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Class 9	<ul style="list-style-type: none"> <li>● Chapter 10 &amp; 12, Crafting Brand Position</li> <li>● Hot topics.</li> </ul>
Class 10	<ul style="list-style-type: none"> <li>● Chapter 11, Dealing with Competition</li> <li>● Hot topics.</li> </ul>
Class 11	<ul style="list-style-type: none"> <li>● Chapter 13, Product Strategy</li> <li>● Reading: Real Story Behind Jeff Bezos</li> <li>● Hot topics.</li> </ul>
Class 12	<ul style="list-style-type: none"> <li>● Chapter 13, Services</li> <li>● Reading: Opportunities Open Up in Chinese Private Health Insurance</li> </ul>
Class 13	<ul style="list-style-type: none"> <li>● Chapter 14, Pricing</li> <li>● Boeing keeps prices for 2017.</li> </ul>
Class 14	<ul style="list-style-type: none"> <li>● Chapter 16, Retail, Wholesale &amp; Logistics</li> <li>● Reading: Inside the secret world of Trader Joe's</li> </ul>
Class 15	<ul style="list-style-type: none"> <li>● Chapters 17 &amp; 18, Communications and Promotions</li> </ul>
<b>Class 16</b>	<b>Final</b>

**Evaluation:**

Team Presentation of Reading	25%
Team Hot Topics	25%
Midterm	25%
Final Exam	25%

**Academic Dishonesty:** N/A

**[UG] Public Finance**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of Public Economics and Administration

**Prerequisites:** N/A

**Textbooks:** Worth Publishers, *Public Finance and Public Policy* by Jonathan Gruber, 4th edition 2013.

**Course Objectives:** This course aims at illustrating basic and foundational concepts

and principles in public finance. Students will learn about the role of government in the economy, about why, when and with which instruments can the government intervene in the economy.

**Course Schedule:**

Class	Subject
<b>Part I</b>	
1	Introduction
2	Theoretical Concepts in Public Finance
3	Empirical Tools in Public Finance
<b>Part II</b>	
5	Theory of Insurance
6	Social Insurance
<b>7</b>	<b>Midterm Exam</b>
<b>Part III</b>	
8	Public Goods
9	Public Goods and Applications
<b>Part IV</b>	
10	Taxation
11	Taxation and Applications

**Evaluation:**

Class participation & attendance	10%
Midterm	20%
Final Exam	70%

**Academic Dishonesty:** Issues related to the student's academic dishonesty includes cheating on exams; plagiarism; forged or improper use in school achievement; without teacher permission to access, the use of test materials. The minimum penalty for academic dishonesty is the examination given 0 points. Other penalties include report school-related departments and in accordance with relevant regulations.

**[UG] Legal Reasoning & Research**

**Credits: 3**

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**Teaching Hours:** 48

**Department:** Law

**Prerequisites:** N/A

**Textbooks:** N/A

**Course Objectives:** The legal reasoning and research course is designed to make civil law country students learn the general techniques and process of case analysis and relevant legal writing and legal research in common law countries. Students are expected to perform Anglo-American style legal reasoning, writing, and research practices with course instructor's guidance. Coverage of this course includes: structure of cases and case reading skills, analogical reasoning, deductive reasoning, case brief and memo writing, research with case law, research with interpreting constitutions, statutes and international law, research with academic legal publications and legal databases.

**Academic Dishonesty:** N/A

### **[UG] Auditing**

**Credits:** 3

**Teaching Hours:** 48

**Department:** School of Accounting

**Prerequisites:** N/A

**Textbooks:** Auditing and Assurance Services – 14th Edition – Arens/Elder/Beasley

**Course Description:** Study of auditing standards, internal accounting, control systems, compliance and substantive audit procedures applied to accounts and transaction cycles, and audit reports. Review of the auditing concepts of materiality and risk, types of evidence and documentation, and an introduction to the ethical and legal responsibilities of the Certified Public Accountant.



