



The Contemporary China and Chinese Culture Certificate consists of three units:

Unit 1: Fundamental Knowledge of Contemporary China

Unit 2: Social Interaction in China

Unit 3: Professional Interaction in China

Each unit contains 5 lessons.

Certificate Description:

This course aims to help international students develop an understanding of Chinese culture and contemporary China. Through lectures, readings and case studies, students are introduced to the geography and history of ancient and modern China. They will learn to grasp the basic social and working skills of effectively interacting with Chinese people under cross-culture circumstances.

Certificate Learning Objectives:

Upon completion of this certificate, students will be able to:

- Recognize basic tenets of ancient and contemporary Chinese culture, such as political system, art and literature, and popular culture.
- Describe components of modern Chinese society structure such as marriage and family, food and drink culture and social network.
- Develop a social network strategy to start building relationships in China
- Master the do's and don'ts of Chinese social interaction
- Master the do's and don'ts of Chinese professional interaction

Professor Biography



程龙

Cheng Long, PH.D.

Professor Cheng graduated with PH.D. of History at Peking University in 2004. From 2008 through 2010, he spent two years teaching at University of South Carolina, USA, conducting an undergraduate course Chinese Culture: Modern and Tradition. Professor Cheng was invited to give lectures on Chinese Culture at dozens of universities and institutions across the U. S., such as University of California at San Diego, San Francisco State University, University of Arizona, Arizona State University, Portland State

University, University of Taxes at Dallas and etc.



Unit 1 of 3: Fundamental Knowledge of Contemporary China

Description:

Throughout this unit, students are given the opportunity to further develop their knowledge and skills in fundamental knowledge of contemporary China through their focus on:

- History and Geography
- Politics and Economy
- Art and Literature
- Philosophy and Religion
- Popular Culture

Students will be introduced to fundamental knowledge of contemporary China. In addition to informative video presentations of the subject matter and reading materials, students will complete case study assignments and progress monitoring quizzes that are designed to build knowledge, skills, and abilities in this vital field.

This Unit is designed to assist you in answering the following questions:

1. What are the basic tenets of Chinese culture?
2. What is the political system in China? What is the legislative system in China?
3. How are Chinese art and literature different from western art and literature?
4. What is the uniqueness of Chinese philosophy and religion?
5. How to understand popular Chinese culture?

Student Learning Outcomes:

By the end of the unit, students will be able to:

- Recognize basic tenets of Chinese culture
- Describe the political and legislative system in China
- Analyze Chinese art and literature from a comparative perspective
- Differentiate Chinese philosophy and religion from its western counterpart
- Evaluate their readiness to participate in popular Chinese culture



Lesson 1: Geography and History	Introduction:	Geography and History Introduction
	Lectures:	<ul style="list-style-type: none"> L1: China's geography and agricultural civilization L2: Early history and the rise and fall of Ancient China
	Reading:	See attached Reading List.
	Assignment:	Lesson 1 Assignment
	Summary:	Geography and History Summary
	Assessment:	Lesson 1 Progress Monitor
Lesson 2: The Politics and Economy	Introduction:	The Politics and Economy Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Legislation system L2: The administration system of China L3: China's economy
	Reading:	See attached Reading List.
	Assignment:	Lesson 2 Assignment
	Summary:	The Politics and Economy Summary
	Assessment:	Lesson 2 Progress Monitor
Lesson 3: Art and Literature	Introduction:	Art and Literature Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Chinese arts L2: Chinese literature
	Reading:	See attached Reading List.
	Assignment:	Lesson 3 Assignment
	Summary:	Art and Literature Summary
	Assessment:	Lesson 3 Progress Monitor
Lesson 4: Philosophy and Religion	Introduction:	Philosophy and Religion Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Confucius and his philosophy L2: Confucius's influence on the world L3: Buddhism, Taoism and other Religions
	Reading:	See attached Reading List.
	Assignment:	Lesson 4 Assignment
	Summary:	Philosophy and Religion Summary
	Assessment:	Lesson 4 Progress Monitor
Lesson 5: Popular Culture	Introduction:	Popular Culture Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Entertainment and communication L2: Transportation, going abroad and new words
	Reading:	See attached Reading List.
	Assignment:	Lesson 5 Assignment
	Summary:	Popular Culture Summary
	Assessment:	Lesson 5 Progress Monitor
	Unit 1 Quiz	



