Study Abroad: China and Managing Cultural Differences
22-INTB-5011/5030
Carl H. Lindner College of Business
University of Cincinnati
Summer Semester, 2018 (18-US or 2185)
Dates: See below Room: 216 LH

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This syllabus combines Professor Neugent’s course 22 INTB 5011 Study Abroad China and Prof. Zirger’s course 22 INTB 5030 Managing Across Cultures.

**Course and Learning Objectives:**

This combined course seeks to help students develop a deeper understanding of business, cultural, social, economic, and legal similarities and differences and their potential impact on social and business relations. Broadly defined, culture denotes values and understandings shared by a group of people (e.g., based on their socialization into a team, organization, profession, nation, and more). Commercial and cultural similarities and differences may range from the mundane to shocking to subtle variations in people’s assumptions, expectations, norms, attitudes and behaviors.

♦ Identify various aspects and importance of global and international business and entrepreneurship
♦ Describe business and commercial opportunities in the Asia Pacific region
♦ Identify the important strategic issues in global business, economics, and entrepreneurship
♦ Discuss problems and barriers to doing business globally
♦ Identify various economic, social, cultural, political, and legal aspects in China
♦ Develop a market feasibility and entry plan for a new business

**Required Text(s) and Materials**

This course supports every aspect of the UC LCB PACE initiative.

Course Learning Objectives: INTB 5011/30 Student Study Abroad aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism
- Begin practicing professional communications, learning to express ideas clearly, logically and persuasively in both oral and written formats. All written and oral reports should reflect professionalism at all times.
- Develop and practice teamwork skills through group projects and exercises, including but not limited to pre-departure presentations, in class presentations, and on-site prepared and extemporaneous presentations.
- Develop and practice professional habits – punctuality, preparation, respect at all times pre-departure and in-country.

A – Academics
- Develop foundational knowledge of all core business functions and the relationship to global business and the interactions within and among various organizations.
- Begin applying functional and cross-functional knowledge to critically analyze business problems from an international perspective, for example applying analysis and business plan development techniques which apply to various on-site visits.

C – Character
- Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
- Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
- Understand importance of ethics and social responsibility in business, academic and personal settings.

E – Engagement
- Build understanding of importance and practices of networking through interactions with including but not limited to business professionals, guest speakers, and instructors and business contacts abroad.
- Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.

Academic Integrity

As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character (the C in PACE). Ensuing your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/ucinfo/conduct.html).

Handouts and online readings as assigned.
Brief Outline of Course Foci:

- Utilizing course readings, lectures, and company visits teams will conduct a market feasibility study and a go to market plan for Everything But the House.
- Trends in doing business in the China – Past, Present, and Future  The Global Business Environment – An Asia Pacific Perspective
- Formulating and Implementing a Global Strategy – Who is Your Customer? Who will compete with You?
- Emerging and Contemporary Issues in Global Business – Economic, Social, Political, Cultural, Legal

Course Format. This is primarily an experiential course with various classroom presentations, discussions, briefings and debriefings pre and post departure. The format includes pre-departure class briefing sessions and travel abroad to multiple country and city destinations. Our course objectives focus on helping students (as future managers/professionals) learn both content and how to learn from experience, and become more proactive and purposeful learners. For example, what considerations are important when contemplating doing business globally or relocating to a new city or country for work or study? When students, employees, or managers visit, do business, or move to a different country, it is desirable to learn what others expect, what is appropriate/inappropriate, what are common work practices, etc. To be successful, managers must learn very quickly, becoming sensitive to potential differences, coming to understand and respect the culture, and managing cultural differences effectively.

Note: This syllabus combines two courses INTB 5011 (3 UG) and INTB 5030 (3 UG), designed to leverage your study abroad experience. Each component of both classes is described below, followed by a comprehensive schedule.