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**Course Schedule:** Tuesday and Thursday 10:05 – 11:45

**Evaluation:**

Homework and Other	30%
Final Examination	70%

**Academic Dishonesty:** N/A

**[UG] Mathematical Statistics**

**Credits:** 3

**Teaching Hours:** 48

**Department:** School of Finance

**Prerequisites:** N/A

**Textbooks:** Chapters 5 – 9, *Probability and Statistics (4th edition)* by Morris H. DeGroot and Mark J. Schervish

**Course Description:** This class emphasizes applications and fundamental concepts of statistics as well as provides a practical orientation that teaches students how to identify the correct method, calculate the statistics, and properly interpret the results in the context of the question or decision at hand. The students will learn not only the algorithms and techniques used to solve related problems, but also the real-world applications that adopt these methods. The students are encouraged to utilize computers in every respect of this class.

**Course Schedule:**

Date	Subjects	Assignments
5/16	D & S 5.6 The Normal Distribution	Section 5.6 (Page 315) #1-11
5/17	D & S 5.7 The Gamma Distribution	Section 5.7 (Page 325) #1-10
5/18	D & S 6.2, 6.3 The Law of Large Numbers & The Central Limit Theorem	Section 6.2 (Page 358) #5, 6; Section 6.3 (Page 370) #1-10
5/19	D & S 6.4 The Correction for Continuity	Section 6.4 (Page 374) #1-5; Section 7.5 (Page 425) #2-9;
	D & S 7.1 & 7.5 Statistical Inference	Section 7.6 (Page 441) #1, 2, 3, 5,

	& Maximum Likelihood Estimators	6, 7
	D & S 7.6 Properties of Maximum Likelihood Estimators	
5/23	D & S 7.7 Sufficient Statistics and HW Discussion	Section 7.7 (Page 448) #1-10
5/24	D & S 7.8 Joint Sufficient Statistics	Section 7.8 (Page 454) #1-4
	D & S 7.9 Improving an Estimator	Section 7.9 (Page 460) #1, 2, 3, 4, 8, 12, 13, 14
5/25	HW Discussion	
5/26	<b>Exam 1: Chapters 5, 6, &amp; 7</b>	Section 8.1 (Page 468) #5-8,
	D & S 8.1 Sampling Distribution	Section 8.2 (Page 472) #5, 6, 7, 9,
	D & S 8.2 The Chi-Square Distribution	10, 11
5/29	D & S 8.3 Sample mean and sample variance;	Sec. 8.3 (Page 479) #6, 7, 8
5/30	D & S 8.4 The t Distribution.	Sec. 8.4 (Page 484) #3, 4, 5, 6
5/31	D & S 8.5 Confidence Intervals	Sec. 8.5 (Page 494) #2, 3, 4, 5, 6
6/1	D & S 8.7 Unbiased Estimators	Sec. 8.7 (Page 512) #1-9; Sec. 8.8
	D & S 8.8 Fisher Information	(Page 527) #2, 3, 4, 5, 7, 8
	Homework Discussion	
6/5	D & S 9.1 & 9.2 Testing hypotheses	Sec. 9.1 (Page 548) #1, 2, 3, 4, 6,
	D & S 9.3 UMPT	11; Section 9.2 (Page 557) # 1, 2, 3, 5, 7, 8, 10; Section 9.3 (Page 566) #1, 2, 3, 6, 8, 9, 10, 11, 13
6/6	D & S 9.4 Two-Sided Alternatives	Sec. 9.4 (Page 575) #4, 5
	D & S 9.5 The t tests	Sec. 9.5 (Page 585) #4, 8, 9, 10, 12, 13, 14, 15, 16
6/7	D & S 9.6 Comparing the Means of two Normal Distributions	Sec. 9.6 (Page 596) # 1-5
	D & S 9.7 The F distribution	Sec. 9.7 (Page 604) # 1, 2, 7, 8, 9
6/9	Chapter 9 homework discussion	
	<b>Exam 2</b>	

