

CLASSES FOR SPRING 2012 AT MINZU UNIVERSITY:

All participants will enroll in **intensive Chinese language instruction** (9 credits), along with a **subject on Chinese Ethnic Studies** (3 credits), and can opt into one additional English-taught class.

ICL: Intensive Chinese Language (9 credits) - MANDATORY

Students will take a placement test upon arrival to place them in the appropriate level of Chinese language. Available levels range from beginner to advanced. Students will undergo 200+ hours of language instruction during the semester. Faculty will be available to tutor students 1-on-1 if needed and to give them additional language support.

CES: The Nationalities of China: A country comprised of 56 ethnic groups (3 credits) - MANDATORY

China is growing into an influential nation of the world with 1.3 billion people from 56 ethnic groups. Where did these people come from? What is the relationship between these ethnic groups? And what is the impact of Chinese multiethnic reality on Chinese society? The course will introduce the history of major Chinese ethnic groups and their transformation in modern period. The course will focus on the relationship between and among major ethnic groups in contemporary China, especially the relationship between Han Chinese, Tibetan, Mongolian, Uygur and Hui People (Chinese Muslim). Through class discussions, students are encouraged to critically think about concepts of nationalism, race, and ethnicity in the era of nation-state and their roles in the evolvement of the Chinese nation. The aim of the course is to introduce the changes and continuities in Chinese ethnic relationship between traditional and modern China and help students understand the dynamics of Chinese society. The Course will consist of lectures, discussions and one weeklong stay in a minority area. Final Grade will be based on one term paper (40%, report on field trip and research), midterm exam (30%, two short essays) and final exam (30%, two short essays).

Additional English-Taught class options

- **PS 402: Chinese Political Reforms (3 credits, spring & fall)**
This course aims at understanding the two and half decades of reforms in the People's Republic of China. By discussing the reforms' background conditions, international context, policy options, difficulties, achievements, failures, and possible future, the instructor intends to lead an advanced course on contemporary Chinese political economy.
- **AR 301: Chinese Arts & Culture (3 credits, fall)**
This course aims to give students a better understanding of ancient and modern Chinese fine arts (painting, sculpture, architecture, etc), as well as folk and popular arts (crafts, opera and film). A comparative approach will be employed to highlight differences with Western genres.
- **BS 301: Doing Business in China: A Managerial Perspective (3 credits, spring & fall)**
This course targets to understanding and management of the human side of doing business in the context of China. It not only deals with concepts and theories, but also research and case studies, especially the ones in the Chinese social milieu.
- **BS 302: International Finance (3 credits, spring & fall)**
This course focuses on international financial markets, exchange rates, China's balance of payments.

***** See below for the course syllabi.**

*Additional classes likely to be available for future terms. Classes are subject to change and subject to student demand

Chinese Political Reforms (Tentative)

I. Course Description:

This course is designed to introduce students to key aspects of Chinese politics, with a focus on the post-Mao reforms since 1978. The goal of the course is to help students to gain different perspectives on current Chinese government structure, most importantly, the dynamics of the ongoing process of economic and political reforms. Discussion topics include Chinese political history (1949 to present), Chinese government structure and institutions, nationalisms in China, economic reforms and their political implications, democratization, civil society, environment, and other emerging issues in current Chinese society.

II. Texts:

1. Kenneth Lieberthal, *Governing China: From Revolution Through Reform*, W.W. Norton, 2004.
2. Susan L. Shirk, *China: Fragile Superpower: How China's Internal Politics Could Derail Its Peaceful Rise*, Oxford University Press, 2007.
3. Bruce J. Dickson, *Wealth into Power: The Communist Party's Embrace of China's Private Sector*, Cambridge University Press, 2008.
4. Dali Yang, *Remaking the Chinese Leviathan: Market Transition and the Politics of Governance in China*, Stanford University Press, 2004.
5. Guobin Yang, *The Power of the Internet in China: Citizen Activism Online*, Columbia University Press, 2009.
6. David Shambaugh, *China's Communist Party: Atrophy and Adaptation*, University of California Press, 2008.

