Dealing with China: Intercultural management issues

27 hours course

18 September – 10 December 2014

Learning objectives

The aim of this course is to make the student familiar with the characteristics of the Chinese culture. The graduate will be able to properly deal with Chinese people in general and business men in particular. More specific, the learning objectives are:
- Become aware of one’s own cultural background.
- Gain insight in the underlying cultural patterns of Chinese culture.
- Gain insight in the link between culture in general and corporate and business culture in China.

Prerequisites

None

Content

Western business men facing failure of business deals with a Chinese counterpart are legion. Many times this is due to a lack of understanding of the Chinese partner. Therefore, to an important extent, this course will explain Chinese daily life and business behaviour from a cultural perspective: cross-cultural awareness, impact of ideology on corporate culture, specific characteristics of the economy in China, corporate organisations, leadership, work ethics, interference of the Chinese government in economy, business etiquette (do's and don'ts), Chinese strategic thinking and specific aspects of business negotiations will be discussed.

Furthermore, the course informs about the various points of attention in doing business with China.
Finally the course also deals with some aspects of Human Resources Management applied to China and foresees in a workshop on Change Management in China.

**Study material**


**Complementary study material**

A list of recommended readings will be offered by the lecturer.