Reading List:

Unit 1 Lesson 1:

1. The Main Characteristics of China's Geography
JIAO, HuaFu, FANG, Jueshu, LI, Junfeng, ZHAO, Chunyu (2006). *Common Knowledge About Chinese Geography*, The Office of Chinese Language Council International, 2006.
2. China's Climate (Video)
BLCU 2016.
3. China's Topography (Video)
BLCU 2016.
4. Ancient Capitals of China – Xi'an, Nanjing
JIAO, HuaFu, FANG, Jueshu, LI, Junfeng, ZHAO, Chunyu (2006). *Common Knowledge About Chinese Geography*, Pg 120-123, Pg 128-131. Higher Education Press, Beijing, China.
5. The Tang Dynasty (618-907): The Flowering of Chinese Civilization
Morton W. S. & Lewis C. N. (2004), *China-Its History and Culture* (4th Edition), McGraw-Hill Education.
6. The Early History of China
Wang Kai, *Common Knowledge about Chinese History*, The Office of Chinese Language Council International, 2006

Unit 1 Lesson 2:

1. The Election System and Political Party System of China
Xinhuanet.com (2016)
2. Session is a real place for the public's voice; closely related to people's lives
Juan, D (2016), China Daily.
3. The Silk Road Economic Belt and the 21st-century Maritime Silk Road
Ho, P (2016) China Daily USA.

Unit 1 Lesson 3:

1. Traditional Chinese Music
chinaculture.org (2016), retrieved 5/18/2016 from
http://www.chinaculture.org/classics/2010-11/22/content_399845.htm
2. Peking Opera
3. Peking Opera – Monkey King (Video)
Retrieved 5/18/2016 from
<http://baidu.ku6.com/watch/06483500147418294655.html?page=videoMultiNeed>
4. Modern Chinese Literature
5. Ancient Chinese Literature
ducksters.com (2016), retrieved 5/18/2016 from
<http://www.ducksters.com/history/china/literature.php>



Unit 1 Lesson 4:

1. Taoism: A Genuinely Chinese Religion
Lin Yutang (Feb, 1936), *My Country and My People*.
2. A Comparison Between Taoism and Confucianism
Lin Yutang (Feb, 1936), *My Country and My People*.
3. The Analects of Confucius
James Legge, *Chinese Classics Volume One: Confucian Analects*.

Unit 1 Lesson 5:

1. Sports in China
BLCU (2016).
2. 2015 China Social Media Stats and Trends
setupablogtoday.com (2016).
3. American Travel Market Eyes Chinese Tourists
Xinhua (Mar, 2016), retrieved 5/24/16 from http://www.chinadaily.com.cn/business/2016-03/03/content_23720144.htm
4. Study Abroad
Liqing Tao, Margaret Berce and Wayne He (2016). Study Abroad, The New York Times, retrieved 5/24/16 from <http://www.nytimes.com/ref/college/coll-china-education-003.html>



Unit 2 of 3: Social Interaction in China

Description:

Throughout this unit, students are given the opportunity to further develop their knowledge and skills in social interaction in China through their focus on:

- Festivals and Customs
- Marriage and Family
- Food and Drink Culture
- Social Network Strategy
- The Do's and Don'ts of Social Interaction

Students will be introduced to Social Interaction in China. In addition to informative video presentations of the subject matter and reading materials, students will complete case study assignments and progress monitoring quizzes that are designed to build knowledge, skills, and abilities in this vital field.