III. Requirements:

Students are required to do the assigned readings in the syllabus before each class and actively participate in class discussions. Students are expected to talk to the instructor around the middle of the semester about a possible topic for the research paper. Class attendance on time is required. Absence from class must ask for prior permission from the instructor and, in case of emergence, must report to the instructor immediately afterwards. Class absence beyond three with no excusable reasons may result in significantly reduced grade and absence beyond four times may result in failure of your total course grade. Similarly, lateness for class beyond one may result in reduction in your class participation grade.

IV. Course Grading:

Presentation 20%

Class Participation (including attendance) 20%

Research Paper 30%

Exam 30%

V. Class Schedule: Topics and Readings

Week 1:	Introduction
Week 2:	Political History 1: The Maoist Era Lieberthal, Chapter 3, 4
Week 3	Political History 2: The Reform Era Lieberthal, Chapter 5; Shambaugh, Chapter 4, 5
Week 4	Political System 1: The Government Lieberthal, Chapter 6; Dali Yang, Chapter 2
Week 5	Political System 2: The Party Lieberthal, Chapter 7; Shambaugh, Chapter 6, 7
Week 6	Market Transition and State Capacity Dali Yang, Chapter 3, 4
Week 7	The State and Society Lieberthal, Chapter 10; Dickson, Chapter 4; Dali Yang, Chapter 5
Week 8	Privatization and Political Change Dickson, Chapter 2, 5, 7
Week 9	Accountability and Anticorruption Dali Yang, Chapter 6, 7
Week 10	The Internet and Political Reform Guobin Yang, Chapter 2, 6, 7
Week 11	Nationalism and Public Opinion Shirk, Chapter 4, 7, 8
Week 12	The Way Forward Exam

VI. Periodicals, newspapers and websites:

Far Eastern Economic Review

China Daily

Beijing Review

China Quarterly

Asian Survey

www.xinhuanet.com (sponsored by the Xinhua News Agency)

www.china.com.cn (sponsored by the State Council Information Office)

www.gov.cn (official web portal of the Central People's Government of PRC) www.feer.com
(*Far Eastern Economic Review* on line)

www.chinadaily.com.cn (*China Daily* on line)

Chinese Arts and Culture

(Tentative)

Instructor: Professor Peng Feng

Course Description

This course offers a panoramic view of Chinese art and culture. Students will be guided to learn to notice and appreciate the subtle and deep meaning of such unique art and culture. Some modern art is also introduced in order to see the continuance of the tradition. Museum and studio visits will be arranged on weekends.

Required Readings

Three Thousand Years of Chinese Paintings, by Richard Barnhart and others, Yale University Press, 2002. [ISBN: 0300094477]

The Arts of China, by Michael Sullivan, University Of California Press; 4th Rev edition, 2000. [ISBN: 0520218779]

Insights into Chinese Culture, by Ye Lang and Zhu Liangzhi, trans by Zhang Siying and Chen Haiyan, Foreign Language Teaching and Research Press, 2008. [ISBN: 978-7-5600-7635-5]

Course Requirements

Consistent attendance and class participation

Term paper

Final examination

Term Paper

A paper of 10-12 pages on a relevant topic of your choice. It is suggested that you consult with the instructor concerning the topics well in advance. The term paper is expected to meet professional standards and will be graded accordingly.

