



江西財經大學

JIANGXI UNIVERSITY OF FINANCE & ECONOMICS

## Course title

Chinese Commercial Culture

Course Code: FS204

Credits: 2

Total Teaching hours: 32

Prerequisite: Basic Chinese language course

## Lecturer Information

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Business Background: Co-founder of a company and former sales manager for six years in the enterprise.

## Course Description

The course is taught in English. It is designed to introduce the Chinese commercial culture to those students who are interested in China and its commercial practices. It provides a chance for students to learn about the Chinese business environment and become acquainted with the appropriate behavior in doing business with Chinese counterparts.

The course is composed of around 40 topics in 9 chapters focusing on 1) understanding Chinese people's mentality and way of thinking; 2) learning Chinese history and culture; 3) the appropriate behavior in Chinese business environments.

During the course, a visit to a company will be organized to allow students to experience the real Chinese business world.

## Learning Outcomes

By the end of the course students shall:

- Understand characteristics of the Chinese people, such as cohesion, tolerance, diversification, seeking harmony, and the Golden mean.
- Be familiar with Chinese commercial characters, customs, and rituals.
- Understand how to market and promote a business and its products.
- Be able to negotiate with their Chinese counterparts more efficiently.
- Respect Chinese culture and the business rules and policies in China.

- Be familiar with the Chinese Festivals and their celebrations.
- Know about Chinese job, investment, marketing, and business opportunities.

## **Teaching Methodology**

The course is based on face-to-face teaching and activities in the classroom. Sit-visit is a way to help students learn through practical experiences in the real world. Group discussion will also be adopted both in and out of class. Students are motivated to take part in role-plays and put forward their opinions and observations. In class they are encouraged to contribute to discussions of course related topics. Group presentations will be organized at the end of the course for students to show what they gained from the course.

In addition, there will be a negotiation exercise simulating a business situation. Students will participate in the simulation in order to learn cross-culture communication skills and try to practice the procedures of business negotiation.

## **Assessment**

Coursework	20%
Attendance	10%
Presentation	20%
Final Exam	50%

(100% assessment system is to be adopted and students must obtain 60% or more as an aggregate mark on the assessment to achieve a pass grade in this course)

## **Final Written Examination**

Final written examination is designed to assess learning over the whole term. The final examination will cover all the points listed in the learning outcomes for the course. The final examination will test the mastery of basic knowledge in commercial processes, ranging from arranging meetings to addressing people. Questions cover not only the knowledge points but also explanation of how and why. The total test duration will be two hours.

## **Assignments**

Homework is organized to help the students become familiar with the commercial process, in particular, rituals and behaviors. Homework will allow students to review what they have learned in the class. Normally they are required to submit hard copies of the assignments in due time.

## **Presentation**

Students are required to present their observations and reflections on what they have learned. They could be then checked to know how much they learned from the course.

## **Team Work**

Students are encouraged to do their assignments together. Team members are required to work together to write a report on how to deal with cultural differences. Each of the group members will be granted equal marks on the report.

## **Curriculum**

### **Chapter I The characteristics of the Chinese people**

Cohesion

Tolerance

Diversification

Manifestations of the characteristics

Modesty of the Chinese people

Stressing harmony and the Golden mean

Collectivism

Attitudes to take

### **Chapter II Business Meetings**

Chinese Time

Appellation

Introduction

Visiting Card

Hand-shaking

Clothing

Exchange of Conventional Greetings

### **Chapter III Establishing of Business Relations**

Entertainment

Wine-drinking

Chopsticks

Smoking

Presentation of Gifts

### **IV Cross-cultural Communication**

Letters

Phone Calls

Body Language

### **V Interpersonal Relationship**

Personal Relations

Face

Relationship of the Superiors and Subordinates

Relations with your Colleagues

Relations with your Customers

Relations with the Government

### **VI Negotiation**

Candidates

Price

Contract

### **VII Management**

The Rights of the Positions of the Departments

Management of the Staff Members

Encouragement

Salary, Qualifications and Age

Overtime Work

### **VIII Taboos and Fondness**

Colours

Numbers

Animals

### **IX Festival Celebration**

The Attitude of Chinese People towards Festivals

Important Festivals

## **Schedule for Teaching Activities**

	Activities	Topics	Remarks
Week 1	Lecture	The characteristics of the Chinese people	Library for references
Week 2	Lecture		
Week 3	Lecture	Business Meeting	Submitting the group's member name lists.
Week 4	Lecture		
Week 5	Lecture	Establishing Business Relations	
Week 6	Lecture		
Week 7	Lecture	Cross-cultural Communication	
Week 8	Lecture		Presentations
Week 9	Lecture	Interpersonal Relationship	
Week 10	Lecture		
Week 11	Lecture	Negotiations	
Week 12	Lecture		Simulating Negotiation
Week 13	Lecture	Management	
Week 14	Lecture	Taboos and Fondness	
Week 15	Lecture	Festival Celebrations	
Week 16	Review	Review chapters taught before	Exam Paper to be ready
Week 17	Final exam	(time to be confirmed)	

## **Textbook and References**

- 《Chinese Commercial Culture》edited by Yang Dongsheng, with translation by Gu Wentong,

published by The Press of Beijing University of Chinese Language and Culture.

- <Chinese Foreign Trade Oral > edited by Zhang Jingxian published by the Press of Beijing University of Chinese Language and Culture
- <Doing Business in China> (the third Edition) Written by Tim Ambler, Morgen Witzel and Chao Xi, Published by Routledge, Taylor and Francis Group, London and New York in 2009
- Website: <http://www.epubcn.com>