

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 Business Administration

UCEAP Course Number

178

UCEAP Course Suffix**UCEAP Official Title**

CHINESE SOCIETY AND BUSINESS CULTURE

UCEAP Transcript Title

CHINA BUS & SOCIETY

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course explores key features of Chinese society and their application to Chinese business culture from a sociological perspectives. 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 exploring emerging patterns in areas like retailing and consumer behaviors, work relations and management, business negotiation. Overall, the course emphasizes contemporary issues, real world observations, and comparisons to western society and culture. Students are encouraged to draw on their direct observation, compare to their experiences in their home countries. The course includes several video sessions in class and field trips to local communities.

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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