

Business 76.5: Asian Business (China)

Brooklyn College--The City University of New York
Study Abroad in China Program

Course Description

Introduction and overview of the business environment in the Asia-Pacific region, but with a particular focus on the country we are visiting, China. Students will learn about the origins of the emerging Chinese market economy, the distinctive characteristics of the business management in Chinese and Asian markets, the challenges of starting and managing a business in China, and of the evolving relationship between the Chinese business environment and other Asian markets. Students will complete the course with a better understanding of how they can identify and evaluate the risks and opportunities associated with Chinese and Asian markets.

Course Objectives

The aim of the course is to provide students participating in the Study Abroad in China program a framework for understanding of the Chinese business environment and, by extension, other Asian markets, including Japan, India, Korea, Taiwan, and the ASEAN nations. Topics include: Asian management theory and practice, identification and evaluation of risks and opportunities in Asian markets, problems faced by international firms in doing business in Asia (particularly, China). We will explore international business issues in light of historical, economic, technological, political, and socio-cultural environments.

Text Books

1. Shenkar, O. (2006). The Chinese Century. Wharton School Publishing.
2. Collins, R. and Block, C. (2007). Doing Business in China for Dummies.

Online Material/Websites

1. Business Section of "Shanghai Daily"
<http://www.shanghaidaily.com/article/list.asp?id=8&type=Business>
2. Asian Wall Street Journal: <http://asia.wsj.com/home-page>
3. Far Eastern Economic Review: <http://asia.wsj.com/public/page/opinionasia.html>
4. Knowledge@Wharton: <http://knowledge.wharton.upenn.edu/> (search for info on "China" & "Asia")
5. Relevant information at: <http://web.rollins.edu/~tlairson/asiabus/syllabus.html>

Course Outcomes

Upon completion of the course, students will be able to:

1. Demonstrate, through written work and class discussion (some online), an understanding of key issues in the Asian business environment
2. Understand the effect of culture on business management and practice, the difficulties associated with overcoming the assumptions of one's native culture when operating in a different culture, and the skills that are required to overcome those assumptions and conduct business effectively in another culture
3. Utilize the Web and other resources to conduct international business research

Course Approach and Schedule

Fifteen class sessions will be scheduled, with each session for 3 hours. This will be taught as a hybrid course, with Internet based activities mixed with class discussions and field trips to relevant sites in the Chinese cities. Students may be (randomly) placed into small groups to facilitate discussions in class and online.

The course will be conducted in two parts. The first part will combine readings on Chinese and Asian markets with online assignments based on those readings. This portion of the course can be regarded as a structured learning experience that can (and should) be completed, as much as possible, before we leave for China. The second portion of the course will combine close observations of businesses in China, conducting interviews with business people, and classroom discussions that evaluate the emerging business climate in China. Students will present the results of their work in a final paper.

A lot of this course will be based on your observations while touring China. It will be a good idea to have a notebook and pencil or voice recorder with you all the time. Your notes will be useful when you are writing your journal, participating in class discussions, or completing the assignments.

The course will consist of:

1. Pre-departure readings and online discussions
2. On-site visits in Beijing, Xian, Nanjing, Yangzhou and Shanghai
3. Journal entries and analysis paper
4. Group research project
5. Class discussions and presentations in Nanjing
6. A final exam/paper

It is in the nature of the study abroad program that it will be a little hard to anticipate the schedule of the class meetings in Nanjing. The specific schedule of visits and discussions probably won't be known until we arrive in Nanjing and may be subject to change, sometimes at short notice. The class may meet on weekend and evenings if necessary. The instructor reserves the right to make necessary adjustments in the class schedule and evaluation criteria in response to the changing circumstances during the course of the program in China.

If we occasionally choose to meet in a café/restaurant, you should note: (1) when the class is in session, all must turn off the internet access (unless otherwise instructed); and (2) each is expected to purchase a meal/snack (about \$5).

Additional cost in Nanjing: Each student in this class should plan for some additional fees (about \$30) for transportation, admissions and tour guides to some sites/businesses not covered in the regular program.

Written Submissions

All written submissions must be typed and documented in accordance with the APA style requirements. Written submissions will be evaluated by the instructor for responsiveness to the assignment, theoretical sophistication, rigor, coherence, and ingenuity of the position developed, organization, and correctness as well as clarity of expression. As regards evaluation of the mechanics of expressive correctness, students are advised that for every ten errors in spelling, grammar (including capitalization and punctuation), and documentation, the overall evaluation of a submission will be lowered by one grade. All submissions are due as specified in the syllabus and late submissions will be penalized with one grade lowered for each day late.

