

**NEW COURSE PROPOSAL**

**Courses must be submitted by November 3, 2008, for priority catalog review.**

DATE (*Change if modified and redate file with current date*)

OCTOBER 9, 2008 REV 12.16.08; REV 2.13.09

PROGRAM AREA(S)

BUSINESS & HISTORY

**1. Course Information.** *[Follow accepted catalog format.]*

Prefix(es) (Add additional prefixes if cross-listed) **BUS/HIST** Course No. **339**

Title: **BUSINESS IN CHINA: HERITAGE AND CHANGE** Units: **3**

Prerequisites **NONE**

Corequisites

Consent of Instructor Required for Enrollment

**Catalog Description** (Do not use any symbols): **Examines from a broad historical perspective a variety of institutions and modernization processes of the Chinese financial market, economic environment, and business practices.**

**Grading Scheme:**

A-F Grades

Credit/No Credit

Optional (Student Choice)

**Repeatability:**

Repeatable for a maximum of **0** units

Total Completions Allowed **0**

Multiple Enrollment in Same Semester

**Course Level Information:**

Undergraduate

Post-Baccalaureate/Credential

Graduate

**Mode of Instruction/Components** (*Hours per Unit are defaulted.*)

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture	<b>3</b>	1	<b>30</b>	<input checked="" type="checkbox"/>	_____
Seminar				<input type="checkbox"/>	_____
Laboratory				<input type="checkbox"/>	_____
Activity				<input type="checkbox"/>	_____
Field Studies				<input type="checkbox"/>	_____
Indep Study				<input type="checkbox"/>	_____
Other <b>Blank</b>				<input type="checkbox"/>	_____

Leave the following hours per week areas blank. The hours per week will be filled out for you.

**3** hours **lecture** per week

hours blank per week

**2. Course Attributes:**

**General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

**A (English Language, Communication, Critical Thinking)**

A-1 Oral Communication

A-2 English Writing

A-3 Critical Thinking

**B (Mathematics, Sciences & Technology)**

B-1 Physical Sciences

B-2 Life Sciences – Biology

B-3 Mathematics – Mathematics and Applications

B-4 Computers and Information Technology

**C (Fine Arts, Literature, Languages & Cultures)**

C-1 Art

C-2 Literature Courses

C-3a Language

C-3b Multicultural

- D (Social Perspectives)
- E (Human Psychological and Physiological Perspectives)
- UDIGE/INTD Interdisciplinary
- Meets University Writing Requirement
- Meets University Language Requirement

American Institutions, Title V Section 40404:  Government  US Constitution  US History

Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

**3. Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)

A. Justification:

The rising Chinese economy in recent decades is having a dramatic global impact. To promote better understanding of the genesis of the Chinese business and economic development, this course examines a variety of institutions and modernization processes of the Chinese financial market, economic environment, and business practices. It highlights the unique Chinese style market economy, which is a mixture of socialist planned and a capitalist market economy. It promotes a deeper understanding of the business and economic changes in China today by approaching them from a broad historical aspect beyond a narrow contemporary focus, and helps students develop a critical assessment of the Chinese economic strength and its impact on society and environment, domestic and international. **This proposal offers an opportunity for our students to learn about events in China through an interdisciplinary and international approach which strongly supports the University Mission.**

B. Degree Requirement:

- Requirement for the Major/Minor
- Elective for the Major/Minor

**Note: Submit Program Modification if this course changes your program.**

**4. Learning Objectives.** (List in numerical order)

Upon completion of the course, the student will be able to:

- Identify the historical and cultural origins of the Chinese business practices
- Analyze modern Chinese economic, financial, and business infrastructure through case method
- Communicate the genesis of China's modernization and its significance via written report
- Assess Chinese economic strengths and business opportunities

**5. Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]

1)

Introduction of Chinese society and economy

- a. Basic facts and statistics: geography, demography, ethnicity
- b. Traditional divide: regional, social, and ethnic

2)

Myth and reality about China

- a. Outsiders' views of China: conceptions and misconceptions
- b. Highlights in Chinese science, technology, and civilization

3)