**Evaluation:**

Exam I (Chapters 5, 6, 7 of D & S)	45%
Exam II (Chapters 8, 9 of D & S)	45%
Homework	10%

**Academic Dishonesty:** N/A

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## [UG] International Economics

**Credits:** 3

**Teaching Hours:** 48

**Department:** School of Economics

**Pre-requisites:** This course is an upper level economics class in both microeconomics and macroeconomics. I assume that you fully understand the fundamentals learned in principles of microeconomics and principles of macroeconomics. Calculus is also required for you to follow the lectures.

**Textbooks:** *International Economics* (combined edition) by Robert C. Feenstra and Alan M. Taylor.

**Course Objectives:** This course is a one-semester introduction to International Economics. The objective of this course is to study the fundamentals of international trade and international macroeconomics, which provide tools to understand important international economic issues and policies. In the first half of the course, basic trade models, which explain why countries trade, are discussed and then followed by discussions of trade policies, such as trade barriers and international trade agreements. In the second half of this course we focus on how exchange rate is determined and how different exchange regimes work. By the end of the course, we expect that everyone can apply what we have learned from the class to analyze some current economic issues.

### Course Schedule:

Subject	Chapter	Approximate time in class
Introduction	1	90mins
International Trade		
The Ricardian Model	2	180mins
The Specific-Factor Model	3	180mins
The Heckscher-Ohlin Model	4	180mins
Increasing Returns and Imperfect Competition	6	180mins
Foreign Outsourcing	7	180mins
Tariffs and Quotas under Perfect Competition	8	180mins
International Agreements	11	90mins

Midterm Exam		
International Macroeconomics		
Introduction to Exchange Rates	13	90mins
The Monetary Approach of Exchange Rates	14	180mins
The Asset Approach of Exchange Rates	15	180mins
International Accounts	16	180mins
Output, Exchange Rates and Macro Policies	18	180mins
Exchange Rate Crisis (will be covered only if time allows)	20	N/A
Final exam		

**Evaluation:**

Homework	10%
Midterm	30%
Final Exam	60%

**Academic Dishonesty:**

- Be honest at all times.
- Act fairly toward others. For example, do not disrupt or seek an unfair advantage over others by cheating, or by talking or allowing eyes to wander during exams.
- Take group as well as individual responsibility for honorable behavior. Collectively, as well as individually, make every effort to prevent and avoid academic misconduct, and report acts of misconduct that you witness.
- Do not submit the same work in more than one class. Unless otherwise specified by the instructor, all work submitted to fulfill course requirements must be work done by the student specifically for that course. This means that work submitted for one course cannot be used to satisfy requirements of another course unless the student obtains permission from the instructor.
- Unless permitted by the instructor, do not work with others on graded coursework, including in class and take-home tests, papers, or homework assignments. When an instructor specifically informs students that they may collaborate on work required for a course, the extent of the collaboration must not exceed the limits set by the instructor.
- Know what plagiarism is and take steps to avoid it. When using the words or ideas of another, even if paraphrased in your own words, you must cite your source. Students who are confused about whether a particular act constitutes plagiarism should consult the instructor who gave the assignment.

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- Know the rules - ignorance is no defense. Those who violate campus rules regarding academic misconduct are subject to disciplinary sanctions, including suspension and dismissal.

## [UG] Money & Banking

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of Finance

**Prerequisites:** N/A

**Textbooks:** *Money, Banking and Financial Markets, 2th Edition* by Stephen Cecchetti, McGraw-Hill

**Course Description:** This course focuses on money, banking and financial institutions. Topics include money and the payment system; financial instruments, financial markets, and financial institutions; future value, present value and interest rates; risk and returns; bonds, bond prices, and the determination of interest rates; risk and term structure of interest rates; stocks, stock markets, and market efficiency; derivatives, futures, options and swaps; foreign exchange rates; the economics of financial intermediation; depository institutions, banks and bank management; financial industry structure; regulating the financial system; the structure of central banks, the federal reserve and the European central banks.