This Unit is designed to assist you in answering the following questions:

6. What are the key Chinese festivals and customs?
7. How are the values and customs of marriage and family in China different from those in western countries?
8. How to enjoy and participate appropriately in Chinese food and drink culture?
9. How to develop a social network strategy to build relations in China?
10. What are the do's and don'ts of Chinese social interaction?

Student Learning Outcomes:

By the end of this unit, students will be able to

- Describe key Chinese festivals and customs
- Compare and contrast the values and customs of marriage and family in China with those in western countries
- Describe how to enjoy and participate appropriately in Chinese food and drink culture
- Develop a social network strategy to build relations in China
- Master the do's and don'ts of Chinese social interaction



Lesson 1: Festivals and Customs	Introduction:	Festivals and Customs Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Festivals and agricultural civilization L2: Important traditional Chinese festivals and modern holidays
	Reading:	See attached reading list.
	Assignment:	Lesson 1 Assignment
	Summary:	Festivals and Customs Summary
	Assessment:	Lesson 1 Progress Monitor
Lesson 2: Marriage and Family	Introduction:	Marriage and Family Overview
	Lectures:	<ul style="list-style-type: none"> L1: Traditional family culture L2: Modern family culture L3: Marriage in ancient China L4: Marriage in Modern China
	Reading:	See attached reading list.
	Assignment:	Lesson 2 Assignment
	Summary:	Marriage and Family Summary
	Assessment:	Lesson 2 Progress Monitor
Lesson 3: Food and Drink Culture	Introduction:	Food and Drink Culture Overview
	Lectures:	<ul style="list-style-type: none"> L1: Food features, food and geography, and minority food L2: Food culture L3: Drink culture
	Reading:	See attached reading list.
	Assignment:	Lesson 3 Assignment
	Summary:	Food and Drink Culture Summary
	Assessment:	Lesson 3 Progress Monitor
Lesson 4: Human Relations and Social Network	Introduction:	Human Relations and Social Network Overview
	Lectures:	<ul style="list-style-type: none"> L1: Human relationships L2: Social network - Guanxi
	Reading:	See attached reading list.
	Assignment:	Lesson 4 Assignment
	Summary:	Human Relations and Social Network Summary
	Assessment:	Lesson 4 Progress Monitor
Lesson 5: The Do's and Don'ts of Social Interaction	Introduction:	The Do's and Don'ts of Social Interaction Overview
	Lectures:	<ul style="list-style-type: none"> L1: Greetings, handshaking, and family visits L2: Table manners and tips
	Reading:	See attached reading list.
	Assignment:	Lesson 5 Assignment
	Summary:	The Do's and Don'ts of Social Interaction Summary
	Assessment:	Lesson 5 Progress Monitor
	Unit 2 Quiz	



Reading List:

Unit 2 Lesson 1:

7. Chinese Memorial Days and Traditional Festivals
Weisen Li, Lectures notes of Chinese Culture and Customs.
8. A Case Study on Comparison of Typical Chinese and Western Festivals
Lei Xuelian, Case Studies Journal ISSN (2305-509X), Vol 4, Issue 2. Retrieved 5/24/16 from <http://www.casestudiesjournal.com>.

Unit 2 Lesson 2:

1. "4-2-1": The Changing Chinese Family Structure
New Weekly Magazine Translated by Women of China.
2. The Comparison between Chinese and American Family Culture
Xiaoying Qi, *Filial Obligation in Contemporary China: Evolution of the Culture-System*, Journal for the Theory of Social Behavior, 45:1

Unit 2 Lesson 3:

1. Chinese People's Daily Meals
New Practical Chinese Reader (2nd Edition) Page 69.
2. Eight Famous Cuisines in China
Easy Tour China (2016), retrieved 5/24/16 from <http://www.easytourchina.com/fact-v1023-eight-famous-cuisines-in-china>
3. Chinese Tea Culture
Chinetravel.com (2016).
4. Chinese Alcohol, Chinese Spirits
China Daily (2016). Retrieved from http://www.chinadaily.com.cn/life/2010-10/27/content_11692216.htm

Unit 2 Lesson 4:

1. The Confucian and Chinese Relationship
BLCU (2016).
2. The Role of Yuan in Chinese Social Life
BLCU (2016).
3. Guanxi
Pierre Ostrowski and Gwen Penner, *It's All Chinese to Me: An Overview of Culture & Etiquette in China*.

