ASN3143: Corporate Culture of China - Section RV 7

A Global Learning Discipline Course – This is a Discipline-specific Global Learning course that counts towards your FIU Global Learning graduation requirement

Instructor Information

Professor Claudia Lau

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Office Hours: by Appointment

Course Time Zone | Eastern Standard Time (EST). Course due dates are according to this time zone.

Course Description and Purpose

The world today is characterized by rapid changes, as boundaries are vanishing, and globalization is playing an increasingly important role in our lives. We are witnessing a wide interchange of thoughts, views, concepts and other aspects of culture as all nations and all people are becoming interdependent in this global order. As the world economic forces are being restructured and China has emerged as a major player on the business world, we all will need to learn and adapt in a radically transforming world, with Asian markets and competition as a foreseeable reality. This course is designed to provide you with a practical and comprehensive understanding of Chinese culture in the corporate world.

China presents a very peculiar culture in business environment, very different from the Western business system. Many Western entrepreneurs have attempted to enter China’s market, only to fail in a couple of years due to a lack of knowledge on the customs and habits of their Chinese trading partners, especially their business etiquette. This course will discuss the values that are

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1 This is a Global Learning Discipline Specific course that counts towards your Global Learning graduation requirement.
deeply rooted in the Chinese society and that will be key points in a successful business negotiation.

This course is comprised of four modules:

- **Module 1:** Introduction + Corporate Culture in the Global Context
- **Module 2:** A Brief History of China’s Economy and Chinese Etiquette
- **Module 3:** Chinese Corporations in the Global Context
- **Module 4:** Student Presentations

Most of the learning materials will be provided in the course. Readings and videos will be selected from a big variety of topics from a global perspective. Only one book will be requested for students to buy or borrow from the library. Please check on the textbook section.

**Course Objectives**

This course will provide you with an overview of the intercultural elements that affected the current practices of Chinese global corporations.

Course Learning Outcomes:
Upon completion of this course, the student will be able to:

- Analyze the dynamics of cultural differences and explain the importance of adjusting to the new global market.
- Develop intercultural skills to effectively communicate across cultures.
- Demonstrate intercultural understanding of the evolution and development of the Chinese history, politics, and economic changes that deeply marked the current Chinese global corporations.
- Demonstrate a deep understanding of the cultural foundation of China and its influence on social and business behavior.
- Evaluate how globalization today is shifting the economic forces.
- Evaluate and analyze a multi-perspective view of corporate environment in China.

Global Learning Course Outcomes:
Upon completion of this course,

- Students will be able to demonstrate an understanding of globalization and the interrelatedness of cultural awareness in global corporations and Chinese corporate culture’s impact on today’s global market.
- Students will be able to conduct a multi-perspective analysis of the Chinese cultural foundation and current practices of Chinese global corporations.
- Students will engage in a collaborative project to propose intercultural practices that help Chinese corporations better integrate into the global market and help Westerners adapt to Chinese cultural practices.
- Students will manage and overcome logistical challenges when performing online collaborative assignments, to synthesize multiple data sets and types of background material.
Active Learning Strategies

It is fundamental that students engage with the learning material, rather than passively take in information. Students are required to be active learners, therefore learning assignments in this course require students to brainstorm, discuss, annotate, work on a case study, and get engaged throughout the semester in the learning process. As the instructor, my role will be to facilitate learning assignments that will encourage your independent, critical and creative thinking.

Important Information

Policies

Before starting this course, please review the following pages:

- Policies
- Netiquette
- Technical Requirements and Skills
- Accessibility and Accommodation
- Panthers Care & Counseling and Psychological Services (CAPS)
- Academic Misconduct Statement

Course Prerequisites

There are no prerequisites for this course.

Proctored Exam Policy

This course does not require proctored exams or in-person attendance.

Textbook and Course Materials

This course takes advantage of the many learning resources from FIU Library and Open Access books and videos. The only required book will be the following:

Etiquette Guide to China (Required)
Boye Lafayette De Mente
Tuttle Publishing, 2016
ISBN: 978-0804845190

You may purchase your textbook online at the FIU Bookstore.
Expectations of this Course

This is an online course, which means most of the course work will be conducted online. Please keep in mind that online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

As a student in this course, you are expected to:

- Introduce yourself to the class during the first week in the appropriate Discussions forum
- Interact online with the instructors and peers
- Log in to the course at least **3 times per week**
- Respond to messages within **2 business days**
- Participate in a co-curricular activity, such as a personal visit to a specific site that will allow you to extend your learning and make connections and reflections on the interrelatedness of the intercultural issues, trends and systems with a multi-perspective analysis

I, the professor, will:

- Log in to the course **Monday-Friday**
- Respond to messages within **2 business days**
- Respond to General Discussion posts within **2 business days**

Course Communication

Communication in this course will take place via the Canvas Inbox. Check out the Canvas Conversations Tutorial or Canvas Guide to learn how to communicate with your instructor and peers using Announcements, Discussions, and the Inbox.

