

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL**

Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester to make the next catalog (2011-12) production

DATE (CHANGE DATE EACH TIME REVISED): 10.01.10 REV 11.29.10; REV 12.7.10

PROGRAM AREA(S): BUS/HIST

Directions: All of sections of this form must be completed for course modifications. Use **YELLOWED areas to enter data. All documents are stand alone sources of course information.**

1. Course Information.

[Follow accepted catalog format.] (Add additional prefixes if cross-listed)

OLD

Prefix BUS/HIST Course# 339 Title BUSINESS **IN CHINA:**
HERITAGE AND CHANGE Units (3)

3 hours lecture per week

hours blank per week

Prerequisites:

Consent of Instructor Required for Enrollment

Corequisites:

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.

General Education
Categories D, UDIGE
Lab Fee Requested

Graded

Repeatable
for up to units
Total
Completions

Course Level:

X Undergraduate
Post-bac/Credential
Graduate

Optional
(Student's
choice)

Multiple
Enrollment in
same semester

NEW

Prefix BUS/HIST Course# 339 Title BUSINESS **IN**
CHINA: HERITAGE AND CHANGE Units (3)

3 hours lecture per week

hours blank per week

Prerequisites:

Consent of Instructor Required for Enrollment

Corequisites:

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.

General Education
Categories D, UDIGE
Lab Fee Requested

Graded

Repeatable for
up to units
Total
Completions

Course Level:

X Undergraduate
Post-bac/Credential
Graduate

Optional
(Student's
choice)

Multiple
Enrollment in same
semester

2. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchm ark Enrollme nt	Grad ed		Units	Hour s Per Unit	Benchm ark Enrollme nt	Grade d	CS No. (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	
Seminar		<u>1</u>			Seminar		<u>1</u>			
Lab		<u>3</u>			Lab		<u>3</u>			
Activity		<u>2</u>			Activity		<u>2</u>			
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					

3. 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

X D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

X UDIGE/INTD Interdisciplinary

X 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).

4. Justification and Requirements for the Course. *[Make a brief statement to justify the need for the course]*

OLD

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

Requirement for the Major/Minor

X Elective for the Major/Minor

Free Elective

NEW

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

Requirement for the Major/Minor

X Elective for the Major/Minor

Free Elective

Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website:

<http://senate.csuci.edu/comm/curriculum/resources.htm>)

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

OLD

1. Identify the historical and cultural origins of the Chinese business practices
2. Analyze modern Chinese economic, financial, and business infrastructure through case method

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

NEW

1. Identify and describe orally and in writing the historical and cultural origins of Chinese business practices (1,2,3)
2. Analyze cases related to and present results orally and in writing modern Chinese economic, financial, and

3. Communicate the genesis of China's modernization and its significance via written report
4. Assess Chinese economic strengths and business opportunities

- business infrastructure (1,2,3)
3. Examine in writing the genesis of China's modernization and its significance (3)
4. Assess and present orally and in writing Chinese economic strengths and business opportunities (1,2,3,5)

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

- 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

NEW

- 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

- 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.

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.

Overlapping courses require Chairs' signatures.

7. 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).
- B. List each cross-listed prefix for the course: BUS/HIST 339
- C. Program responsible for staffing: Business/Finance & History

8. References. [Provide 3-5 references]

OLD

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)

NEW

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)

9. Tenure Track Faculty qualified to teach this course.

Dr. Nian-Sheng Huang, History

10. Requested Effective Date or First Semester offered:

11. New Resource Requested: Yes ☐ No ☒

If YES, list the resources needed.

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

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

C. Facility/Space/Transportation Needs:

D. Lab Fee Requested: Yes ☐ No ☐ (Refer to the Dean's Office for additional processing)

E. Other.

12. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

☐ Course title

☐ Prefix/suffix

☐ Course number

☐ Units

☐ Staffing formula and enrollment limits

☐ Prerequisites/Corequisites

☐ Catalog description

☐ Mode of Instruction

☐ Course Content

☒ Course Learning Outcomes

☐ References

☐ GE

☐ Other

☐ Reactivate Course

Justification: Clarifies course description and updates Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. Will this course modification 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 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010.**

Last day to submit forms to be considered during the current academic year: **April 15th.**

William Cordeiro



Proposer(s) of Course Modification

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 11-17-2010

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*
(course previously approved for GE, no criteria changes, only changes to objectives, R.C.) 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 11-17-2010

Criteria and Justifications Submitted:

- *Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines*
(course previously approved for GE, no changes to criteria, only changes to objectives, R.C.) 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**Course:**

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		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for Intl Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement and Service Learning Director		
Signature		Date
Curriculum Chair		
Signature		Date
Dean of Faculty		
Signature		Date