**Course Schedule:** N/A

**Evaluation:**

Attendance and Class Participation	5%
Homework Assignments	20%
Midterm I	25%
Midterm II	25%
Final Exam	25%

**Academic Dishonesty:** Integrity, mutual respect and human dignity for others are fundamental expectations in this class. Cheating, plagiarism or other forms of dishonesty are prohibited. As part of academic honesty, students are expected to

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adhere to all instructions given on examinations.

## **[UG] Management**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of International Business Administration

**Prerequisites:** N/A

**Textbooks:** Handouts

**Course Objectives:** By the completion of the course, students will have a greater understanding of the role and importance of management. Students will understand that management is an on-going process geared to motivate the worker as an individual and as a member of a group. Learning basic management terminology will also be achieved. After completing this course, you should:

1. Understand the historical evolution of management and the manager's role in society;
2. Understand the fundamental concepts and principles of management which have general applicability to all types of organizations;
3. Understand the economic, legal, political, ethical, socio-cultural and international forces in an organization's environment and their impact upon the organization;
4. Develop knowledge of the basic management functions of planning, organizing, leading and controlling;
5. Identify current problems, issues, and trends which challenge today's managers;
6. Develop an understanding of the relationship between individual values and attitudes and managerial leadership style;
7. Develop and strengthen problem solving and communication skills.

### **Course Schedule:**

Week	Subject
1	Introduction to Management and Organizations
2	Management History
3	Planning and Strategy
4	Leadership and Ethics

5	Organizational Structures
6	Management Controls
7	Team Project 1 Presentations
8	Decision Making
9	Communicating for Results
10	Human Resources
11	Human Resources - Interviews
12	Motivation
13	Corporate Governance
14	Team Project 2 Presentations
15	Change & Stress Management
16	Team Reviews
17	21st Century Skills

**Evaluation:**

Class Attendance & Participation	20%
Course Projects and exercises	20%
Final Exam	60%

**Academic Dishonesty: Plagiarism is not tolerated by SUFE.** All course work submitted MUST be your own work. Do not copy from the Internet or other sources without using the correct referencing. If you copy without references to copied or other obtained information you **will** receive a '0' score.

**[UG] Intermediate Microeconomics**

**Credits:** 3

**Teaching Hours:** 48

**Department:** School of Economics

**Prerequisites:** None

**Textbooks:** *Hal R. Varian, Intermediate Microeconomics—A Modern Approach, 7th edition.*

**Course Description:** The objective of this course is to provide the student a fairly rigorous introduction to the methods of microeconomic analysis. We will focus on covering some of the core concepts and tools of microeconomics so that the student is prepared for applications of these ideas in later courses. In microeconomics we first consider the decision-making of individual agents and then examine how the aggregation of these decisions affects market outcomes. This course begins by studying the decision-making of consumers and how that leads to aggregate demand; we then move on to considering producer decision-making and aggregate supply. Next we study how supply and demand interact in ideal market conditions (perfect competition) and define equilibrium. The final part of the course relaxes some of the strong assumptions of perfectly competitive markets to consider market power, imperfect or asymmetric information, and non-market goods. The course uses a variety of mathematical techniques, including graphs, algebra, and calculus.

