

Chinese Business in Global Perspectives

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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 meeting starts.

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

- (1) Choose one or two of the 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:

Academic Journal: 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, 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 meetings)

1. Introduction and Organization

2. Historical Legacies of Pre-Reform Era

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>.

Loren Brandt, Thomas G Rawski "China's Great Economic Transformation"

The China Business Review. Washington: Nov/Dec 2008. Vol. 35, Iss. 6; p. 30 -33

Dwight H Perkins, Thomas G Rawski. "Forecasting China's Economic Growth to 2025" The China Business Review. Washington: Nov/Dec 2008. Vol. 35, Iss. 6; p. 34-40

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

Chaper 11 and 13, Fulong Wu ed., *Globalization and the Chinese City* (Routledge, 2006)

Weiping Wu, “State Policies, Enterprise Dynamism, and Innovation System in Shanghai, China”, *Growth and Change*, Dec, 2007, pp. 544-566.

Jeffrey Wasserstrom, “The Second Coming of Global Shanghai”, *World Policy Journal*, Summer, 2003.

Alexius Pereira, “The Transformation of Suzhou: The Case of the Collaboration between the Chinese and Singapore Governments and Transnational Corporations” in John Logan ed., *The New Chinese City* (London: Blackwell, 2002), Chapter 8.

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.

David Zweig, “Competing for talent: China’s strategies to reverse the brain drain,” *International Labour Review*; 2006; Vol. 145, No. 1-2, pp. 65 – 90.

Kun Chen and Martin Keney, “ University/Research Institutes and Regional Innovation Systems: The Case of Beijing and Shenzhen”, *World Development*, 2007, pp. 1056-1074.

Yungkai Yang, “The Taiwanese Notebook Computer Production Network in China: Implication for Upgrading of the Chinese Electronics Industry,” Center on China’s Transitional Relations Research Workshop, The Hong Kong University of Science and Technology, pp. 1-38.

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, 2006) , Ch 4, 5, 6

Kuchiki Akifummi. 2007. “The Flowchart Model of Cluster Policy: The Automobile Industry Cluster in China” Institute of Developing Economies Discussion Paper No. 100

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 and environmental business in China

Gerald McBeath and Tse-Kang Leng, *Governance of Biodiversity Conservation in China and Taiwan* (London: Edward Elgar, 2006), Ch. 2, 6,7

Chas Freeman and Xiaoping Lu, *Assessing Chinese Government Response to the Challenge of Environment and Health*, CSIS Report, 2008

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, Convention, Exhibition and Tourism Sectors

Stanley Rosen, “The Victory of Materialism: Aspirations to Join China’s Urban Moneyed Classes and the Commercialization of Education”, *The China Journal*. January, 2004. pp. 27-51.

Severine Bardon, “The Economics of Sport in China”, *China Perspectives*, No. 1, 2008.

Yomi Braester, “Chinese Cinema in the Age of Advertisement: The filmmaker as a Cultural Broker,” *The China Quarterly*, London, Sep. 2005, Iss. 183,

Lee M Sands “The 2008 Olympics' Impact on China “

. **The China Business Review**. Washington: Jul/Aug 2008. Vol. 35, Iss. 4; p. 40 -43

Adam Steinberg “An Expat View of the Olympics”

. **The China Business Review**. Washington: Jul/Aug 2008. Vol. 35, Iss. 4; p. 44-47

16 Cases and Presentations: Culture, Convention, Exhibition and Tourism

Shanghai World Expo 2010, Chinese film/TV industry, China’s “soft power”, other cities for exhibition and tourism etc.

17 Conclusion/ Class party