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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Guanghua School of Management

Course Last Reviewed
2024-2025

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