Chinese Culture and Business Practices

Course Code: MANA130085
Course Title: Chinese Culture and Business Practices
Credit: 2
Instructor Name: Jianfeng Zhu
E-Mail: jfzhu@fudan.edu.cn

Course Description
This course addresses several major themes focusing on the dynamics of China’s unprecedented socioeconomic transformations. Topics covered will include the implications of globalization for everyday life in the local contexts, the rise of consumerism in contemporary China, important policies and various emerging markets etc. One important goal of this course is to provide a set of conceptual tools and a new perspective that will hopefully help you better describe and understand the social world around you. In learning this new perspective, I hope that you develop a critical, even “skeptical” view toward superficial explanations of take-for-granted practices by replacing your common sense understandings of interpersonal interactions with an uncommon sense about the links between individual experiences, structural forces and particular marketplaces.

It is my hope that we can work together as a learning community to explore issues of general interests. Well-documented case studies and business ethnographies will be woven into in-class discussions of these major themes as a way of grounding theory in marketing practices. Course reading is arranged in weekly units around specific thematic issues. Discussions of the case study materials will be accompanied by presentations of the instructor’s research on a range of topics related to the application of anthropological/sociological methods of inquiry to business practices in different field settings.

Students are expected to read all the listed materials and to be prepared to discuss them during the weekly meetings. The instructor is available by appointment. Details on the content and grading standards for the writing assignments will be distributed and discussed in class.

Grading
The THREE components of the grade are combined as follows:

Participation (attendance and in-class discussion) 20%
Final Project In-class presentation 40%
Final Report 40%
Course Schedule

I. Introduction: Historical Background, Methods

Session 1  Course Overview

Film: Young and Restless in China

Session 2  The Validity of “Soft Data”


Skim Chapters 1 & 2, The Cultural Dimension of International Business.

Session 3  Consumer Revolution: Historical Transformation (I)

Deborah Davis “Introduction: A Revolution in Consumption”;


Session 4 (03/23) Consumer Revolution: Individualization, Consumerism (II)

Yan, Yunxiang 2010. The Chinese Path to Individualization. In The British Journal of Sociology 2010 Vol 61 Issue 3


Session 5 Glocalization

Yan, Yunxiang. 2000. Of hamburger and social space: Consuming McDonalds in Beijing. In The Consumer Revolution in Urban China, Edited by Deborah S. Davis, University of California. 201-225


II. Globalization, Localization, Tradition and Modernity

Session 6  Values and Morals


Katherine Xin and Vladimir Pucik, Trouble in Paradise, HBR Review on Doing Business in China


Film: Killing us softly 4

Session 7  Guanxi from Cultural perspectives


III. Policies and Market: Case studies of marketing and consumer behaviors

Session 8  Branding and Marketing


Session 9  Understanding Chinese Consumers


Session 10 Consuming Motherhood and Childhood


Session 11 Cosmopolitanism, Beauty, New Man

Song, Geng 2012. “New Man” and “New Lad” with Chinese Characteristics? Cosmopolitanism, cultural hybridity and Men’s lifestyle magazines in China

Session 12 Guest Speaker (Tian Zi Fang Visit) Understanding Chinese Entrepreneurialism

Final Presentation