Grades

Course components will be weighted as follows:

Term paper: 50%

Final examination: 50%

Class Schedule

Week 1

Introduction to Chinese art and culture

Week 2

Pottery, Jade, and Bronze of the Pre-Qin Dynasty

Week 3

Sculpture, Painting, and Calligraphy of the Qin and Han Dynasties

Week 4

Sculpture, Painting, and Calligraphy of the Weijin Dynasties

Week 5

Sculpture, Painting, and Calligraphy of the Sui and Tang Dynasties

Week 6

Painting, Calligraphy, and Porcelain of the Song Dynasties

Week 7

Painting and Calligraphy of the Yuan Dynasty

Week 8

Painting, Calligraphy, and Garden of the Ming Dynasty

Week 9

Painting, Calligraphy, and architecture of the Qing Dynasty

Week 10

Chinese modern art

Week 11

Chinese contemporary art

Week 12

Final

(subject to change if museum or studio visits to be arranged.)

Doing Business in China (Tentative)

The objective of this seminar is to provide an overview of business environment in China so that you can have an idea of some noticeable issues for doing business in China.

This seminar is not lecture oriented. You are expected to read the assigned article for each session and evaluate the main ideas and findings critically. The articles include both academic papers and reports from research companies. I expect you to come up with insights and questions for class discussion after reading the articles. We will share our insights and try to answer the questions together. There are also some recommended readings for your interest, but they are not mandatory. Finally, you are expected to develop a business proposal in teams. Because of limited time, a full business plan is not necessary. You can just introduce how you develop the idea, why your plan is feasible, and how you would like to crystallize your plan in China. In the last two sessions, each team is required to give a 15-minute presentation.

Grades: A short report (15%); class participation (45%); your proposal and paper (40%)

Schedule:

Week 1: Overview

Week2: China Customers

<Five faces of China customers>, AC Nielson
<Inside the mind of the Chinese customers>, Gallup

Case study 1

Week 3: Customer Behavior

<Changing tastes: the adoption of new food choices in post-reform China>, Journal of Business Research, 2005

Recommended Readings: <Fashion consciousness of Chinese, Japanese and American teenagers>, Journal of Fashion Marketing and Management, 2004

Case study 2

Week 4: Guanxi

<The roles of xinyong and guanxi in Chinese relationship marketing>, European Journal of Marketing, 2005

Recommended readings: <When good guanxi turns bad>, Harvard Business Review, 2004

Case study 3

Week 5: First Mover Advantage

<FIRST MOVER ADVANTAGES IN INTERNATIONAL BUSINESS AND FIRM-SPECIFIC POLITICAL RESOURCES>, Strategic Management Journal, 2006

Recommended readings: <Resource commitment, entry timing, and market performance of foreign direct investments in emerging economies: The case of Japanese international joint venture in China>, Journal of Academy of Management, 2000

Case study 4

Week 6: Country of origin

<REGIONAL DIFFERENCES OF COUNTRY IMAGE EFFECT IN CHINESE MARKET>, Journal of Marketing Science, 2008

Recommended readings: <Effects of country-of-origin and product attribute information on product evaluation>, Journal of Customer Research, 1989

Case study 5

Week 7: Brand Management

<The influence of culture on brand building in the Chinese market>, Journal of Brand Management, 2004

Recommended readings: <What does brand mean?>, Journal of Academy of Marketing Science, 2006

Case study 6

Week 8: Market Orientation

<Evolution on the Global Stage>, 2007

Recommended readings: <Market orientation: A meta-analytic review and assessment of its antecedents and impact on performance>, Journal of Marketing, 2005

Case study 7

Week 9: Innovation

<The Effects of Strategic Orientations on Technology- and Market-Based Breakthrough Innovations>, Journal of Marketing, 2000

Recommended Reading: <Customer Knowledge Development: Antecedents and Impact on New Product Performance>, Journal of Marketing, 2004

Case study 8

Week 10: Conclusion

<China 2009 Boom or Doom>, AC Nielson

Recommended reading: <Mapping the research on success factors for managing international joint ventures in China>

Case study 9

Week 11: Team Presentation (1)

Week 12: Team Presentation (2)

Multiethnic Culture and Chinese Society
Instructor: GUO Aimin
(Tentative)

Course Description:

