

IMBA Program
National Chengchi University
Chinese Business in Global Perspectives
Spring, 2014

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Course Description: This is a course on the transformation of Chinese business in the era of globalization. The course is organized around sixteen seminars, covering structural, urban, and industrial transformation of Chinese business and Chinese economy.

Course Requirements: Since this is a seminar-based course, students must participate actively in the discussion. Participants are required to finish the readings ***before*** the weekly class meetings.

Registered students and auditors must make at least two formal presentations in class:

- (1) Choose one of the topics for weekly sessions. You and those who select the same topic are responsible for identifying key arguments of the reading materials and providing additional information.
- (2) Choose one of the “Case and Presentation” sessions and present your research findings. Normally it will be related to your term paper topics.

Instructor will lead the discussion of the weekly session, lecture supplemental topics, and raise further questions.

All the reading materials, except downloadable internet documents, will be compiled in the reading packet.

Grading: Class participation and presentations: 60%
Term paper (4500-5500 words): 40%
No mid-term and final exams.
Term paper due date : to be announced

Useful Resources:

No textbook is required for this course. However, the professor strongly recommend the students to read the recent World Bank Report, downloadable from the internet : **World Bank, *China 2030: Building a Modern, Harmonious, and Creative High-Income Society, 2012* (WBR)**

<http://www.worldbank.org/en/news/2012/02/27/china-2030-executive-summary>

Academic Journals: China Quarterly (CQ), China Journal (CJ), Issues and Studies (IS), Journal of Contemporary China (JCC).

Magazine: China Business Review (CBR), China Perspective (CP), Beijing Review, Shanghai Daily, The Economist.

Internet and Database:

- 1) Pro Quest, EBSCO
- 2) Lexis-Nexis Academic Universe
- 3) World Bank (<http://www.worldbank.org>)
- 4) Xinhua Net (新華社) <http://www.xinhuanet.com/english/index.htm>
- 5) China Daily <http://www1.chinadaily.com.cn/news/index.html>

WEEKLY SCHEDULE : (16-17 meetings)

1. Introduction and Organization

2. Historical Legacies of Pre-Reform Era

A brief historical and background introduction to China

DVD: The Morning Sun, 2005

3. Developmental Paths of China: An Overview

David Shambaugh, "The Chinese State in the Post-Mao Era" in David Shambaugh, *The Modern Chinese State*. (Cambridge, 2000). pp. 161-187.

Yingyi Qian, "How Reform Worked in China", Dept. of Economics, UC Berkeley, 2001.
<http://ksghome.harvard.edu/~drodrik.academic.ksg/Growth%20volume/Qian-China.pdf>.

WBR, 2012, Part I. , Ch 1, China's path: 1978-2030; Ch 2, A New Development Strategy for 2030. PP. 4-24.

4. Guanxi networks and Business Culture

Fangtao Zou and Yongqiang Gao, “Guanxi with Government as a Source of Competitive Advantage in Mainland China,” *Journal of American Academy of Business*, Cambridge; Cambridge; March 2007; Vol. 10, No. 2; pp. 158-162.

Mike Berrell and Jeff Wrathal, “ Between Chinese Culture and Rule of Law: What foreign managers in China should know about intellectual property rights”, *Management Research News*, Vol. 30, No. 1, 2007.

Tony Fang, “Negotiation: The Chinese style,” *The Journal of Business & Industrial Marketing*; 2006; Vol. 21, No. 1; pp. 50-60.

Wilfried Vanhonacker, “Guanxi Networks in China”, *CBR*. May–June, 2004. pp. 48-53.
Doing Business in China, China Alliances. 2004. pp. 1-15,
<http://www.globalautoindustry.com/images/DoingBusinessInChinaGuide.pdf>.

5. The Rise of Shanghai and Business Opportunities

Yasheng Huang, *Capitalism with Chinese Characteristics: Entrepreneurship and the State* (New York: Cambridge University Press, 2008), Ch. 5.

Jeffrey N Wasserstrom, *Global Shanghai, 1850–2010: A History in Fragments* (New York: Routledge, 2008), Ch. 7.

Cathy Yang Liu, “ From Los Angles to Shanghai: Testing the Applicability of Five Urban Paradigms”, *International Journal of Urban and Regional Research*, 2011.

6 Multinational Corporations in China

Warren Liu, *KFC in China* (Wiley September 26, 2008) 200 pages

7 Cases and Presentations: Doing Business in the Urban Context and beyond.

Choose specific cities, such as Shanghai, Beijing, Shenzhen, Chongqing , Xian, etc.

8. High tech development in China

Richard Li Hua and Tarek Khalil, “Technology management in China: a global perspective and challenging issues”, *Journal of Technology Management in China*, Vo. 1, No. 1, 2006.

Ta-min Ben, “Interaction Analysis among Industrial Parks, Innovation Input, and Urban Production Efficiency”, *Asian Social Sciences*, May, 2011.

WBR, 2012, Part II. Report 2, China’s Growth Through Technological Convergence and Innovation, pp. 161-228

9 Cases and Presentations: High tech development in China

IT, Telecom, bio-tech, electronics, software, etc. , and other “science parks” in China

10 Automobile Industry in China

Eric Thun, *Changing Lanes in China: Foreign Direct Investment, Local Governments, and Auto Sector Development* (Oxford: Oxford University Press, 2008) , Ch 4, 5, 6

Wan-wen Chu, How the Chinese Government Promoted a Global Automobile Industry, *Industrial and Corporate Change*, 2011, 20(5):1235-1276.

11 Cases and Presentations: Automobile Industries in China

Choose specific companies, such as VW, Toyota, GM, Hyundai, etc

Or specific locations of manufacturing bases.

12 Guest Speaker (Dates subject to change)

13 Environmental protection, new energy, and environmental business in China

WBR, 2012, Report 3, Seizing the Opportunity of Green Development in China, pp. 229-292.

14 Cases and Presentations: Business of Environmental Protection in China

Choose specific issues, such as climate change, air and water pollution, or specific regions, such as Pearl River Delta Area, Yangtze River Delta, or Pan Bo-Hai Sea area

15 Culture and Creative Sectors in China

Luca Zan and Sara Bonini Baraldi, Managing Cultural Heritage in China: A View from the Outside, *The China Quarterly*, Vol.210, June 2012, pp. 456-481.

JANE ZHENG, “The “Entrepreneurial State” In “Creative Industry Cluster” Development In Shanghai,” *Journal of Urban Affairs*, Vol. 32, No.2 (May 2010)

Selina Ching Chan, “Cultural Governance and Place-Making in Taiwan and China” *The China Quarterly* / Volume 206 / pp 372 – 390, 2011.

16 Case studies: Culture and Creative Sectors in China

Shanghai World Expo 2010, Chinese film/TV industry, China’s “ soft power”, other cities for cultural industries like Hangzhou, Beijing, etc.

17. Conclusion

Reading Sections: choose one

Developmental Paths of China: An Overview

Guanxi networks and Business Culture

The Rise of Shanghai and Business Opportunities

Multinational Corporations in China

High tech development in China

Automobile Industry in China

Environmental protection and environmental business in China

Culture and Creative Sectors in China

Case Studies: choose one

Cases and Presentations: Doing Business in the Urban Context and beyond.

Cases and Presentations: Automobile Industries in China

Cases and Presentations: High tech development in China

Cases and Presentations: Business of Environmental Protection in China

Case studies: Culture and Creative Sectors in China