Unit 2 Lesson 5:

1. Etiquette & Taboo in Chinese Culture
Panda Guides (2016). Retrieved 5/26/16 from http://www.pandaguides.com/hot_topics/etiquette_and_taboo.html
2. Color Me Confused: Colors and Meaning in Chinese Culture
Shao Lingwei (2016). Color Me Confused: Colors and meaning in Chinese culture, The World of Chinese. Retrieved 5/26/16 from <http://www.theworldofchinese.com/2011/12/color-me-confused-colors-and-their-meaning-in-chinese-culture/>



北京语言大学
BEIJING LANGUAGE AND CULTURE UNIVERSITY

CONTEMPORARY CHINA AND CHINESE CULTURE

Syllabus

3. Chinese Table Manners, Do's and Don'ts for Chinese Dining Etiquette
BLCU (2016).



Unit 3 of 3: Professional Interaction in China

Description:

Throughout this unit, students are given the opportunity to further develop their knowledge and skills in professional interaction in China through their focus on:

- Professional Culture
- The Business Structure and Management
- Professional Communication Basics
- Negotiation and Agreement
- The Do's and Don'ts of Professional Interaction

Students will be introduced to professional interaction in China. In addition to informative video presentations of the subject matter and reading materials, students will complete case study assignments and progress monitoring quizzes that are designed to build knowledge, skills, and abilities in this vital field.

This Unit is designed to assist you in answering the following questions:

1. What are the basics of professional culture in China?
2. What are the differences in Chinese business structure, management and relationships with western approaches?
3. How to communicate with Chinese professionals?
4. How to negotiate with Chinese professionals?
5. What are the dos and don'ts of Chinese professional interaction?

Student Learning Outcomes:

By the end of the unit, students will be able to

- Describe the basics of professional culture in China
- Compare the difference in Chinese business structure, management and relationships with western approaches
- Practice effective Chinese professional communication strategies
- Develop a strategy for negotiations and developing agreements with Chinese professionals
- Master the do's and don'ts of Chinese professional interaction



Lesson 1: Professional Culture	Introduction:	Professional Culture Introduction
	Lectures:	<ul style="list-style-type: none"> L1: Business in ancient China L2: Professional culture L3: Business opportunities in contemporary China
	Reading:	See attached reading list.
	Assignment:	Lesson 1 Assignment
	Summary:	Professional Culture Summary
	Assessment:	Lesson 1 Progress Monitor
Lesson 2: The Business Structure and Management	Introduction:	The Business Structure and Management Overview
	Lectures:	<ul style="list-style-type: none"> L1: Business structure L2: Management styles
	Reading:	See attached reading list.
	Assignment:	Lesson 2 Assignment
	Summary:	The Business Structure and Management Summary
	Assessment:	Lesson 2 Progress Monitor
Lesson 3: Professional Communication Basics	Introduction:	Professional Communication Basics Overview
	Lectures:	<ul style="list-style-type: none"> L1: Business communication styles L2: Communication problems L3: Communication in business context
	Reading:	See attached reading list.
	Assignment:	Lesson 3 Assignment
	Summary:	Professional Communication Basics Summary
	Assessment:	Lesson 3 Progress Monitor
Lesson 4: Negotiation and Agreement	Introduction:	Negotiation and Agreement Overview
	Lectures:	<ul style="list-style-type: none"> L1: Negotiation skills and strategies L2: Managing conflicts L3: Agreement
	Reading:	See attached reading list.
	Assignment:	Lesson 4 Assignment
	Summary:	Negotiation and Agreement Summary
	Assessment:	Lesson 4 Progress Monitor
Lesson 5: The Do's and Don'ts of Professional Interaction	Introduction:	The Do's and Don'ts of Professional Interaction Overview
	Lectures:	<ul style="list-style-type: none"> L1: Working with cultural differences L2: Tips for building and maintaining relationships
	Reading:	See attached reading list.
	Assignment:	Lesson 5 Assignment
	Summary:	The Do's and Don'ts of Professional Interaction Summary
	Assessment:	Lesson 5 Progress Monitor
	Unit 3 Quiz	
	Certificate Final Exam	