**Course Schedule:**

Week	Lecture	Day	Date	Topic	Reading
1	1	Tuesday	2/23/16	Introduction to the Market	Ch 1
1	2	Thursday	2/25/16	Budget constraint	Ch 2
2	3	Tuesday	3/1/16	Preferences	Ch 3
2	4	Thursday	3/3/16	Utility	Ch 4
3	5	Tuesday	3/8/16	Choice	Ch 5
3	6	Thursday	3/10/16	Demand	Ch 6
4	7	Tuesday	3/15/16	Slutsky Equation	Ch 8
4	8	Thursday	3/17/16	Intertemporal choice	Ch 10
5	9	Tuesday	3/22/16	Uncertainty	Ch 12
5	10	Thursday	3/24/16	Consumer Surplus	Ch 14
6	11	Tuesday	3/29/16	Market Demand	Ch 15
6	12	Thursday	3/31/16	Equilibrium	Ch 16
7	13	Tuesday	4/5/16	Review Class	
7		Thursday	4/7/16	Midterm Exam	
8	14	Tuesday	4/12/16	Technology	Ch 18
8	15	Thursday	4/14/16	Profit Maximization	Ch 19
9	16	Tuesday	4/19/16	Cost Minimization	Ch 20
9	17	Thursday	4/21/16	Cost Curves	Ch 21
10	18	Tuesday	4/26/16	Firm Supply	Ch 22
10	19	Thursday	4/28/16	Industry Supply	Ch 23
11	20	Tuesday	5/3/16	Monopoly	Ch 24
11	21	Thursday	5/5/16	Oligopoly	Ch 27
12	22	Tuesday	5/10/16	Externalities	Ch 34
12	23	Thursday	5/12/16	Public Goods	Ch 36

**Evaluation:**



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Class Participation	5%
Homework and in-class quizzes	20%
Midterm Exam	25%
Final Exam	50%

**Academic Dishonesty:** I follow the standard SUFE policies. I cannot accept any excuse for missing exams unless you provide proof of an emergency (illness, etc...). This emergency must be considered a valid excuse by SUFE guidelines. Academic dishonesty by the student code of conduct includes cheating on the assignments or exams; plagiarizing; altering; forging, or misusing a University academic record; taking, acquiring, or using test materials without faculty permission; and acting alone or in cooperation with another to enhance a grade, etc. A minimum penalty for academic dishonesty is a grade of zero. Other penalties may include an F in course and a complaint to university authorities so that they act consequently with the corresponding university policy.

## **[UG] Property Law**

**Credits:** 3

**Teaching Hours:** 48

**Department:** Law

**Textbooks:** Property : A Contemporary Approach 2nd Edition, West 2014. As I am aware that you do not have access to the textbook, copies of the assigned readings will be handed out to you in each class for the following week.

**Course Objectives:** This course is designed to help the students gain a working knowledge of Property Law and the associated legal issues, become aware of legal theory behind Property Law and gain competency in handling cases dealing with property related disputes in a common law legal setting.

**Evaluation:** Grading scale: The course will be graded on a bell curve. Students will be graded based upon their attendance and participation 30%, a midterm examination 20% and a final exam worth 50%

**Academic Dishonesty:** Students at SHUFE enjoy significant freedom of artistic

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expression and are encouraged to stretch their scholarly and artistic boundaries. However, the University prohibits all forms of academic dishonesty. For present purposes, “academic dishonesty” is understood as the appropriation and representation of another’s work as one’s own, whether such appropriation includes all or part of the other’s work or whether it comprises all or part of what is represented as one’s own work (plagiarism). Appropriate citation avoids this form of dishonesty. In addition, “academic dishonesty” includes cheating in any form, the falsification of academic documents or the falsification of works or references for the use in class or other academic circumstances. When such dishonesty is discovered, the consequences to the student can be severe.

## **[UG] British & American Legal System**

**Credits:** 2

**Teaching Hours:** 32

**Department:** Law

**Prerequisites:** N/A

**Textbooks:** The Fulbright Program (<http://www.cies.org/>) provides funds for me to provide materials to you. I will have the readings from several books for you bound together so that you may use the information as a book. All materials will be posted on the SHUFE Blackboard site. The following are the primary sources I will use:

Michael C. Dorf, *Constitutional Law Stories*, 2nd Ed., Foundation Press, 2009.

