

COURSE DETAIL

CHINESE SOCIETY AND BUSINESS CULTURE

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology Asian Studies

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

CHINESE SOCIETY AND BUSINESS CULTURE

UCEAP Transcript Title

CHIN SOC & BUSINESS

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course explores key features of Chinese society and their applications to Chinese business culture from a sociological perspective. It begins with a comparative analysis about the structural differences between the Chinese and Western societies and moves on to discuss the social, economic, and cultural implications of such differences. After establishing basic analytical perspectives, focus is on Chinese business culture and explores emerging patterns in areas like retailing and consumer behaviors, work relations and management, and business negotiation and collaboration. Overall, this course emphasizes contemporary issues, real world observations, and comparisons to Western society and culture.

Language(s) of Instruction

English

Host Institution Course Number

02838130

Host Institution Course Title

CHINESE SOCIETY AND BUSINESS CULTURE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Guanghua School of Management

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