Reading List:

Unit 3 Lesson 1:

9. Chinese Professional Culture
Frank T. Gallo, *Business Leadership in China*, by John Wiley & Sons (Asia) Pte. Ltd, 2011 (31)
10. Opening the Door to Foreign Investment
Wenqing Liao, China's new Foreign Direct Investment Policy – Investing in China, <http://spiegeler.com/chinas-new-foreign-direct-investment-policy-investing-in-china/>; Ken Davies, *China Investment Policy*, OECD publishing, 2013; Guoqiang Long, *China's Policies on FDI: Review and Evaluation*, Gordon Orr, *A Pocket Guide to Doing Business in China*, McKinsey & Company, 2014(3)
11. The 13th Five-Year Plan: Xi Jinping reiterates his vision for China
APCO Worldwide, retrieved 5/31/16 from <http://www.apcoworldwide.com/docs/default-source/default-document-library/Thought-Leadership/13-five-year-plan-think-piece.pdf?sfvrsn=2>

Unit 3 Lesson 2:

1. Business Types in China
ECOVIS RUIDE CHINA, *Doing Business in China Guide*, 2014:18-23
2. Business Leadership in China
Frank T. Gallo, *Business Leadership in China*, by John Wiley & Sons (Asia) Pte. Ltd, 2011:109-115 & 141-144

Unit 3 Lesson 3:

1. Survival Business Communication Skills in China
12 Stories for Foreigners to Understand Chinese People by Yi S. Ellis with Bryan D. Ellis China Intercontinental Press
2. Cultural Values and Beliefs in Cross-Cultural Communication between Chinese and West
Li, Yue (2011) "Cross-Cultural Communication within American and Chinese Colleagues in Multinational Organizations," *Proceedings of the New York State Communication Association*: Vol. 2010, Article 7. Available at:
<http://docs.rwu.edu/nyscaproceedings/vol2010/iss1/7>
3. Common Topics in Business Conversations with Chinese
BLCU (2016).

Unit 3 Lesson 4:

1. Negotiate with the Chinese
Joy Huang, *Four Strategies to Negotiate with the Chinese*, ConnectEast, retrieved 5/30/16 from <http://connecteast.net/blog/four-strategies-to-negotiat.html>.
2. Contract Law of the People's Republic of China
npc.gov.cn (2016). Retrieved 5/30/16 from http://www.npc.gov.cn/englishnpc/Law/2007-12/11/content_1383564.htm



3. Patent Law of the People's Republic of China
npc.gov.cn (2016). Retrieved 5/30/16 from http://www.npc.gov.cn/englishnpc/Law/2007-12/13/content_1383992.htm
4. Trademark Law of the People's Republic of China
npc.gov.cn (2016). Retrieved 5/30/16 from http://www.npc.gov.cn/englishnpc/Law/2007-12/13/content_1384018.htm
5. International Sale Contract of Manufactured Goods
BLCU (2016).

Unit 3 Lesson 5:

1. Making Initial Contact
BLCU (2016).
2. Maintaining Relationship
BLCU (2016).
3. Doing Business in China
Doing Business in China, Chinese Social and Business Culture, Communicaid.