Lawrence M. Friedman, *A History of American Law*, 3rd Ed., Touchstone, 2005.

John Humbach, *Whose Monet? An Introduction to the American Legal System*, Wolters Kluwer Law & Business, Aspen Publishers, 2007.

Geoffrey Samuel *A Short Introduction to the Common Law*, Edward Elgar Publishing, 2014.

**Course Objectives:** The purpose of this course is to critically analyze the British and American legal system. To do this, we will examine a host of topics, including the

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structure of federal and state court systems, the processes by which cases enter the courts, methods of judicial selection, and the determinants of judicial decision making.

**Course Schedule:**

**First Week** (March 10): Introduction – – The Three Branches of Government in the United States – What Role Do The Courts Have?

**Second Week** (March 17): Common Law versus Civil Law. From Great Britain to the United States.

Assignment: Read the material that follows this syllabus for our next class. It is available at:

<https://www.law.berkeley.edu/library/robbins/pdf/CommonLawCivilLawTraditions.pdf>

For all other weeks, the reading is to be determined – I will send you an updated syllabus with the reading assignments.

**Third Week** (March 24): – The Federal versus the State Court Systems.

**Fourth Week** (Friday, **March 27 make up class** – from 7:50 pm to 9:30 pm): The Types of Cases in the Federal System versus the State System.

**Fifth Week** (March 31): The British Court System Today.

**Sixth Week** (April 7): Civil versus Criminal Cases – U.S.

**Seventh Week** (April 14): Federal Rules of Civil Procedure.

**Eighth Week** (April 21): Gathering Information through Formal and Informal “Discovery,”

**Ninth Week** (April 28): “Building Your Case” for the Court.

Midterm Exam – second 1//2 of class on April 28.

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**Tenth Week** (May 5): Federal Rules of Evidence and Trial Strategy.

**Eleventh Week** (May 12): How to Brief a Case versus a Trial Brief.

**Twelfth Week** (May 19): A Lawyer's Rules of Ethics and Settlement Options.

**Thirteenth Week** (May 26): How to Try a Case in the Trial Court and How to Argue an Appeal.

**Fourteenth Week** (June 2): United States District Court Role Play

**Fifteenth Week** (June 9): United States Court of Appeals Role Play

**Sixteenth Week** (June 16): Advantages/Disadvantages of the Common Law System.

**Seventeenth Week** (June 23) **FINAL EXAMINATION.**

**Evaluation:** Your grade in this class will be based upon a final exam given during the exam period at the end of the semester (60% of your grade) as well a short midterm examination (20% of your grade), and class participation (20% of your grade). You must read the assigned pages in the book prior to class and participate in class activities (as well as homework) to receive a passing grade.

**Academic Dishonesty:** N/A

## **[UG] Intermediate Financial Accounting**

**Credits:** 3

**Teaching Hours:** 48

**Department:** School of Accounting

**Pre-requisites:** Financial Accounting or equivalent

**Recommended Textbook:**

*Intermediate Accounting Vol. 1/2, 2nd Edition, Pearson*

*Kin Lo and George Fisher*

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**Course Objectives:** This subject enables students to demonstrate a global outlook in the context of business, obtain sufficient financial accounting skills and knowledge to make an immediate contribution to their employers and analyze financial reports prepared according to International Financial Reporting Standards.

**Course Schedule:** N/A

**Evaluation:** N/A

**Academic Dishonesty:** N/A

### **[UG] Financial Budgeting and Analysis**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of Accounting

**Pre-requisites:** N/A

**Recommended Textbook:** N/A

**Course Objectives:** Financial budgeting and Analysis is one of the main courses for undergraduate students who major in financial management. Financial analysis is for analysis to financial reports based on the use of the scientific method and systematic analysis and evaluation of the enterprises of past and present operating results, financial situation, predict the future development trend of enterprises, enterprises of interest groups to help improve decision-making, so as to reduce its uncertainty. Financial analysis involves content analysis such as solvency of enterprises, viability, profitability, capacity development. Financial plan is that by adjusting operative activity scale and the level, so that their funds, proceeds, the cost of coordination, so as to ensure enterprises the financial goals. Including the development of specific financial strategies, financial policies, financial, planning and the preparation of the financial budget, and so forth. In short, financial analysis and planning is a course that analysis and skills in financial management plan in use. To demonstrate the

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characteristics of courses, the courses are supplemented by the general case teaching.