Discussion Forums

In this course, you will be requested to participate in 5 online discussions with your peers. The purpose of the discussions is for you to reflect and elaborate on the material covered and to encourage exchange of ideas.

In each one, there will be some prompts related to the topics of the week.

First, answer at least two questions/prompts posted in the corresponding discussions forum. Then, read your peers' posts and respond to at least two of those posts.
• Responses to Prompts (2): approx. 50-100 words (5-10 lines) each by Wednesday 11:59 pm, ET
• Responses to Peers' Posts (2): approx. 50-100 words (5-10 lines) each by Sunday 11:59 pm, ET

Each posting should be a minimum of one short paragraph and a maximum of two paragraphs. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate. Keep in mind that participation alone is not enough; a thoughtful and meaningful approach in your posts is required. (Quality counts!).

Remember to:

• Be organized in your thoughts and ideas.
• Incorporate correlations with the assigned readings or topics.
• Stay on topic.
• Provide evidence of critical, college-level thinking and thoughtfulness in your responses or interactions. Avoid summarizing.
• Contribute to the learning community by being creative in your approaches to topics, being relevant in the presented viewpoints, and attempting to motivate the discussion.
• Be aware of grammar and sentence mechanics.
• Use proper etiquette. Remember that being respectful is critical.

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post.

Posts will be graded in terms of Timeliness, Content, Participation, Spelling and Grammar. Please review the Discussion Rubric associated with each discussion forum for more details.

Current Event Journal **

This assignment is meant to keep students up to date with current news events regarding Chinese corporations from a multiperspective viewpoint, in order to fully understand the impact of China in the globalization of the world today.

Students will read and comment on one news article in selected weeks that relates to business and social problems in China that affects our global community. In order to view the news from different perspectives, it is highly recommended for students to access articles from different media sources.

By the end of the semester a total of five current news reports must be submitted. Citations are mandatory and your personal reflection/ comment of the subject must clearly demonstrate an understanding of the dynamics of the interrelatedness of globalization. Late submissions may be
accepted with grade penalty. Each paper must have a title, three paragraphs, be no longer than one page with 12 pt. font and single spaced.

**Suggested online journals/newspaper in English:**

- CNN-China
- Aljazerra-China
- Australian Broadcasting Corporation-China
- France24-China
- Far Eastern Economic Review
- The Economist
- BBC News
- CNN Asia
- China View
- CCTV
- Global Times
- Caixin (Business & Economics News)
- Beijing Review

**Reflection Papers**

On designated weeks, you will be asked to reflect over the topics covered in the reading, videos, PPTs, and learning.

Topics reflection should include any information covered in the course. You will need to discuss how your learning affects your view of the world; will what you have learned change your concepts and behavior in the future? Ultimately, writing these papers should encourage you to find what is meaningful to you and thus add value to your learning. Do not simply outline or summarize the material we have covered. It is more important to know what the material means to you.

The reflection paper must be of 12 font, double space, with a proper heading and title. When writing the paper, make sure to include an introduction with a thesis statement, stay focused, and provide plenty of supporting ideas and statements, to carry on to the conclusion. Writing should use formal language and correct grammar and spelling. The length of the paper will depend on
the material covered. Please make sure to read the requirement carefully before submitting each paper. Each paper is due at the end of the scheduled week on **Sunday at 11:59 pm, ET.**

## Site Visit Review Paper

You will be required to make one site visit during the semester and write one Reflection Paper, 2 pages in length, in response to the visit. You should use this co-curricular activity to make connections with the course learning and reflect on the interrelatedness of the intercultural issues, trends and systems, with a multi-perspective analysis of the integration of East and West. Paper must make connections with what we have learned in class, and be presented in good English format, please proof-read before submitting your paper. Grade will be deducted for excessive grammar or spelling mistakes.