Course Assignments/Deliverables. This syllabus reflects a total of 6 credits (UG), 3 hours for each course INTB 5011 and 5030. Overall, these two courses include the following course assignments and deliverables:

All submissions naming rubric for Team submissions:
Team_#_INTB5011_30_SubmissionName_18US
e.g., Team_1_INTB5011_30_PredepartureTeamPresentation_18US;

Individual submissions:
LastName_FirstName_INTB5011_30_SubmissionName_18US
e.g., Smith_Josie_INTB5011_30_Topical Reflection_18US

- Individual – Topical Reflection paper – 100 points
- Individual – Required text quiz – 100 points
- Individual - Personal journal – 100 points
- Individual - Pre-trip Language and Cultural Activity – 100 points
- Individual - Ambassadorship for the College/University – 100 points
- Team – Company Background Report – 100 points
- Team – Go to Market Strategy – 400 points
Select a book from the reading list and prepare a brief five page, double-spaced reflection emphasizing one of the two areas below of your reading. Assessment for this paper will be based on your ability to make persuasive and well-supported arguments using one of the texts below.

- *Dealing With China,* Henry Paulson, Jr., 2016
- *China’s Future,* David Shambaugh, 2016

A. **Doing Business in China**

What do you view as the biggest challenges for a U.S. firm either starting a business and/or doing business in China? Why? Support your argument with examples from class guest speakers, the required text from the class and one of the selected texts above. Address what are the current dominant industries in China? Does China have a sustainable competitive advantage in these industries? Are these the industries of the future? What changes are on the horizon and how might they affect doing business in China? Remember to cite your sources. (5 pages double spaced)

B. **Current Issues and Cultural Context in China**

Select a current issue or cultural context that affects the China society and which has a particular interest to you (political, social, macroeconomic, cultural issue, and/or other). Describe the current issue, its historical evolution and how that history and other social, economic, political and cultural factors impact business practices in China. Also, expand on how that issue has advanced or impeded change within China. Remember to cite your sources. (5 pages double spaced)

2. **Individual - Pre-departure online quiz on required text**

3. **Individual Personal Journal and Host Gifting**

Your complete submitted personal journal entry assignments should be no more than 20 pages. During the trip, examine a cultural difference explicitly relevant to doing business in China (using clues from company visits, guest speakers, books and readings etc.). Hand written or electronic versions of this journal are acceptable. Take notes and be prepared!

We will also bring with us a small token of our appreciation for our guest lecturers, speakers, hosts. We will divide these up among the group and the students will take turns distributing these gifts and thanking our hosts for their hospitality.

4. **Individual - Pre-departure Language Activity**

We will arrange two half day morning sessions on Saturday prior to departure for a brief introduction to Mandarin. Led by Prof. Jade Lin, students will be guided in preparing a dialogue in Mandarin. This should be fun, yet help build your language skills and confidence as you meet some UC students from China in a small group settings.

5. **Individual - Ambassadorship and on-site discussions during study abroad**

This is based on attendance and quality of involvement, professionalism, and a respectful and cooperative attitude. Further expectations will be discussed in class prior to our departure. Grades will be based on self-assessment, peer feedback, and reviews by the course professors.

6. **Team – Company Report and Go to Market Feasibility Study and Strategy (4 person teams)**
Key aspects of the course are the company background report and the go to market feasibility study and strategy report. Each team will prepare and submit a background report on the subject company-Everything But the House- prior to our leaving for China (reports should be a minimum of 5 pages). After returning from China, each team will submit a go to market feasibility study and strategy on the subject company (reports should be a minimum of 20 pages).

