



北京大學  
汇丰商学院

Peking University HSBC Business School

## Course Code China Studies

### 3<sup>rd</sup> Module, Spring semester, 2015-2016

#### Course Information

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**Classes:**

Lectures: Tue & Fri 3:30-5:20

Venue: PHBS Building, Room 319

## 1. Course Description

### 1.1 Context

#### Course overview:

China Studies was designed to meet international students' needs and interests. Through an immersive teaching method of interaction, participation, experience and deep involvement, the course focuses on four different realms: economic policy, finance & management, environmental policy, and culture & society. The course not only enhances a mutual understanding for social development among people from different countries/regions, but also facilitates the exchange of the essence of culture and academics.

As future leaders in science and economy, our students should gain an understanding of the social changes and the economic transformation China has been and is currently undergoing. They should gain a deeper understanding of the development of China and learn how to promote international exchange and promotion between China, their home country, and the world in the future and ultimately develop a cross-cultural competence, a firm grasp of cross-cultural management and a broader knowledge of China.

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.

#### Prerequisites:

Please note that in order to attend this course, which is available to 1st and 2nd year students, you need to register in the campus management system between 02.16 and 02.26 (Tue.-Fri.) If you choose to register for this course, please attend the class at 15:30-17:30 on Feb 23rd on time. I strongly encourage international students to participate in this lecture in order to get a clear understanding of the course offering.

Because of the limited seats on our bus for the company visits, only 45 students can take this course. Only 28 can attend the visit to Sichuan.

## 1.2 Textbooks and Reading Materials

### Textbook

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.  
 Zhang, L. (2008). Socialism is great!. A Worker's Memoir of the New China.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
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 for 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 an 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
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**2.2 Course specific objectives**

**Knowledge**

This course offers a general introduction to China for international students. Students are 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 city and countryside, and about China's (hopefully) green future.

**Theory Study**

We will invite several experts from renowned institutions to systematically introduce China's current situation, to guide students to adjust to a Chinese working environment, and help them develop a better sense of Chinese business.

**Field Studies**

Students will partake in a field study at four 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 relationship network building, which is beneficial for a student's career development in China.

**Case Study**

The case studies focus on Pingshan County, Chengdu city, Dujiang Dam, Chinese Taoism Centre Qingcheng Mountain, and Panda Bear Park in Sichuan Province. We will take a plane to Yibin airport and go to the nearby countryside to learn about the rural economy and the challenges of living in a remote mountainous area. Projected activities include a visit to a local school, a sustainable tea plantation, a modern dam and the historic Dujiang Dam irrigation system. For further information on how to register, see attachment 2.

**Teamwork/Leadership**

In order to be better suited to international students, this course emphasizes self-organization management. Two or three monitors, four or eight group leaders, one teaching assistant and four Chinese coordinators 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 Presentations**

At least eight group presentations are scheduled for this course. Students will work together to either introduce the topics provided for discussion (workshop) or they are based on the class's topics. While all students must work together on preparing the presentations, not all members have to present in front of the class. Group work and leadership are important

learning objectives of this course, so this presentation counts for 20% of your final grade and peer evaluation might be conducted 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 as class participation. All quizzes together account for 25% of the final grade, and failure to attend one quiz is counted as 0% for this 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' s contents, ideally by applying one or two of the visits as a case study. The deadline is the 19th of April, one week after the colloquium designed for students who need help finding materials. It accounts for 20% of the final grade.

## **Class participation**

Participation in discussions accounts for 15% of the final grade. Special attention will be paid during the company visits.

## **Final exam**

There is a short final exam on the 26th of April to count for 20% 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 work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconduct, which includes 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 obtain dishonestly 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 an academic misconduct check. The misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicating a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where a violation is confirmed, penalties will be implemented. The penalties for academic misconduct may include: deduction of honor points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to PHBS Student Handbook.

## ***3. Topics, Teaching and Assessment Schedule***

See attachment 1, schedule.

## **4. Miscellaneous**

### **Final grade**

Presentation 20%, Quizzes 25%, Written Assignments 20%, Final Exam 20%, Class Participation 15%.

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

The four company visits are the key element of this course. They are scheduled on Wednesdays: 02 March, 16 March, 30 March and 20 April. The company visits (not including travel time), are scheduled for roughly four hours, so two other classes on Tuesdays 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 given. During our visits to the four companies / institutes in Shenzhen, we will be representing Peking University. To uphold the high image of Peking University in China, everybody will be required to wear business attire and special attention will be paid to your behavior. Furthermore, to document the visits in the companies and Peking University's various media channels, group pictures will be taken.

### **Visit to Sichuan (01 to 04 April)**

Staying only in Shenzhen, or only visiting other famous cities like Beijing, Shanghai, Guangzhou or Xi'an, one can hardly say that he/she knows China. The visit to Sichuan is a special feature of this course. Depending on the financial support that PHBS can offer, students are to bear about 2,500 RMB of the cost, and only 28 students may participate in the trip. The plane to Yibin airport will leave Thursday evening on 31 March. Since 04 April is a public holiday, students will not miss any classes on both Monday (04 April) and Thursday (31 March). They will be excused from class on 01 April (Friday). For further information on how to register, see attachment 2.