**Course Schedule:** N/A

**Evaluation:** N/A

**Academic Dishonesty:** N/A

## **[UG] International Marketing**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of International Business Administration

**Pre-requisites:** N/A

**Recommended Textbook:** Warren J. Keegan, Mark C. Green (2015), Global Marketing ,8th Edition, Prentice Hall.

**Course Objectives:** Global marketing skills are of increasing importance to marketing practitioners as the pace of globalisation quickens and more and more firms choose, or are forced, to compete in offshore markets. This unit discusses the global marketing environment, how global markets are identified and evaluated, and global product planning, pricing, promotion and distribution strategies.

At the conclusion of the course, students should be capable of:

- (1) Understanding, listing, and explaining the factors, which constrain and provide opportunities for international marketing.
- (2) Compare marketing-mix management in domestic and foreign markets.
- (3) Discuss the impact of culture on international marketing
- (4) Identify and assess information sources used in global marketing planning
- (5) Construct a global marketing plan encompassing strategies to deal with international realities

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(6) Assess the future of global marketing

**Course Schedule:**

Topic 1 Introduction to Global Marketing

Definition of terms; global marketing; theory of comparative advantage; global industry; management; orientation; driving forces and restraining forces

Topic 2 Organization structure and global marketing plans

Leadership and core competence; marketing audit; developing international corporation profiles; global marketing plans

Topic 3 the economic Environment

Affect on marketing strategy; IMF; trade agreements and restrictions

Topic 4 business customs and practices

Culture and business relationships; international differences in business values and ethics

Topic 5 Social and cultural environments

Culture and its elements; cultural change; innovations

Topic 6 political/legal environment

Government policy; nationalism, political risk assessment; commercial laws

Topic 7 global MIS and research

International MIS; problems and sources of secondary data; primary research collection

Topic 8 Global market entry and cooperative strategies

Exporting, franchising/licensing; JV; strategic alliances

Topic 9 Consumer product decisions

Standardized Vs. adaptation; innovative products in foreign markets; the PLC and adaptation; the fifth P

Topic 10 Pricing and distribution decisions

Pricing setting; dumping; exchange rate fluctuations; government influenced pricing; intra-company pricing strategy; distribution strategy; alternative

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channels; selection process; franchising; logistics

Topic 11 Communication decisions and HRM

Standardization Vs. localization; media planning; Ad. Cultural diversity;  
sales personnel selling abroad; repatriation and reassignment

Topic 12 the future of global marketing

Growing importance; new international realities; the Chinese scene

**Evaluation:** Assignment and participation (40%)

Case Study

Final Exam Paper (60%)

**Class participation**

- Class participation is expected and is essential for success in the course. The benefits of the course can only be realized when students share their views with the class. Class participation grades will be based on each student's contribution to the class learning experience.
- During the semester, we will be doing a number of in-class activities involving the application of marketing concepts as well as discussing several cases (time permitting). Preparation for cases as well as participation in case and activity related discussions during class will play a significant role in determining class participation grades.
- Bringing in real world examples from outside reading and sources that highlight marketing concepts is necessary to gain the marks of class participation.

The following are guidelines concerning how you should think about class participation. They will be my criteria for evaluating your participation during the semester.

**Content understanding and integration** – Do you follow the flow of class discussion and build on others' ideas? When you do not understand something, do you ask questions? Are you an active participant in in-class group case analysis and discussion?