### China Program: Tentative Schedule for all classes

<table>
<thead>
<tr>
<th>Key Dates 2018</th>
<th>Assignment / Session</th>
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<tbody>
<tr>
<td>Thu. Feb 15</td>
<td>Syllabus / Logistics / Group Flight</td>
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<tr>
<td>5-6 pm room 216 LH</td>
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<tr>
<td>Thu. March 1</td>
<td>Syllabus/Class updates and team check. Passport and Visa Check. <strong>Bring your laptops to prepare visa documents</strong></td>
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<tr>
<td>5-6 pm room 216 LH</td>
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<tr>
<td>Weds. March 21</td>
<td>Class discussion and group creation/ Setting team expectations and charter</td>
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<tr>
<td>4:40-5:50 room 108 LH</td>
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<tr>
<td>Weds. March 28</td>
<td>Class discussion</td>
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<tr>
<td>4:40-5:50 room 108 LH</td>
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<tr>
<td>Weds. April 4</td>
<td>Class discussion and/or Q&amp;A with Professor Hui Guo</td>
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<tr>
<td>4:40-5:50 room 108 LH</td>
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<tr>
<td>Weds. April 11</td>
<td>Class discussion and/or presentations</td>
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<tr>
<td>4:40-5:50 room 108 LH</td>
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<tr>
<td>Weds. April 18</td>
<td><strong>UC International Pre-departure Orientation</strong></td>
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<tr>
<td>4:40-5:50 room 108 LH</td>
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<tr>
<td>April 14 and April 21 (Saturday)</td>
<td>Mandarin Language Sessions Prof. Jade Lin</td>
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<td>9 a.m. to Noon Comp.</td>
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<tr>
<td>April 19 -22</td>
<td>Online Quiz due – Available April 19-22. Must be completed by midnight on April 22.</td>
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<tr>
<td>April 25</td>
<td><strong>Class Departure Meeting</strong></td>
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<tr>
<td>Wed. May 2</td>
<td>Company report</td>
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<td>May 4</td>
<td>Group flight departure*</td>
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<td>May 5</td>
<td>Arrive Beijing (Program begins Sunday May 7th)</td>
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<tr>
<td>May 5-26</td>
<td>Travel and program in China – Beijing, Chengdu, Chongqing, Xiamen, Hong Kong</td>
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You have the option to opt out of the round trip group flight. If you choose to opt out of the group flight and purchase your own ticket, keep in mind:

- Arrive around the same time as the group so you don’t miss program content.
- If you miss the group transfer from the airport to where you are staying, you are responsible for transporting yourself to meet with the group.
- Do not depart before the group so you don’t miss program content.
- Lindner International Programs Office is unable excuse you from missed on-campus classes if you choose to depart earlier or return later than the group.

If you choose to opt out of the group flight you must notify the International Programs Office by email (molly.zweig@uc.edu) by Monday, February 19, 2018.

**China VISA information**

Preliminary information on China visas. Following are the items you will need for your China VISA:

- Passport valid through the end of 2018. **If you are not a U.S. citizen or are in the process of changing your citizenship status, please let Molly Zweig know immediately.**
- 1 passport style photograph with a white background. 48mmx33mm, width of head: 15mm to 22mm, height of head: 28mm to 33mm. You can get passport photos taken on campus in the Edwards Building.
- Flight Itinerary
- If you opt out of the group flight, you will need your complete flight itinerary (US-China and China-US) ready by the end of March.

**Tentative Itinerary:**

The list below is only a partial list. As activities are finalized a more complete list will be posted on Blackboard.

**May 5\(^{th}\) thru May 12\(^{th}\) Beijing**

Activities will include:

- Great Wall of China
- Olympic Park
- Hyundai Lectures at Beijing Jiaotong University
- Forbidden City
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Tiananmen Square
American Chamber of Commerce
Silk Market

May 12th thru May 17th Chengdu

Activities will include:

Panda Breeding Center
Lectures with South West University of Finance and Economics
Sichuan Opera
Hot Pot (Sichuan Specialty)
Company visits

May 17th thru May 20th Chongqing

Activities will include:

ChangAn company visit
Chongqing Hot Pot
China High Speed train from Chengdu to Chongqing
Lecture with Chongqing University
Porcelain City

May 20th thru May 23th Xiamen

Activities will include:

Buddhist Temple tour
Dinner with Xiamen students
Gulangyu Island
Company visit

May 23th thru May 27th Hong Kong

Activities will include:

High speed train to Hong Kong
Evening boat tour of Hong Kong
DHL visit