Non-Brooklyn College students are required to keep a course portfolio of all work and assignment submissions for this course, to be evaluated by the appropriate office and committee for equivalent credits at the home institution.

Evaluation

- | | |
|----------------------|---|
| 1. Participation | 30% (online, in class & on-site visits) |
| 2. Observation paper | 20% (with journals) |
| 3. Group Project | 20% |
| 4. Final exam/paper | 30% |

Participation includes meaningful contribution to the class discussions in class and online. Students will be asked to present on certain readings from the textbook. A one-page outline is required from each speaker the day before presentation.

Non-Brooklyn College students are required to keep a course portfolio of all work and assignment submissions for this course, to be evaluated by the appropriate office and committee for equivalent credits at the home institution.

As this course is part of the study abroad program, students are advised that their behavior during the program may affect their final grade for the course.

Written Assignments

1. Observation-Analysis Paper (20%)
 - a. Analysis of what you see and encounter in the first 3-4 Chinese cities (Beijing, Xi'an, Nanjing and Yangzhou)
 - b. Your paper must demonstrate the following
 - i. A specific focus and clear organization of ideas
 - ii. Build meaningful connection to what is discussed in the textbooks (with adequate references to views in the textbooks)
 - iii. A unique, original, independent perspective that is yours and does not sound similar to what others might have written
 - c. Each paper should include two journal entries which you consider the best (Each journal should include your observations and reflections)
 - d. The paper (4-5 pages) is due at 10:00 pm of our 5th day in Nanjing
 - e. Give a presentation on this paper in class (10 minutes)
2. Group Project (20%)
 - a. Groups will be formed, each with about 3 students, to conduct research on an assigned topic (to be announced upon arrival in Nanjing). Each group will write a research paper and give a presentation in class
 - b. Due around the 10th day in Nanjing
3. Final Paper (30%)
 - a. At the end of the course, there will be a final exam combining comprehensive questions covering the whole course. It may be a business plan; details for the final exam will be discussed in class.
 - b. It is due 10:00 pm the day before the group departs from Nanjing.

Schedules and Topics of Class Activities

All students must complete reading the textbooks before landing in Beijing.

1. Introduction to the Course
 - a. Topics & assignments
 - b. Schedules and policies
2. China in the global economy
 - a. Beginning of the Chinese Century
 - b. Resources and capabilities
 - c. Synergies of Greater China
3. Basics of Chinese History and China's Path to Modernization
 - a. Imperial Chinese Heritage
 - i. Understanding (Pre-)Imperial China
 - ii. The Middle Empire dynasties: Qin to Tang
 - iii. The imperial bureaucracy
 - iv. China and its neighbors
 - v. The imperial imprint
 - b. Modern Era: China and the Foreign Powers
 - i. The Opium War
 - ii. Unequal Treaties
 - iii. Hong Kong
 - iv. Post-imperial China: ROC & PRC

- v. Patterns of Chinese economic development over history
 - c. China Under Communism
 - i. Mao's early economic ambitions and (five-year) plans
 - ii. Great Leap Forward & Consequences
 - iii. Political Movements (e.g., Cultural Revolution in 1960s)
 - iv. The Reforms: Modern Transformations & Re-entering the World
 - v. Re-opening the doors
 - vi. Assessing the roles of Mao Zedong in modern Chinese history
 - vii. Re-defining revolution
 - viii. The fifth-modernization: Pro-democracy movement and its crack-down in 1989
 - ix. Taiwan and special economic zones: Shenzhen, Zhuhai, etc
 - x. Seeking truth from facts and pragmatism by Deng Xiaoping and his successors
 - d. China's modernizations
 - i. Levels of power: new structure and system
 - ii. Problems of prosperity
 - iii. Democracy's chorus
 - iv. Tibet, Taiwan, Hong Kong, Macau
 - v. Rebuilding the law
 - vi. Lofty Aspirations: Political and Economic
 - vii. National Symbols
- 4. Field Trips:

Observe & analyze impact of history, modernization and globalization on China's economic rise