**Suggested sites to visit:**

- Tuesday Times Roundtable, discussion that addresses Chinese culture, or related topics.
- Events at FIU related to Chinese culture and corporation
- International Education Week events that include cultural showcase by Chinese student club
- TECO, Taipei Economic and Cultural Office

Permission from the instructor is needed for site visits to places not included on this list. Please email the instructor if you prefer to attend a different event. Proof of the visit (such as an image of the receipt, a picture of yourself in the site) should be provided in order to receive full grade.

## Quizzes

During the first week of class, you are required to take a syllabus quiz to ensure that you understand and agree to follow the syllabus. **You must earn a score of 100% to unlock the rest of the course content.** You have unlimited attempts. The rest of the quizzes will cover course content.

Each quiz will be available from **Tuesday – Thursday at 11:59 pm, ET** of the scheduled week, unless indicated otherwise.

- Question types include true/false, multiple choice, and fill-in-the-blank.
- You will have 40 minutes to complete and submit the quiz.
• You will be allowed 2 attempts per quiz. Only the highest score will be used toward your course grade.
• Correct answers will be available for one week after each quiz due date. How do I view quiz results as a student?
• Quizzes cannot be made up, so please make sure you keep track of quiz dates and times.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the Practice Quiz from each computer you will be using to take your graded quizzes and exams. Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet.

For more information, please review the important information about quizzes page.

**Collaborative Project on a Case Study of a Selected Chinese Corporation**

You will work in groups of three students on a case study to expand/enrich what we have covered in class. The research should feature a selected Chinese corporation, analyzing its history, development and suggested intercultural code to apply (based on Module 1). You are encouraged to make good use of the various synchronous and asynchronous tools in Canvas, such as Zoom, Chat, Google Drive, etc. to communicate with your group members.

The Final Project on your Case Study should include the following:

• Company background: year and where the company started
• Industry
• Founder/CEO: a brief summary of his/her personal background and how he came to fund this company
• Stories that built the company
• Accomplishments
• Challenges
• Brand Reputation
• When/how it decided to go global
• Multi-perspective analysis of its globalization strategy
• Type of globalization
• Global competitors
• Suggestions on how the Chinese company should adapt to the global market
• Suggestions on how we should learn to adapt to this Chinese corporation

This Collaborative Assignment must be completed by the following timeline:
Timeline for the Group Project Assignment

<table>
<thead>
<tr>
<th>Group Project</th>
<th>Week</th>
<th>Points (for a total of 100)</th>
<th>Group Project Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>10</td>
<td>10</td>
<td>Choose case study corporation and group members. 3 members total. Sign up in Canvas and assign team leader.</td>
</tr>
<tr>
<td>#2</td>
<td>11</td>
<td>20</td>
<td>Discuss and brainstorm among your team members to complete a group chart and agree on expectations for each member contribution to the project</td>
</tr>
<tr>
<td>#3</td>
<td>13</td>
<td>10</td>
<td>Post a brief progress report of the Group Project along with the resources (at least 3)</td>
</tr>
<tr>
<td>#4</td>
<td>15</td>
<td>60</td>
<td>Final presentation: Submit a Narrative PowerPoint with 15-20 slides</td>
</tr>
</tbody>
</table>

Grading

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Number of Items</th>
<th>Points for Each</th>
<th>Total Points Available</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion</td>
<td>5</td>
<td>20</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Current Event Report</td>
<td>5</td>
<td>20</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Reflection Paper</td>
<td>5</td>
<td>20</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Site Visit Review</td>
<td>1</td>
<td>100</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Quiz</td>
<td>4</td>
<td>20</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Collaborative Project on</td>
<td>1</td>
<td>100</td>
<td>100</td>
<td>25%</td>
</tr>
<tr>
<td>a Case Study</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

GRADING CRITERIA

All assignments must be completed ON TIME for full credit.
- Late submissions of assignments will result in LOSING at least one letter grade for each week.
- Final grades will be assigned using the following standard:

<table>
<thead>
<tr>
<th>Letter</th>
<th>Range%</th>
<th>Letter</th>
<th>Range%</th>
<th>Letter</th>
<th>Range%</th>
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<tbody>
<tr>
<td>A</td>
<td>95 or above</td>
<td>B</td>
<td>83 - 86</td>
<td>C</td>
<td>70 - 76</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 94</td>
<td>B-</td>
<td>80 - 82</td>
<td>D</td>
<td>60 - 69</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89</td>
<td>C+</td>
<td>77 - 79</td>
<td>F</td>
<td>59 or less</td>
</tr>
</tbody>
</table>
# Course calendar and weekly schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Weekly Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MODULE 1 – Corporate Culture in the Global Context</strong></td>
<td></td>
</tr>
<tr>
<td>WEEK 1</td>
<td>Course Introduction, Self-introduction, Syllabus, Course Expectation</td>
</tr>
<tr>
<td>August 27, 29</td>
<td>• Students’ Self Introduction video</td>
</tr>
<tr>
<td></td>
<td>• Syllabus quiz</td>
</tr>
<tr>
<td><strong>WEEK 2</strong></td>
<td>Cross-Cultural competencies - Introduction</td>
</tr>
<tr>
<td>September 3, 5</td>
<td>• Watch a short video explaining the complexity of multicultural communication: <a href="https://fiu.kanopy.com/video/building-multicultural-team">https://fiu.kanopy.com/video/building-multicultural-team</a></td>
</tr>
<tr>
<td></td>
<td>• Professor Lecture PPT</td>
</tr>
<tr>
<td></td>
<td>• Watch the following videos:</td>
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<tr>
<td></td>
<td>o Navigating Global Complexity: The Cultural Compass</td>
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<tr>
<td></td>
<td>o Cultural difference in business</td>
</tr>
<tr>
<td><strong>Assignments</strong></td>
<td>• Syllabus quiz</td>
</tr>
<tr>
<td><strong>WEEK 3</strong></td>
<td>Cross-Cultural Competencies - How Asians and Westerners Think Differently</td>
</tr>
<tr>
<td>Sept 10, 12</td>
<td>• Read Chapter 1 and 2 of the book Geography of Thought: How Asians and Westerners Think Differently and Why, by Richard Nisbett (embedded in Canvas)</td>
</tr>
<tr>
<td><strong>Assignments</strong></td>
<td>• Discussion 1</td>
</tr>
<tr>
<td></td>
<td>• Current Event 1: related to Chinese corporation</td>
</tr>
<tr>
<td><strong>WEEK 4</strong></td>
<td>Cross Cultural Competencies: Values that Shape Human Progress</td>
</tr>
<tr>
<td>Sept 17, 19</td>
<td>• Read Chapter VI: The Asian Crisis, from the book Culture Matters, edited by Lawrence E. Harrison and Samuel P. Huntington</td>
</tr>
<tr>
<td><strong>Assignments</strong></td>
<td>• Quiz 2 (based on Module 1 readings, PPTs and videos)</td>
</tr>
<tr>
<td></td>
<td>• Reflection Paper 1</td>
</tr>
<tr>
<td><strong>MODULE 2 – A Brief History of China’s Economy and Chinese Etiquette</strong></td>
<td></td>
</tr>
<tr>
<td><strong>WEEK 5</strong></td>
<td>Contemporary History of China and Chinese Etiquette</td>
</tr>
<tr>
<td>Sept 24, 26</td>
<td>• Read The Making of the Modern State and the Quest for Modernity</td>
</tr>
<tr>
<td></td>
<td>• Log in to the FIU Library (Links to an external site.) for off-campus access to watch China’s Century of Humiliation</td>
</tr>
<tr>
<td><strong>Assignments</strong></td>
<td>• Read textbook Chapter 4 pp 157-209</td>
</tr>
<tr>
<td></td>
<td>• Discussion 2: Chinese Contemporary History</td>
</tr>
<tr>
<td><strong>WEEK 6</strong></td>
<td>China’s Rise to Power</td>
</tr>
<tr>
<td>October 1, 3</td>
<td>• Read the book Etiquette Guide to China, by Boye Lafayette de Mente Part I: The Middle Kingdom (pages 13 to 61)</td>
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<tr>
<td></td>
<td>• Watch the following videos (first, log in to the FIU Library (Links to an external site.) for off-campus access):</td>
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<tr>
<td></td>
<td>o Inside China 2: China The Future?</td>
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<tr>
<td></td>
<td>• Watch the Ted Talk - The Rise of China</td>
</tr>
<tr>
<td><strong>Assignments</strong></td>
<td>• Current Event 2 on Chinese economy</td>
</tr>
<tr>
<td></td>
<td>• Case Study: Select your topic for Case Study: which Chinese corporation you will analyze</td>
</tr>
</tbody>
</table>
### WEEK 7
October 8, 10

