**中南财经政法大学课程教学大纲**

**Course Syllabus of**

**Zhongnan University of Economics and Law**

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| **Course Title: Comparison between Law and Business Culture** | | | | |
| **Course Code** | **21173269** | | **Semester** | **3** |
| **Teaching Hours** | **16** | | **Credits** | **1** |
| **Prerequisites** | **Introduction to Intercultural Communication** | | | |
| **Instructor Information** | | | | |
| **Name** | **Jiang Hong**  **Xiao Peng** | | **Email** | **[1906840611@qq.com](mailto:1906840611@qq.com)**  **xiaopeng@zuel.edu.cn** |
| **Institute** | **School of Law** | | | |
| **Applicable Object** | **Students in Foreign-related lawyer Class** | | | |
| **Course Objectives** | The goal of this course is to improve the effectiveness of transnational operation and management, so it focuses on national culture. The course will provide a framework for analyzing culture, which is composed of a set of important dimensions. Of course, it can also be used to diagnose other cultures. This framework also provides a roadmap or a guide for students to know where to look, what questions to ask, and how to interpret the answers and observations.  With the launch of the "the Belt and Road" initiative, China will increasingly need to deal with enterprises and individuals from Eastern Europe, Latin America, the Middle East and Southeast Asia to carry out legal and business management activities in these markets. Therefore, understanding the culture of these countries and avoiding potential cultural traps is an urgent issue.  Culture is to us what water is to fish and air is to people. It is often "because we are in the mountains, we don't know the true face of Mount Lushan". Therefore, in addition to providing exploration and insight into other cultures, this course will also provide students with something more valuable - to improve their understanding of their own culture. It is not only to discover others' culture, but also to rediscover oneself in the process of discovering others' culture. It is also a new discovery of road confidence, theoretical confidence, institutional confidence and cultural confidence | | | |
| **Course Description**  **(200 words)** | This course is divided into **three** parts.  The **first** part explains why we need to understand culture, and provides a framework that can be used as a guide to explore and analyze culture. This framework is not only applicable to the analysis of national culture, but also applicable to other cultural fields, such as regional, industrial, occupational and corporate culture.  The **second** part discusses how national culture affects the practice of law and business management: strategic management, organizational structure, international negotiation, human resource management, etc. What are the differences between these management practices in different countries, and then explain why, that is, what is the cultural root behind these differences.  The **third** part focuses on how to manage legal and business cultural differences more effectively. Individual managers, teams and organizations must face cultural differences directly, learn from them and find creative ways to use these cultural differences, so as to make full use of their potential value-added capabilities. Here, the course emphasizes that legal practitioners, business managers and organizations play an active role in creating "The Community with a Shared Future for Mankind" and creating a global governance concept and pattern of joint consultation, construction and sharing. | | | |
| **Assessment Methods** | * ** Assessment Methods and Requirements**   This course is designed to apply process-oriented assessment to appraise students' high-level thinking and operation application ability according to the requirement that the school examination forms should be diversified. The overall evaluation (100%) includes 3 parts: class grades(20%); Midterm group presentation (35%); Final course memo (45%)：   * **Class Grades**：Attendance; Essays; Class Participation * **Midterm Group Presentation**：Information Literacy; Communication and Interaction; Organizational Skills; Innovation; Team Spirit. * **Final Course Memo**：Standardized Format; Novel Content | | | |
| **Textbooks and References** | * **Mitchell C. (2012) A Short Course in International Business Culture(3rd ed)** * **Schneider Susan C. (2019) Managing Across Cultures(3rd ed)** * **窦卫霖（2017）跨文化交际导论(2nd ed)** * **靳娟（2013）国际商务文化** | | | |
| **Course planning** | | | | |
| **Chapter 1** **The Meaning of Culture** | | **Topic1: definition of culture**  **Topic2:** **Utensils and Behavior**  **Topic3: Beliefs and values**  **Topic4: Basic assumptions**  **Topic5: Mode of interpreting culture**  **Topic6: Cultural sphere affecting practices and management** | | |
| **Chapter 2 Culture and Strategy** | | **Topic1:** **The cultural root of strategy·**  **Topic2:** **Cultural model of strategy·**  **Topic3:** **Cultural model of strategy·** | | |
| **Chapter 3 Culture and organization** | | **Topic1:** **Different schools, different cultures**  **Topic2:** **Culture and organizational structure**  **Topic3:** **Culture and workflow**  **Topic4:** **Best practice portability and**  **Alternative methods** | | |
| **Chapter 4 Culture and communication/ negotiation** | | **Topic1:** **the Babel Metaphor**  **Topic2: cross-culture communication**  **Topic3: verbal communication**  **Topic4: non-verbal communication**  **Topic5: etiquettes and taboos**  **Topic6: conflict settlement and culture**  **Topic7: cross-culture negotiation** | | |
| **Chapter 5 cross-culture management** | | **Topic1: being a global player**  **Topic2:** **managing a multicultural team**  **Topic3: creating a mutual learning organization**  **Topic4:** **implementing CSR** | | |