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**Creativity** – do you generate your own insights and applications?

**Curiosity and interest**—What degree of curiosity, interest, and enthusiasm do you bring to the classroom? Are you in class every day in order to fully participate?

**Academic Dishonesty:** N/A

## **[UG] Business English Communication**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of Foreign Studies

**Pre-requisites:** N/A

**Recommended Textbook:** N/A

**Course Objectives:** You will learn the basic principles that make writing work and how to read an audience so that you can persuade and influence them consistently and powerfully. You will learn how to replace some bad writing habits with good ones.

**Course Schedule:** N/A

1. **Evaluation: Attendance:** 10%
2. **Portfolio:** 20%

The portfolio may be most unfamiliar form of assessment for students. Portfolio assessment is very common and effective for self-directed learning in overseas universities. A portfolio is a collection of documents relevant to a particular subject or purpose. Artists, photographers and fashion models often take portfolios of their work to show employers what they have done and what they can do. Here we use student portfolio to include at least a **minimum** of the writing tasks listed below you complete either in class or out-of class for enhancing self-directed learning, reflection and collaborative learning.

- Resume
- Cover letter
- Application letters

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- Business letters such as Memo, Email
  - Summary
  - Business report
  - Feedbacks or comments from peers or your tutor
  - Personal reflections on the feedbacks
  - Other examples of business writing you finish during and after class, e.g. quiz and group report writing

**3. Oral Presentation 15%**

You are asked to give a group presentation about your project design. Each member of teams will give presentation on different parts of your project design.

**4. Collaborative writing of market research report: 15%**

You are asked to complete a 1500-word formal business report based on your project work and feedback from peers and tutors on your oral presentation. Collaborative writing process is stressed and evaluated in this task.

**5. Final exam: 40%**

Business communicative competency (mainly written competency) will also be evaluated in a final on-spot writing condition. Writing topics in the exam will be selected from the array of training topics.

**Academic Dishonesty:** N/A

**[UG] Intercultural Communication in Global Workplace**

**Credits:** 2

**Teaching Hours:** 32

**Department:** School of Foreign Studies

**Pre-requisites:** N/A

**Recommended Textbook:** Communication Between Cultures. Samovar, L. R. Porter, and L. Stefani

Cross-Talk; communicating in a Multicultural workplace. by Kenton and Valentine

Cultural Intelligence; A Guide to Working with People from Other Cultures. Peterson

Guide to Cross-Cultural Communication, Sana Reynolds and Deborah Valentine

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**Intercultural Business Communication. 6<sup>th</sup> ed. Chaney and Martin**

Intercultural Communication for Business. Tuleja

**Intercultural Communication in the Global Workplace. Beamer and Varner**

Kiss, Bow, or Shake Hands: How to do Business in Sixty Countries. Morrison and Conaway

**Course Objectives:** With the deepening of globalization, workplace communication is intercultural communication. This course gives an explanation of different cultural conflict, value and dimensions. It also offers an approach to make international business and multi-national management more effective by applying intercultural communication skills to practical business concerns. Main chapters are: cultural differences and cultural types; intercultural competence; the role of language and non-verbal communication; intercultural negotiation; corporate culture, the cross-cultural team, and intercultural marketing.

**Course Schedule:** N/A

**Evaluation:**

Assessed Tasks	Assessment Methods	% Weighting
13 Chapters	e.g. Closed-book exam	70%
Attendance	Documented	5%
Participation in Activities	Documented	20%
Writing (s)	Documented	5%

**Code of Conduct:**

1. Attendance is always critical! Notify the teacher that you will be absent as far in advance of the class meeting as possible;
2. Contact a fellow student or the instructor as soon as possible to find out what you missed;
3. Preview the readings and prepare to write your points before the class;
4. Appropriate behavior: threatening and disruptive behavior is not allowed. Cell phones must be turned off while you are in class.