Chinese business advancement in historical context

- a. Cultural heritage and tradition: Sun Zi and Confucius
- b. Highlights in Chinese business development: manufacturing and commerce

4)

The genesis of China's economic reform

- a. Recent history and domestic turmoil: Mao Zedong
- b. Political redirections and economic reform: Deng Xiaoping

- 5)  
The unique Chinese style market economy
  - a. Native forces and domestic traditions: political, civil, and military
  - b. Marxist and capitalist influences: Russians and Americans
  - c. Planned economy: the eleventh five-year plan
  
- 6)  
China's financial and business infrastructure
  - a. History of the development of Chinese financial infrastructure
  - b. China's current business environment, tax system, accounting standards
  
- 7)  
China's business strategy
  - a. Concepts and practices: business patterns and entrepreneurship
  - b. Business strategies in Chinese history and literature
  
- 8)  
Chinese society in transition
  - a. Regional differentials: coast and inlands, urban and rural
  - b. Social classes: old and new
  - c. Marriage and family
  - d. Welfare and health care
  
- 9)  
The Chinese economy and environment
  - a. Population and family planning
  - b. Production, resources, and environmental control
  - c. Urbanization, cars, roads, and transportation
  
- 10)  
Investment and the financial market in China
  - a. foreign investment, and zoning regulations
  - b. Investment and banking
  - c. Land and the housing market
  
- 11)  
Educational reform and the economy
  - a. Population and literacy
  - b. Higher Educational structure
  - c. Rural education
  
- 12)  
Law and society
  - a. Materialism and social order
  - b. Consumerism, crime, corruption
  
- 13)  
Successful businesses and entrepreneurs
  - a. Chinese representative cases
  - b. Foreign representative cases
  
- 14)  
Chinese business and the world market
  - a. Export and retail
  - b. Import
  - c. International finance
  
- 15)

Business success in China

- a. What do you need to be successful in China: knowledge and skills
- b. Family, kinship, and networking
- c. Negotiation in Chinese style: three Chinese thinkers
- d. Different aspects of business enterprise: accounting, finance, and management

Does this course content overlap with a course offered in your academic program? YES  NO   
If YES, what course(s) and provide a justification of the overlap. [redacted]

Does this course content overlap a course offered in another academic area? YES  NO   
If YES, what course(s) and provide a justification of the overlap. [redacted]

Overlapping courses require Chairs' signatures.

**6. Cross-listed Courses** (Please note each prefix in item No. 1)

**A.** List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course: **BUS 339, HIST 339**

**B.** Program responsible for staffing: **Business/Finance & History**

**7. References.** [Provide 3 - 5 references]

- 1. Ming-er Chen, Inside Chinese Business : A Guide for Managers Worldwide (Cambridge, M.A.: Harvard Business School Press, 2001)
- 2. Gregory C. Chow, China's Economic Transformation (Hoboken, N.J.: Wiley-Blackwell, 2007)
- 3. Roderick MacFarquhar and John K. Fairbank, eds., The Cambridge History of China, vols. 14 and 15, The People's Republic (New York: Cambridge University Press, 1987-1991)
- 4. Barry Naughton, The Chinese Economy: Transition and Growth (Cambridge, M.A.: MIT Press, 2007)
- 5. Peter J. Peverelli, Chinese Corporate Identity (New York: Routledge, 2006)
- 6. Raphael Shen, China's Economic Reform: An Experiment in Pragmatic Socialism (Westport, Conn.: Palgrave, 2000)

**8. Tenure Track Faculty Qualified to Teach This Course.**

Dr. Nian-Sheng Huang, History

Dr. Pricilla Liang, Finance

**9. Requested Effective Date:**

First semester offered: **FALL 2009**

**10. New Resources Requested.** YES  NO

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

none

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

none

C. Facility/Space/Transportation Needs

none

D. Lab Fee Requested (please refer to Dean's Office for additional processing)  Yes  No

E. Other

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES  NO

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: October 6, 2008 of preceding year.

Priority deadline for Course Proposals and Modifications: November 3, 2008, of preceding year.

Last day to submit forms to be considered during the current academic year: April 15<sup>th</sup>.