## 5. Attachment 1: Schedule

Date	Topic	Readings	Notes	Presentations & Deadlines
2.23	Opening Ceremony: Introduction of China's Traditional Culture and Custom (15:30-17:20) By Prof. Haifeng HUANG	n.a.		
2.26	China Picture and Society (15:30-17:20) By Prof. Haifeng HUANG	Textbook chapter 19	Quiz 1	
3.1	-	n.a.	moved to 03.02	
3.2	China's Innovation with Case Study (13:00-18:30) Visiting Huada Institute By Prof. Haifeng HUANG and Dr. Gengyun ZHANG (vice president of Huada Institute)	Huada material	Quiz 2 (Huada)	
3.4	Green Development and CSR in China (15:30-17:20) by Prof. Shu GENG, Prof. Haifeng HUANG and Mr. Alan AICKEN (Vice President in Huawei)	Textbook chapter 20	Quiz 3	
3.8	Chinese Economic Transition and Green Development (15:30-17:20) By Prof. Haifeng HUANG	Textbook chapter 21	Quiz 4	2x Presentations
3.11	The Development Road with New Policies in China (15:30-17:20) By Prof. Haifeng HUANG and Mr. Zhuhui WANG (SIA Consulting Company)	Textbook chapter 22	Quiz 5	
3.15	-	n.a.	moved to 03.02	
3.16	China's Financial Policy with Case Study by Prof. Haifeng HUANG, Dr. Peter TAO, Prof. Gerhard Stahl and Local Bankers (13:00-18:30) Visiting to Shenzhen New Financial Center in Qianhai	Qianhai material	Quiz 6 (Qianhai)	Accompanied by Prof. Gerhard Stahl
3.18	-	n.a.	moved to 03.16	
3.22	Debate: is China a developing or developed	Textbook chapter 23	Quiz 7	4x Group Presentations

	country? (15:30-17:20) (Students Workshop)			
3.25	-	n.a.	moved to 03.16	
3.29	Job Searching in China: how can you find Job in China? (15:30-17:20) By Mr.Peter CHANG (Head of HR in HSBC Bank)	Textbook chapter 24	Quiz 8	
3.30	Study of Chinese Local Company with Case Study (13:00-18:30) Visiting Shenzhen Wuzhoulong Motors Company	Wuzhoulong material	Quiz 9 (Wuzhoulong)	
4.1	-	n.a.	moved to 03.30	Students visiting Sichuan exempted from other classes
4.1- 4.4	Visit to Sichuan (Yinbin county, Chengdu city, Dujiang Dam, QingCheng Mountain's Taoism and Panda Bear Park) By Prof. Haifeng HUANG and Prof. Jiao SHI (not mandatory)	n.a.		Departure on evening of 3.31
4.05	-	n.a.	moved to 03.30	
4.08	Writing Colloquium By TA (15:30-17:20)	n.a.		
4.12	-	n.a.	moved to 04.20	
4.15	-	n.a.	moved to 04.20	
4.19	China's Economic Growth and Perspectives (15:30-17:20) By Prof. Haifeng HUANG	tba.	Quiz 11	2x Presentations Hand in assignment
4.20	Chinese Business Development and CSR with case study Visiting Huawei Company (13:00-18:30) By Prof. Haifeng HUANG	Huawei material	Quiz 10 (Huawei)	
4.22	Summary By Prof. Haifeng HUANG	n.a.		
4.26	Final Exam By Prof. Haifeng HUANG, Prof. Jiao SHI or other Professors			

## **6. Attachment 2: Case Study - Sichuan**

### **How to register for the Case Study trip to Sichuan**

Since this course involves several company visits and a journey to Sichuan, which are supported financially by the school, we will limit enrollment to a maximum of 45 for the course and 28 for the Case Study trip 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 TA (Miss Huang, Email: janehuang@sz.pku.edu.cn). Each student will be required to pay ¥2500 in order to cover the cost of the trip. The school will cover the remaining costs for the trip (roughly 2/3 of total expenses are covered by PHBS).

The deadlines are as followed:

1. If you wish to attend, please send a registration Email and your answers to the questionnaire to our TA (janehuang@sz.pku.edu.cn) before Feb 23<sup>rd</sup> 24:00 (Beijing Time)
2. If you can attend, we will send you a confirmation Email. Please confirm with Ms. Huang, Feb 26th 13:00 (Beijing Time)
3. You will prepare one photo (standard version) on 26. March;
4. You will prepare two photocopy of passport and 2500RMB on 2. March when you will visit Sichuan.

How you fill out the questionnaire will be one of the most important factors for us to choose the participants for the trip. We will select the most qualified members based on your answers.