in reshaping Capitalism and Saving the Planet), 2011, Chandran Nair

China's Economic Transformation, 2002, Gregory C. Chow,

The Next Convergence (The Future of Economic Growth in a Multispeed World), 2011, Michael Spence

Additional Readings will be provided as the class progresses

### **4. Tentative Class Schedule or Topics Covered**

1<sup>st</sup> Segment: Theoretical Introduction

Date	Contents	Speaker	Presentation Topics
02/03 (Mon.)	<b>China Studies Introduction</b>	Professor Haifeng HUANG	China's Picture
05/03 (Thur.)	<b>China's Economic Development</b>	By Professor Haifeng HUANG	China's Economic Policy
09/03 (Mon.)	<b>Overview of China's Financial Industry and Future</b>	Peter TAO	Overview of China's Financial

	<b>Development</b>	Section Chief of Business Promotion Qianhai Authority  Conductor: Prof. Haifeng HUANG	Industry and Future Development
12/03 (Thur.)	<b>Visiting Huawei Company</b>	By Professor Haifeng HUANG	Overview of China's Management and Company
16/03 (Mon.)	<b>Investment in China</b>	Vermilion Partners Conductor: Prof. Haifeng HUANG	Chinese Investment Environment Analysis
19/03 (Thur.)	<b>Discussion</b>	Conductor: Prof. Haifeng HUANG	Group 1-2
23/03 (Mon.)	<b>Job Searching in China</b>	Headhunter Company Conductor: Professor Haifeng HUANG	Overview of China's Job Market
26/03 (Thur.)	<b>Visit Tencent Company (Option 1) Shenzhen Wuzhoulong Motors Group (Option 2)</b>	By Professor Haifeng HUANG	Overview of China's Management and Company
30/03 (Mon.)	<b>Discussion</b>	Conductor: Professor Haifeng HUANG	Group 3-4
02/04 (Thur.)	<b>Introduction of Chinese Culture and Case Study</b>	Conductor: Professor Haifeng HUANG	
03-06/04 (Option)	<b>Case Study in Sichuan</b>	Conductor: Professor Haifeng HUANG	
09/04 (Thur.)	<b>Job Searching in China</b>	Peter CHANG Head of Head of Human Resources HSBC Bank (China) Company Limited / Professor Haifeng HUANG	Working in China
13/04 (Mon.)	<b>Sustainable Economy in China</b>	By Professor Haifeng HUANG	China's Environment Policy
16/04 (Thur.)	<b>Visit Qianhai Authority</b>	By Professor Haifeng HUANG	Practical Activity
20/04 (Mon.)	<b>Chinese Economy Development</b>	Professor Wen HAI	Chinese Economy
23/04 (Thur.)	<b>Summary</b>	By Professor Haifeng HUANG	

27/04 (Mon.)	<b>Group Final Presentation</b>	By Professor Haifeng HUANG	
30/04 (Thur.)	<b>Group Final Presentation</b>	By Professor Haifeng HUANG	

2<sup>nd</sup> Segment: Practical Learning

## II Field Study (March-April, 12hours)

Teaches students how to build a Career in China (Head Hunters working in China) and Working Environment in a Chinese Company (Human Resources Manager). Students will visit businesses in order to enhance knowledge gained from case studies and learn from Chinese business people. **In order for students to experience the knowledge they have learned in the classroom in real business settings, they will have the opportunity to visit the following (According to the students' preferences and availability, we will visit a few of the companies):**

### 1) Tencent Company

Tencent Holdings Limited is a Chinese investment holding company whose subsidiaries provide mass media, entertainment, Internet and mobile phone value-added services, and operate online advertising services in China. Its headquarters are in Nanshan District, Shenzhen. Tencent's many services include social network, web portals, e-commerce, and multiplayer online games. Its offerings include the well-known (in China) instant messenger Tencent QQ and one of the largest web portals in China, QQ.com. The mobile chat service WeChat has helped bolster Tencent's continued expansion into smartphone services. It is the fifth-largest Internet company in the world after Google, Amazon, Alibaba, and Ebay as of October 2014.

