

## **Alternative to Chinese Language Courses**

### **COURSE: Human Resources Management**

**INSTRUCTOR: LU Lin**

**Professor of Organizational Behavior,**

**Antai College of Economics and Management, Shanghai Jiao Tong University**

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#### **ABOUT PROF. LU LIN**

Lin Lu is a Professor of Cross-culture Management and Leadership at Antai College of Economics and Management, Shanghai Jiao Tong University. She obtained her Ph. D. in Management from City University of Hong Kong. Her research interests are in Leadership, Cross-cultural Study and Conflict Management. She has published in Journal of Organizational Behavior, Academy of Management Discovery, Journal of World Business, International Journal of Hospitality Management etc.

During her work in Shanghai Jiao Tong University, she has provided consulting and training services to clients including Alibaba, Haier Group, Mercedes-benz, Coca-cola, Bao Steel Fresenius Medical Care etc.

#### **COURSE DESCRIPTION**

The course is designed for students who have the intentions to do business with Chinese or start some business communication in Asia to understand the logics behind Chinese/Eastern behaviors and master a good index for the complexity.

The course includes interviews with executives from the industry, case studies and human resources management principles and psychologies that bring students insights in a real business world. Key topics covered include the changes of macro environment in China, e.g. the expatriate leaders in MNCs, challenges for MNCs, processes for fostering unity, on the job training, localization in both ways, strategies of MNCs in developing in China such as changing competitive landscape and HR landscape etc.

Students may also hear suggestions for early stage career development.

## COURSE OUTLINE

### 1. Understanding the Evolution of HRM in China

This session takes a look at the case of Haier Group, a leading Chinese brand, to illustrate the evolution of Human Resource Management (HRM) in China.

### 2. Human Resources Management —— Case: HDL

- An overview: updated HRM issues
- Case Study: HDL

### 3. Leadership and Multi-National Companies Operating in China

- Cross Culture Management in a Multi-National Company

With stories from the speaker's professional experience in human resources management, this session talks about the challenges facing a multi-cultural team and offers suggestions on personal preparation, corporate training and team management.

- Opportunities and Advice for Doing Business in China

This session discusses the opportunities and possible solutions to the challenges of MNCs and offers advice on how to succeed in doing business in China both at an individual level and a corporate level.

### 4. Human Resources Management —— Case: CHINT

- Case Study: CHINT in Egypt
- Final Evaluation: Group Presentation

## COURSE EVALUATION

- 30% attendance and participation
- 70% final group presentation