Nian-Sheng Huang/Priscilla Liang

10/9/2008

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

**Request for BUS-HIST 339: Business in China: Heritage and Change to be added to GE Category D: Social Perspectives.**

Committee Response:

Approved by committee on 11-13-2008

Criteria and Justifications Submitted:

- *Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience*

The rising Chinese economy in recent decades is having a dramatic global impact. To promote better understanding of the genesis of the Chinese business and economic development, this course examines a variety of institutions and modernization processes of the Chinese financial market, economic environment, and business practices. It highlights the unique Chinese style market economy, which is a mixture of socialist planned and a capitalist market economy. It promotes a deeper understanding of the business and economic changes in China today by approaching them from a broad historical aspect beyond a narrow contemporary focus, and helps students develop a critical assessment of the Chinese economic strength and its impact on society and environment, domestic and international.

- *Focus on how a social science discipline conceives and studies human existence*

Drawing expertise from business/finance and history, this course is designed to analyze China's economic growth from an interdisciplinary and social science perspective. It examines significant changes in the Chinese economy in the context of globalization in a fast growing world market of business and cultural exchange. It analyzes the history and current status of China's financial and business infrastructure, and explains its business environment and strategy. Emphasis is also given to

both how the country's long tradition of the past has influenced the ways the Chinese would perceive and strategize modern business, and why a better understanding of China's diverse customs and rich cultural heritage of yesterday can be crucial for those who would like to achieve business success in China today.

- *Address issues using the methods commonly employed by a social science discipline*  
The course applies classical and contemporary business and economic theories, data analysis, financial models, and extensive historical context to enrich participants' learning experience. Pertinent introductions of China's history, culture, geography, and social structure will combine with a regular use of primary/secondary sources, market case studies, and special guest lectures.

**Request for BUS-HIST 339: Business in China: Heritage and Change to be added to GE Category UDIGE: Upper Division Interdisciplinary GE.**

Committee Response:

Approved by committee on 11-13-2008

Criteria and Justifications Submitted:

- *Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines*

Drawing expertise from business/finance and history, this course is designed to analyze China's economic growth from an interdisciplinary and social science perspective. It examines significant changes in the Chinese economy in the context of globalization in a fast growing world market of business and cultural exchange. It analyzes the history and current status of China's financial and business infrastructure, and explains its business environment and strategy. Emphasis is also given to both how the country's long tradition of the past has influenced the ways the Chinese would perceive and strategize modern business, and why a better understanding of China's diverse customs and rich cultural heritage of yesterday can be crucial for those who would like to achieve business success in China today.

- *Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.*

The course applies classical and contemporary business and economic theories, data analysis, financial models, and extensive historical context to enrich participants' learning experience. Pertinent introductions of China's history, culture, geography, and social structure will combine with a regular use of primary/secondary sources, market case studies, and special guest lectures. Substantial written work is an important part of this course, including assignments from short papers, reports, long papers, and data analysis to disciplinary-based case studies.

## Approval Sheet

Program/Course: **BUS/HIST 339 BUSINESS IN CHINA, HERITAGE AND CHANGE**

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair <i>Smith School</i>	<i>W P Ribeiro</i> Signature	<i>10/15/08</i> Date
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Program Chair <i>History</i>	<i>Maria Francisco</i> Signature	<i>10/15/08</i> Date
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Program Chair	Signature	Date
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General Education Chair	Signature	Date
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Center for International Affairs Director	Signature	Date
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Center for Integrative Studies Director	Signature	Date
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Center for Multicultural Engagement Director	Signature	Date
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Center for Civic Engagement Director	Signature	Date
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Curriculum Chair	Signature	Date
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Dean of Faculty	Signature	Date
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# Approval Sheet

**Program/Course:** BUS/HIST 339 BUSINESS IN CHINA: HERITAGE AND CHANGE

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

General Education Chair		
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Signature

Date

Center for International Affairs Director		
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Signature

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Center for Integrative Studies Director		
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Signature

Date

Center for Multicultural Engagement Director		
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Signature

Date

Center for Civic Engagement Director		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date