China is growing into an influential nation of the world with 1.3 billion people from 56 ethnic groups. Where did these people come from? What is the relationship between these ethnic groups? And what is the impact of Chinese multiethnic reality on Chinese society? The course will introduce the history of major Chinese ethnic groups and their transformation in modern period. The course will focus on the relationship between and among major ethnic groups in contemporary China, especially the relationship between Han Chinese, Tibetan, Mongolian, Uygur and Hui People (Chinese Muslim). Through class discussions, students are encouraged to critically think about concepts of nationalism, race, and ethnicity in the era of nation-state and their roles in the evolvement of the Chinese nation. The aim of the course is to introduce the changes and continuities in Chinese ethnic relationship between traditional and modern China and help students understand the dynamics of Chinese society.

Books:

Conrad Schirokauer and Miranda Brown, *A Brief History of Chinese Civilization* (Paperback) , Wadsworth Publishing; 2 edition (March 10, 2005)

Gardner Bovingdon, *The Uyghurs: Strangers in Their Own Land*, Columbia University Press, 2010.

Ashild Kolas and Monika P. Thowsen, *On the Margins of Tibet: Cultural Survival on the Sino-Tibetan Frontier*, University of Washington Press (July 2006)

Benedict Anderson, *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. Verso; Revised edition (May 1991) .

Course Requirements and Evaluations:

Class attendance and discussion	10%
Two Response Papers	20%
Mid-term Exam (essay)	30%
Final Exam (essay)	30%

Make-ups and Other Course Rules

Paper must be submitted before the beginning of class on the due day. Make-ups are only possible for students who received the instructor's permission in advance of the due date. An examination may be made up only if a student can present to the instructor sufficient evidence of their inability

to attend the exam at its scheduled time.

Class Schedule (Tentative):

Week 1: Course General Introduction

Nation, Ethnic Groups and Globalization

Week 2: The Roots of Chinese Civilization:

Shang and Western Zhou Dynasty

The Spring and Warring States Period

Week 3: The Forming of Han Chinese

The Unification of Qin and

The Han Chinese formed

Week 4: Northern People Came Down

Northern People in the Heart Land

Week 5: Field Trip in Beijing

Niu Jie

Week 6 : Mongolians and Manchues Ruled China

Midterm (paper due)

Week 7: From Empire to Republic

Transformation of Ethnic Relations in Modern period

Week 8: 56 Official Recognized Ethnic Groups and Ethnic Autonomous Regions

Tibet and Xinjiang

Week 9: Field Trip in Beijing

Wang Jing

Week 10: Ethnic Relations in Today's China:

Economic Development and Culture Preservation

Week 11: Globalization and Oversea Chinese

Week 12: Globalization and Foreigners in China

Final (paper Due)

PEKING UNIVERSITY

International Finance Professor ZHAO Longkai

1.COURSE OBJECTIVES

This course aims to introduce students to the main issues in international finance. By the end of the course, students should understand a) the mechanisms of the international financial markets and the relevant institutions, b) financial management of the multinational firms, and c) tools of international financial management and investment. The course will also discuss modern issues in international financial policies.

2.READING

The required textbook for the course is: International Financial Management, by Cheol S. Eun and Bruce G. Resnick, 4nd edition (or later edition), (ER) McGraw Hill. Supplementary reading materials will be provided.

Reference texts:

Brealey, R.A., Myers, S.C., and Allen, F., (2006), Principles of Corporate Finance, 8th Edition, McGraw Hill.

Buckley, A., Multinational Finance, 5th edition, Financial Times – Prentice Hall, 2004.

