

Liverpool John Moores University

Title: MANAGING BUSINESS IN CHINA
Status: Definitive
Code: **6000LACH** (108094)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Qing Cao	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation.	40.0	1.00
Test	AS2	Test - In class language test.	20.0	1.00
Essay	AS3	Essay.	40.0	

Aims

This module aims to provide students with an appreciation of the key factors that underpin business practice in China, and the strategies that should be adopted to achieve success there, together with practical guidance on how to work with a company dealing with China.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise a range of key issues underpinning the economy and business in China in a global context.
- 2 Appreciate the key drivers behind the Chinese economy and adopt practical strategies for success.
- 3 Identify key cultural issues critical to business success in China.
- 4 Apply appropriate linguistic strategies for simple communicative functions in Chinese.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRES	1
TEST	4
ESSAY	2 3

Outline Syllabus

Introduction to key issues in the Chinese economy:

- *China from a Western perspective,*
- *History,*
- *Culture,*
- *Economy (nature of its economy, key stages of development, urban-rural divide, etc.),*
- *Chinese politics and government,*
- *The Chinese economic reform and opening policies,*
- *Chinese view of the world,*
- *Identification of sources for further information.*

Business practices, protocols and customs:

- *Understanding the cultural norms of business in China,*
- *Intercultural awareness as part of business success,*
- *Do's and don'ts of business practice,*
- *Guanxi – the Chinese social relationships in business,*
- *Successful business relationship in China (e.g. face-saving, gift-giving, personal relationships, efficiency, hierarchy, politeness etc).*

Chinese language skills for business:

- *Exchange of personal information,*
- *Key expressions and phrases for business,*
- *Survival level competence in everyday situations.*

Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos.

References

Course Material	Book
Author	Ambler, Tim, Witzel, Morgen and Xi, Chao
Publishing Year	2009
Title	Doing Business in China
Subtitle	
Edition	
Publisher	3rd edition, Routledge
ISBN	

Course Material	Book
Author	Boye De Lafayette Mente
Publishing Year	2001
Title	Chinese Etiquette and Ethics in Business
Subtitle	
Edition	
Publisher	McGraw-Hill Contemporary
ISBN	

Course Material	Book
Author	Tang, J and Ward, A
Publishing Year	2002
Title	The Changing Face of Chinese Management
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Yao, S
Publishing Year	2001
Title	Confucian Capitalism: Discourse, Practice and the Myth of Chinese Enterprise
Subtitle	
Edition	
Publisher	Richmond: Curzon
ISBN	

Course Material	Book
Author	Kynge, J
Publishing Year	2007
Title	China Shakes The World: The Rise of a Hungry Nation

Subtitle	
Edition	
Publisher	Phoenix
ISBN	

Notes

This module is designed to appeal to business students who wish to develop intellectual awareness of business development in China, and who are not already specialising in Chinese. It is of special relevance to students interested in the possibility of engaging professionally with China.