

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	HISTORY OF ETHNIC CHINESE BUSINESS IN MODERN ASIA	Instructor	CHEN TSUNG-YUAN
Course Class	TAHXM2A MASTER'S PROGRAM, DEPARTMENT OF HISTORY, 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
To establish professional basis for historical research, education and social service.			
Subject Departmental core competences			
<p>A. To acquire ability of collecting historiographies, judging, interpreting, organizing and applying.(ratio:50.00)</p> <p>B. To training writing capability for historiographical essay.(ratio:40.00)</p> <p>C. To develop the ability of documenting and interpreting history in a professional manner so as to enrich and serve society.(ratio:10.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:20.00)</p> <p>3. A vision for the future. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:30.00)</p>			
Course Introduction	<p>This course integrates the perspectives of enterprise history and economic sociology, systematically introduces the current trends of Chinese business history in modern Asia. It will lead the students to analyze the development of Chinese firms and entrepreneurial behaviors from a longitudinal perspective. The topics to be discussed include: Chinese businessmen and the development of modern Asia, Overseas Chinese Capitalism, as well as the related cutting-edge issues such as transnational mobility, political and business relations.</p>		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	With their diligence and wisdom in management, Chinese businessmen have created a unique ethnic economy and made outstanding contributions to their hometown and place of residence. The development of Chinese enterprises crossed regions and national boundaries, adapted to different socio-cultural and institutional environments, and had a considerable impact on the politics, economy and society of modern Asia.The course leads students to understand this historical process.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	1235	Lecture, Discussion, Publication	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14~ 109/09/20	Introduction	
2	109/09/21~ 109/09/27	Chinese Business: Literature Review and New Trends	
3	109/09/28~ 109/10/04	Mid-Autumn Festival	
4	109/10/05~ 109/10/11	History of Chinese Business: Inside and outside China	
5	109/10/12~ 109/10/18	Chinese Business: Archive Research and Organizational Analysis	
6	109/10/19~ 109/10/25	Chinese Businessmen and Modern History of Asia	
7	109/10/26~ 109/11/01	Chinese Capitalism and Chinese Business Network	

8	109/11/02 ~ 109/11/08	Operation and Management of Chinese Enterprises	
9	109/11/09 ~ 109/11/15	Multimedia Teaching	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Chinese Family Business: Growth and Develop	
12	109/11/30 ~ 109/12/06	Women Role and Participation in Chinese Business	
13	109/12/07 ~ 109/12/13	Innovation and Entrepreneurship of Chinese Business Culture	
14	109/12/14 ~ 109/12/20	Chinese Business in Japan and South Korea	
15	109/12/21 ~ 109/12/27	Taiwanese Businessman, Hong Kong Businessman and Beyond	
16	109/12/28 ~ 110/01/03	New Breed of Chinese Entrepreneur: Case From Souteast Asia	
17	110/01/04 ~ 110/01/10	Globalization and Transnational Development Strategy	
18	110/01/11 ~ 110/01/17	Final Exam Week	Final Exam and Course Summary
Requirement	<p>1. Participation (10%) Arrive on time, ask and answer questions in class. Those who don't show up without any cause (poor report quality regard as absence) will deduct scores. Those who have excellent class performance and full attendance will get additional points.</p> <p>2. Reading assignment (30%) Use one sentence and one paragraph(or five keywords) to show the main point and content of each reading.</p> <p>3. Guide reading assignment (40%) Each student responsible for guiding several assigned readings in turn, and the contents of the guidance should be made into an Outline or a PPT, and submit your total Outlines/PPTs in both soft copy/print-out at Week 18.</p> <p>4. Final Exam(20%)</p> <p>5. Academic ethics In case of plagiarism in assignment, presentation or paper, the course score will be calculated as zero and reported to the school and inform parents.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Self-compiled handouts/ selected readings		

References	<p>1.Eric, Fong, and Chiu, Luk, eds., 2007,Chinese Ethnic Business: Global and Local Perspectives. Lodon: Routledge. 2.Franco Amatori and Andrea Colli, 2011. Business History: Complexities and comparisons. London: Routledge. 3.Geoffrey Jones and Jonathan Zeitlin eds. 2007. The Oxford Handbook of Business History. London: Oxford University Press. 4.Hamilton, Gary, and Kao Cheng-shu. 2017. Making Money: How Taiwanese Industrialists Embraced the Global Economy. Redwood City: Stanford University Press. 5.Wang, Jenn-Hwan and Hsung, Ray-May(eds). 2016. Rethinking Social Capital and Entrepreneurship in Greater China: Is Guanxi Still Important? London: Routledge. 6.Wong, Raymond Sin-Kwok ed, 2008. Chinese Entrepreneurship in a Global Era. London: Routledge. 7.Yen, Ching-Hwang, 2013. Ethnic Chinese Business in Asia: History, Culture and Business Enterprise. Singapore: World Scientific Publishing Company. 8.Yeung, Henry Wai-Chung, 2004. Chinese Capitalism in a Global Era: Towards Hybrid Capitalism. New York: Routledge. 9.Yu, Fu-Lai Tony, and Ho-Don Yan(eds), 2014. Handbook of East Asian Entrepreneurship. London: Routledge.</p>
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 70.0 % ◆ Midterm Exam : % ◆ Final Exam : 20.0 % ◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>