Michael H. Moffett, Arthur I. Stonehill and David K. Eiteman, 2003, Fundamentals of Multinational Finance, Addison-Wesley

Bruno Solnik, (Most Recent Version) International Investments, Addison-Wesley

3. COURSE ADMINISTRATION

Lecturer: Dr. Longkai Zhao

Office 323, Building 2, Guanghua School of Management

Email: lzhao@gsm.pku.edu.cn

Telephone: 010 62754810

4. LECTURE OUTLINE

Lecture 1: Introduction

- Defining international finance
- Trend of globalization and world financial market

- Privatization

Reading: ER Chapter 1

Optional reading:

Meggison W., Netter J. M., 2001, "From State to Market: A Survey of Empirical Studies on Privatization," *Journal of Economic Literature*, 39, 321-389

Reference: Ross, Stephen A., Randolph W. Westerfield, and Jeffrey F. Jaffee, *Corporate Finance*, 6th ed. New York: Irwin/McGraw-Hill, 2002

Lecture 2: Multinational Corporations and FDI

- Why do firms go overseas
- Trends in Foreign Direct Investment
- Political risks

Reading: ER Chapter 16

Optional reading:

Morch, Randall, and Bernard Yeung. "Why Investors Value Multinationality." *Journal of Business* 64 (1991), pp. 165-187

Mihir A. Desai, C. Fritz Foley, and James R. Hines Jr., 2005. "Capital controls, liberalizations, and foreign direct investment", working paper

Lecture 3: International Corporate Governance

- The mechanism of corporate governance
- Law, culture, and finance

Reading: ER Chapter 4

Optional reading:

La Porta, Rafael, Florencio Lopez-de-Silanes, Andrei Shleifer, and Robert W. Vishny, (1998), "Law and Finance," *Journal of Political Economy*, 106:6, pp. 1113-1155.

La Porta, Rafael, Florencio Lopez-de-Silanes, Andrei Shleifer, and Robert W. Vishny, (1997), "Legal Determinants of External Finance," *Journal of Finance*, 52:3, pp.1131-1150.

Lecture 4: International Parity Relationships

- Purchasing power parity
- Interest rate parity

Reading: ER Chapter 6

Optional reading:

"Burgers or beans?" *Economist*, Jan 15th, 2004

Lecture 5: Hedging Foreign Exchange Risk

- Futures and options on foreign exchange
- Hedging strategies

Reading: ER Chapter 7, 8

Optional reading:

Sohnke M. Bartram, 2008, "What lies beneath: Foreign exchange rate exposure, hedging and cash flows," *Journal of Banking and Finance* 32, 1508-1521.

Don M Chance, 1999, "Research trends in derivatives and risk management since Black-Scholes," *Journal of Portfolio Management*, May, p35

Lecture 6: International Portfolio Management: Part I

- Define risk and return
- International Diversification

Reading: ER Chapter 15

Optional reading:

Christopher Wright, 2008, "Investors are going beyond emerging markets and blazing new trails." *CFA Magazine*, Sept-Oct. P30

Lecture 7: International Portfolio Management: Part II

- International asset allocation
- The bottom-up and top-down approach

Reading: ER Chapter 15

Optional reading:

United Nations: "World Investment Report", 2007.

Lecture 8: International Financial Markets

- The international bond market
- The international equity market

Reading: ER Chapter 12, 13

Optional reading:

Gande, Amar, and Davide C. Parsley., 2005. "News spillovers in the sovereign debt market." *Journal of Financial Economics* 75, 691-734

Lecture 9: International Capital Structure

- The determination of international capital structure
- The cost of capital

Reading: ER Chapter 17

Optional reading:

Mihir A. Desai, C. Fritz Foley, and James R. Hines Jr. 2006, "Capital structure with risky foreign investment." Working paper

Li, K., Yue, H., Zhao, L., 2008. "Ownership, institutions, and capital Structure: evidence from Chinese firms". Peking University Working Paper.

Lecture 10: International Capital Budgeting

- The adjusted present value model
- Capital Budgeting from the parent firm's perspectives

Reading: ER Chapter 18

Lecture 11: Class Presentation

- Project Presentations

Final

5. COURSE EVALUATION

Course evaluation is based on:

- 1). Class participation (10%)
- 2). Assignment and exam (50%)
- 3). Project: presentation and report (40%)