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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Guanghua School of Management

Course Last Reviewed
2023-2024

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