

## **I. Get Acquainted**

### ***A. Brand identity exercise***

- 1. China—Positive**
- 2. China—Negative**

### ***B. Introductions***

- 1. Instructor--See [www.walterhutchens.net](http://www.walterhutchens.net)**
- 2. Students**
  - a) Your Name**
  - b) Employer**
  - c) Smith School status**
  - d) Previous international travel, China visits?**
  - e) Language Ability?**
  - f) Company's China interests**
  - g) What you'd like to learn/get out of the class.**
- 3. Course--See [MBA course BUSI798 syllabus 2006.doc](#)**

### ***C. Fabulous Time to Visit***

- 1. A Mega-Trend for Your Careers**
  - a) China as a market**
  - b) China as a producer/export platform**
  - c) China as an R&D center**
- 2. Major Things Happening in China**
  - a) Continued Economic Growth**

*(1) Massive FDI*

***(2) Massive Trade***

**(a) US-China Trade Deficit**

**(b) Appetite for commodities**

***(3) Massive Forex Reserves***

**b) WTO Accession Dec 2001--phase-in complete 2006**

**c) Olympics in 2008**

**d) World Expo in Shanghai 2010**

**e) Political Significance**

***(1) Schumer visit/tariff bill***

***(2) Hu Jintao US visit***

***D. Overview of Today***

**1. Challenges of understanding anything in China**

**a) It is all happening in Chinese**

**b) It's changing rapidly**

**c) Big, diverse country--conditions vary**

**d) Pluralism--interests diverge**

**e) Long, complex history with continuing ramifications**

**f) Text (political rhetoric, even legal enactments) and actual practice diverge**

***(1) Examples***

**(a) Socialism still ostensibly a guiding political principle**

**(b) PRC Constitution guarantees free speech, freedom of religion, freedom of assembly**

(c) Regulations prohibit religious institutions from being involved in higher education (but Fordam offers MBA in Beijing)

## 2. Overview of Pre-departure Lectures

- a) Language & Culture
- b) Historical Background
- c) Contemporary Issues
- d) Background on Specific Sectors

## II. Basic Notes on Language & Culture

### A. Language

#### 1. Spoken Chinese

##### a) Tones

(1) *mā má mǎ mà*

(2) 妈 吗 马 骂

##### b) Dialects

(1) *Mandarin, Cantonese, Shanghainese, Min-nan and all the rest*

#### 2. Characters

##### a) Some are simple

(1) 一 二 三 (one, two, three)

(2) 下 (below)

(3) 上 (above)

(a) 上海 (Shanghai, above the sea)

(4) *Elements used in different characters 氵 (water radical)*

- (a) 冰
- (b) 注
- (c) 流
- (d) 灣

**b) Romanization**

*(1) Same word seems different because of different Romanization styles*

- (a) Peking, Beijing
- (b) Mao Zedong, Mao Tse'tung

*(2) Pinyin*

*(3) Wade-Giles*

*(4) HK/Taiwan not Using Pinyin*

**c) Characters don't vary by Dialect**

**d) Pervasive Historical Influence in Asia**

**e) Simplified vs. Traditional**

*(1) Mǎ*

- (a) 馬
- (b) 马

*(2) PRC*

- (a) 中華人民共和國
- (b) 中华人民共和国
- (c) Note only two characters different (so not that simplified).

**f) Meaning, not just sound**

*(1) 女*

(a) 安

(b) Woman under a roof = peace

(2) 子

(a) 好

(b) Woman and child together = good

(3) 微软 (*Microsoft*)

(4) 世通 (*WorldCom*)

**g) Sometimes sound**

(1) 星巴克 (*Starbucks*)

(2) 麦当劳 (*McDonald's*)

(3) 《慕尼黑》的导演 史蒂文·斯皮尔伯格 *Mùníhēi Shǐdìwén Sīpí'ěrbógé (Steven Spielberg, director of Munich)*

**h) Sometimes sound and meaning**

(1) 可口可乐 (*CocoCola*)

**i) Importance of Handwriting--Contrast to US**

**j) The Grammar Is Beautifully Simple**

(1) *S-V-O pattern*

(2) *Verbs don't change for tenses*

(3) *Nouns--no declension*

(4) *No gender*

### **3. Things to Note**

- a) Family name first**
- b) Titles Commonly Used**
- c) Jokes/sensitivities based on Homonyms**

#### *(1) Numbers*

- (a) 1**
- (b) 4 (unlucky—sounds like death)**
- (c) 5**
- (d) 7**
- (e) 8 (lucky—sounds like wealth)**

### ***B. Culture***

- 1. My view about culture as important but non-determinant (no secret handshake, institutions determine culture, culture changing)**
- 2. They know more about you than you do about them**
- 3. Humility is a Virtue**
- 4. Business Cards**
- 5. Pay Attention to Hierarchy**
- 6. Banquets**
  - a) Wait! Don't Sit There!**
  - b) Wait! Don't Eat That Yet!**
  - c) Best Food Not Always Banquet Food**
  - d) Wait! Don't Eat All of That!**
  - e) Toasts**

*(1) Host first, guest reciprocates*

*(2) Level of glasses*

*(3) Be careful with baijiu!*

**7. Humor—be cautious**

**8. Sensitive Topics/Places to Discuss Them**

**a) Think how you'd feel (New York example)**

**9. When in Rome . . .**

**a) But what if the Romans are Feeding Slaves to the Lions?**