#### The Chinese Way
- Read the book *Etiquette Guide to China*, Part II: Minding Your Manners in China (pages 65 to 88)
- Watch the following videos
  - The Silk Road – Language of the Silk Road. Open for Business: Modern Etiquette in China [https://www.youtube.com/watch?v=IVh_dYa_10I](https://www.youtube.com/watch?v=IVh_dYa_10I)
  - Watch the following videos (first, log in to the FIU Library [Links to an external site.] for off-campus access):
    - Guanxi and Woofies: Understanding Entry Modes into the Chinese Market

#### Assignments
- Reflection Paper 3 (prompt in Canvas)

### WEEK 8
Oct 15, 17

#### China's Economy
- Read the book *Etiquette Guide to China*, Part III: Doing Business in China (pages 75 to 124)
- Watch the following video (first, log in to the FIU Library [Links to an external site.] for off-campus access):
  - Inside China 5: China Rich and Poor [Links to an external site.]
  - Inside China 6: The Great Migration

#### Assignments
- Discussion 3

### WEEK 9
Oct 22, 24

#### Environmental Problems in China
- Read the book *Etiquette Guide to China*, Part IV: Negotiating in China (pages 127 to 161)
- Watch the following video (first, log in to the FIU Library [Links to an external site.] for off-campus access):
  - Inside China 7: Environmental Timebomb?
  - Inside China 8: Education and Women's Rights

#### Assignments
- Quiz: Module 2
- Current Event 3 on social problems in China

### MIDTERM / MODULE 3 – Chinese Corporations in the Global Context

### WEEK 10
Oct 29, 31

#### Chinese Entrepreneurs
- Read *A History of Innovation in China: Four Ages of Chinese Entrepreneurs* [Links to an external site.]
- Read *Chinese Culture Profile* [🔗]
- Read *USA Culture Profile* [🔗]
- Watch the following video (first, log in to the FIU Library [Links to an external site.] for off-campus access):
  - Inside China 4: The New Entrepreneurs
- Watch the following videos, which provide some good examples of Chinese entrepreneurs among the Brave Ones:
  - Jack Ma, from Alibaba [Links to an external site.]
  - Zhang Xin, from Soho China [Links to an external site.]

#### Assignments
- Reflection Paper 4
- Group Project #1: Choose case study corporation and group members. 3 members total, sign up in Canvas and assign Team Leader.
<table>
<thead>
<tr>
<th>WEEK 11</th>
<th>Corporate Culture Case Study - Disney in China</th>
</tr>
</thead>
</table>
| November 5, 7 | - Read [The Feng Shui Kingdom](https://example.com) (Links to an external site.)  
| | - Watch the following video:  
| |   - [The Making of Shanghai Disneyland | Disney](https://example.com) (Links to an external site.) |
| Assignments | - Discussion 4  
| | - Group Project #2: Discuss and brainstorm among your team members to complete a group chart and agree on expectations for each member contribution to the project |
| WEEK 12 | Internet in China  
| (Veterans Day week) | - We will start this week with a case study on Google, when entering China.  
| | - Read Case Study: Google, Inc.: Entrance into the Chinese Market and Government Censorship  
| | - Read Google’s New Strategy in China: Principled Philosophy or Business Savvy?  
| Assignments | - Watch the following video about WeChat  
| |   - [wechat explained](https://example.com) (Links to an external site.) |
| WEEK 13 | Chinese Corporations Case Studies  
| Nov 19, 21 | - Read [Lenovo Case Study](https://example.com)  
| | - Read [Wanda in Global Movie Industry](https://example.com)  
| | - Read [Neoglory Case Study](https://example.com)  
| | - Watch the video on Zhou XiaoGuang, one of China’s Richest Woman |
| Assignments | - Reflection Paper 5  
| | - Group Project #3: Post a brief progress report of the Group Project along with the resources (at least 3) |
| WEEK 14 | Blaming It All on China  
| Nov 26, Nov 28 | - Read [Blaming It All On China](https://example.com)  
| Assignments | - Watch PBS [Frontline documentary on US China Trade War](https://example.com)  
| | - Current Event 5 on US-China Trade War |
| WEEK 15 | Student Presentation: Chinese Corporation Case Study |
| Dec 3, 5 (last week of class) | - Submit your Case Study PPT with 15-20 slides |
| Assignments | - End of course  
| | - Leave a great vacation |