 - a. in Beijing
 - i. Field trip: the Great Wall
 - ii. Field trip: The Summer Palace
 - iii. Field trip: Tiananmen Square
 - iv. Field trip: The Palace Museum
 - v. Field trip: The Forbidden City
 - vi. Venues for 2008 Olympics
 - vii. XiDan Financial Street in Beijing
 - viii. Wangfujing Shopping Area
 - ix. Duanguancun Silicon District
 - x. Hotels, shopping malls, markets, restaurants, airport terminals, banks in Beijing
 - b. in Xi'an
 - i. Muslim Bazaar in Xi'an
 - ii. Kaiyuan Shopping Mall
 - iii. Jade Factory and Shop
 - iv. Terra Cotta Army Museum
 - v. McDonald's & Starbucks
 - c. in Nanjing
 - i. Pizza Hut; Papa Johns; Häagen-Dazs, Walmart
 - ii. Xinjiekou Business District (downtown)
 - iii. Confucius Temple Shopping Area
 - iv. Supermarkets, Convenience stores, cafes, coffee houses, tea houses
 - v. Hunan Road Shopping area
 - d. In Shanghai
 - i. French Concession and the Bund
 - ii. Foreign influence
 - iii. International business
 - iv. World Expo
 - v. Shanghai Stock Exchange (vs. Wall Street)
 - vi. Xintiandi (New Heaven & Earth business area)
 - vii. West Nanjing Road business area
 - e. In Shenzhen and Hong Kong (for those on side trips)
 - i. British heritage
 - ii. Capitalism with Chinese characteristics/style

5. Chinese politics and laws: how they work and affect businesses
 - a. Role of government for business
 - b. Laws and regulations
 - c. National Development and Reform Commission (NDRC; FaGaiWei in Chinese)
6. Globalization and Business in China
 - a. Internet
 - b. Cell phone
 - c. Transportation & infrastructure (airplanes, high-speed trains, highways, etc)
 - d. Banking & e-banking
 - e. E-business
 - f. Stock Market
 - g. English language teaching & training
 - h. Foreign influences and Chinese tradition
7. China Enterprises: ownerships and governance
 - a. State-Owned Enterprises (SOEs)
 - i. Government planning
 - ii. Benefits and issues/problems
 - b. Township & Village Enterprises (TVEs)
 - i. Jiangsu Province (Nanjing, Suzhou, Wuxi)
 - ii. Zhejiang Province (Wenzhou, Hangzhou, Ningbo)
 - c. Private Business
 - i. Transformation of ownership system
 - ii. New investment policies for private businesses
 - d. Trans-national Corporations (TNCs)
 - i. Haier - compact refrigerators, wine coolers - low end niche markets as a spring board
 - ii. Huawei - routers - competes with Cisco
 - iii. Lenovo - PCs - competes with Dell
8. Sustainable development and issues
 - a. Industrial park; Science and High-tech parks
 - b. Regional gaps
 - i. East Coast & West
 - ii. South and North
 - iii. Urban and rural areas
 - c. Urbanization & Issues
 - d. Social unrest
 - e. Environmental demands
 - f. Energy and resources
 - g. Innovation & education
 - h. Talent from overseas
 - i. Inspection tours abroad
9. Chinese philosophies and business
 - a. Confucianism
 - b. Taosim
 - c. Buddhism
10. Chinese & American cultural values and business
 - a. Collectivism versus individualism
 - b. High-context versus low-context
 - c. Polychronic vs. Monochronic (time)
 - d. High-power distance vs. low-powder distance
 - e. Masculine vs. feminine
 - f. High-uncertainty avoidance vs. low-uncertainty avoidance
11. Chinese business etiquette
 - a. Saying and doing the right things
 - b. Importance of face
 - c. Business manners: dress; banquets

- d. Appreciation and gift-giving
- 12. Building business relationships
 - a. The art of Guanxi in China
 - b. How to reach out
 - c. How to build connections
 - d. Trust and business in China
- 13. Plan success in China
 - a. Set the stage
 - b. Business negotiations
 - c. Set up the shop
 - d. Work with the government and get approvals
 - e. Avoid legal problems
 - f. Manage employees and clients/customers
 - g. Managing all types of risks
- 14. China and international trade: China and the World
 - a. Import and export
 - b. Currency issues: foreign currency and exchange rates
 - c. Piracy & intellectual property rights (IPR)
- 15. China and the Asian neighbors
 - a. Japan
 - b. Korea
 - c. Singapore
 - d. Hong Kong
 - e. Taiwan
 - f. India
- 16. Summary and review
 - a. How do we see China now?
 - b. Understanding the new rising China and its role in the current world context
 - c. Field trip: West Lake area in Hangzhou (and maglev train)
- 17. Final exam