### 2) Qianhai Authority

Qianhai Authority is to promote the overall development of modern service industry cooperation zone in Shenzhen and Hong Kong, according to the strategic requirements of the municipal government to speed up the Qianhai's development.

### 3) Huawei Company

Huawei is a Chinese multinational networking and telecommunications equipment and services company headquartered in Shenzhen, Guangdong, China.[3] It is the largest China-based networking and telecommunications equipment supplier and the second-largest supplier of mobile telecommunications infrastructure equipment in the world (after Ericsson). Huawei was founded in 1987 by Ren Zhengfei and is a private company owned by its employees. Its core activities are building telecommunications networks; providing operational and consulting services and equipment to enterprises; and manufacturing communications devices for the consumer market.

### 4) Shenzhen Wuzhoulong Motors Group

Shenzhen Wuzhoulong Motors Group is a high-tech enterprise specializing in manufacturing and exporting different series bus and coach, especially environment-

friendly buses. With its headquarter in Shenzhen, Wuzhoulong has 3 branches, respectively in Chongqing, Shenyang and Guangdong Jieyang, totally covering 1.1 million square meters, owning 10,000 employees and enjoying an annual production capacity of 30,000 units. Characterized with Wuzhoulong new energy buses as its main products, Wuzhoulong has developed more than 150 varieties of products covering all bus fields, such as hybrid buses, pure electric bus, new energy bus, diesel bus and coach. Its sales not only covers 20 more provinces and cities in China, including Hong Kong, Macau, but also overseas districts and market, such as America, Latin America, Middle-east, and African countries, totally over 40 countries.

### **III Field Trip to Pingshan County, Sichuan Province**

In order to provide a wider perspective and a better appreciation of China, this course will have a compulsory Field Trip in Pingshan County in Sichuan Province.

Mainland China offers a vibrant and ever-growing economy. PHBS has close cooperation with institutes, companies and local governments in China currently from Beijing in the North to Sichuan in the South. We choose Sichuan Province for this destination because it is a really important area of China. Sichuan Province is away from the coast, located in the hinterland of the Asian continent, surrounded by mountains. In the long agrarian period of China, the Chengdu Plain in Sichuan Province is known as the "Land of Abundance". In today's society with industrialization and knowledgeable technology, Sichuan Province also has strategic significance, not only for the military and the economy, but also human resources and finance.

The following short description of Pingshan County might be helpful for the trip.

**Chengdu city with Pingshan County:**

Highly relevant to the hot topic of urbanization and sustainable environmental issues in China, Pingshan County would be an ideal choice that allows students to see in real life how these issues affect the majority of the Chinese population. It is expected that by 2030, the urban share of China's population will reach nearly 60%.

Located in southwestern China and with Chengdu as the capital, Pingshan County is known for its long history and beautiful natural areas where different ethnicities and religions live side by side in harmony. Visiting Pingshan & Tongjiang counties outside Chengdu will give students a unique perspective into the daily lives in one of China's poorest yet most diverse regions. For students wanting to experience the rural roots in China, and better understand the issues affecting the general population, Pingshan would be a good start.

With a hydropower station and primitive mountain forest functioning together, it would be interesting to see how China copes with creating sustainable energy resources and at the same time preserving its ancient rainforests. Another reason to visit this exciting region is to observe the way of life of the local people.

Pingshan or Tongjiang county are fine examples of places where the traditional cultural practices of China are still powerful. Pingshan County, known as the green

county in the Sichuan Province, is becoming more and more important as a local gateway to Chengdu city. Unlike other areas in the region, it is surrounded by the pure nature of the developing countryside with its vast wildlife and beautiful landscapes. We also plan to organize a visit to a local school and give students the opportunity to interact with local farmers and residents.