

Daoist Thought and Qi Gong for Personal Resilience and Business Strategy	
Course number	8817
Lecturer	Prof. Dr. Oliver A. Hugo
ECTS	3
Number of semester hours	2
Type	Elective
Duration	1 Term
Prerequisites	Normal physical mobility and mental stability, otherwise no special fitness required. Interest in Chinese culture and Daoist thought. Participation during pregnancy is not possible.
Type of exam	Oral exam
Objectives	How did ancient Chinese philosophers like Sun Tzu ("The Art of War"), Confucius and Lao Tzu ("Tao Te Ching") think about strategy? How can their views help us even today to develop business plans and build personal resilience? In this course, we will examine ideas about strategy from Eastern traditions (focusing, in particular, on Daoist thought) and compare them with well-known strategic frameworks from the West. As an intellectual framework, Daoism is unique in that it can, to an extent, be physically experienced through physical exercises (Qi Gong), thus contributing to a different kind of understanding ("embodied cognition"). By learning these exercises and reflecting upon the process, conclusions can be drawn about strategy, resilience and success in business and personal life. An important source of Chinese culture, Daoist thought offers unique opportunities for building our cross-cultural understanding.
Content	Knowledge: ▪ Strategic concepts from Daoism and Sun Tzu ▪ Selected strategy concepts from Western scholarship ▪ Basics of Daoist and Qi Gong history and philosophy ▪ Overview of current scientific work in the field of Qi Gong ▪ The concept of embodied cognition Skills: ▪ Ability to apply ideas based on Eastern philosophy to improve personal resilience and business strategy ▪ Ability to perform a sequence of 6–12 physical exercises (Qi Gong) Competence: ▪ Through analysis, students can determine how and when the application of e.g. Daoist thinking and practice is beneficial ▪ Students have developed a better sense of and improved their cognitive and physical ability to learn exercise sequences ▪ Ability to reflect on the personal learning process, obstacles and possible solutions Note: A significant part of the course will be dedicated to learning and discussing the physical exercises.
International applicability	Students will be able to use their newly acquired knowledge and skills adequately in an international professional environment.
Bibliography	Will be provided in the course. Among others: ▪ Baggini, J. (2018) How the world thinks: a global history of philosophy. London: Granta Books. ▪ Bourgeois, L.J., Eygenson, S. and Namasondhi, K. (2021) The Tao

	of strategy: how seven ancient philosophies help solve twenty-first-century business challenges. Charlottesville: University of Virginia Press. ▪ Hennig, A. (2017) 'Daoism in Management', <i>Philosophy of Management</i>, 16(2), pp. 161–182. ▪ Hennig, A. (2017). 'Applying Laozi's Dao De Jing in Business. <i>Philosophy of Management</i>', 16(1), pp. 19–33. ▪ Henz, D. and Schöllhorn, W.I. (2017) 'EEG Brain Activity in Dynamic Health Qigong Training: Same Effects for Mental Practice and Physical Training?', <i>Frontiers in Psychology</i>, 8. ▪ Jahnke, R. et al. (2010) 'A Comprehensive Review of Health Benefits of Qigong and Tai Chi', <i>American Journal of Health Promotion</i>, 24(6), pp. e1–e25. ▪ Joshi, D. (2025). <i>Putting Daoist thought into practice: happiness, longevity, and enlightenment</i>. Routledge, Abingdon, Oxon New York, NY. ▪ Mun, Hwi Chang (2018). <i>The Art of Strategy: Sun Tzu, Michael Porter, and Beyond</i>. Cambridge University Press. ▪ Tian, V. et al. (2024). 'The impact of health qigong practice on creative self-efficacy among primary school students', <i>Journal of Physical Education and Sport</i>, 24 (3), pp. 738–746. ▪ Van Dam, K. (2020) 'Individual Stress Prevention through Qigong', <i>International Journal of Environmental Research and Public Health</i>, 17(19), p. 7342.
Forms of instruction	▪ Practical workshop ▪ Seminar ▪ Experiential learning
Workload	75–90 hours
Language of instruction	English
Availability	Winter semester