Study Abroad: China and Managing Cultural Differences
22-INTB-5011/5030
Carl H. Lindner College of Business
University of Cincinnati
Summer Semester, 2017 (17-US or 2175)
Dates: See below Room: 216 LH

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This syllabus combines Professor Matthews’ course 22 INTB 5011 Study Abroad China (3); and Prof. Macarie’s course 22 INTB 5030 Managing Across Cultures (3)

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
♦ Prepare written reports as assigned

Required Text(s) and Materials

Handouts and online readings as assigned.

**Brief Outline:**

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?  
Emerging and Contemporary Issues in Global Business – Economic, Social, Political, Cultural, Legal

**Course Format.** This is primarily an experiential course with various classroom presentation, 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 USG) 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.

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**22-INTB-5011 and 5030: Study Abroad China**

**Program Co-Leaders**

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**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 entail the following course assignments and deliverables: All submissions naming rubric for Team submissions: Team_#_INTB5011_30_SubmissionName_17US e.g., Team_1_INTB5011_30_PredepartureTeamPresentation_17US; Individual submissions: LastName_FirstName_INTB5011_30_SubmissionName_17US e.g., Smith_Josie_INTB5011_30_IntegrativePaper_17US

- Pre-departure team presentation – 100 points
- Book/Reading reflection paper – 100 points
- Integrative paper – 300 points
- Pre-departure China quiz – 100 points
- Personal journal – 125 points
- Group journal – 125 points
- Pre-trip Language Activity – 50 points
- Ambassadorship for the College/University – 100 points
1) **Pre-departure Team Presentation**
Your pre-departure team presentation is an important preliminary phase of this class. What you present to the class will help everyone benefit from the trip. **Please prepare and provide each student a handout of your presentation.** It will serve as a springboard for questions and participation during the program in China. *(Topics may be country or city specific. Please see schedule below for topic selection, approval and presentation)*

2) **Book/Reading Reflection**
Select a book from the reading list and prepare a brief five page, double-spaces summary of your reading. What is the main theme of the book? What are the key points? What are your key takeaways from your reading of this book?

- *Country Diving*, Peter Hessler, 2010
- *Wild Swans*, Jung Chang, 2003
- *The Elephant and the Dragon*, Robyn Meredith, 2007
- *China’s Disruptors*, Edward Tse, 2014
- *China’s Future*, David Shambaugh, 2016

3) **Integrative Paper**
This is a 10-15 page (double spaced) written assignment that addresses the three questions posed below and integrates your overall study abroad experience. In this assignment, you are expected to integrate insights gained during the academic program both pre-departure and in China (e.g., guest speakers, plant tours, cultural visits, etc.) and your own research. **Remember to cite your sources and provide a properly formatted reference/bibliography.** You may use the books included on this syllabus and/or please present additional books or materials for consideration to Dr. Matthews. For additional resources about references, see: [http://www.libraries.uc.edu/help/students/index.html](http://www.libraries.uc.edu/help/students/index.html).

**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? Thoroughly support your argument with examples from guest speakers, required text, class sessions, plant tours, research, and more. What are the current dominant industries in China? Does China have a sustainable competitive advantage in these industries? Explain. Are these the industries of the future? What changes are on the horizon and how might they affect doing business in China? Thoroughly support your argument with examples from guest speakers, class sessions, plant tours and research. Remember to cite your sources. (5 pages double spaced).

**B. Current Issues in China**
Select a current issue or topic that affects the China society and which has particular interest for you (political, social, macroeconomic issue, and/or other). You are encouraged to conduct research on current events before your departure from the U.S. in order to learn about the issue, and you will provide a tentative topic pre-departure. Upon return, integrate this topic into your paper, discussing the issue from a historical, economic, social or environmental perspective, as appropriate, and analyzing its impact on business in China. Please include information from lectures, presentations, conversations, company visits, observations and photos as you explore the culture, as well as your own research. Remember to cite your sources. (5 pages double spaced)

**C. Cultural Reflection**
This part of the paper should explore the depth of what you have learned pre, during, and post trip. Using your personal journal and other materials, reflect on your overall experience. In general, you may want to follow the suggested outline below, although the style and length of entries may vary considerably. Remember to cite your sources. (5 pages) (con’t next page)

**Experience:** What cultural experience(s) did you have? Describe what happened; what you observed. How and why is cultural sensitivity important? Thoughtfully observe and describe the related cultural observations and experiences – e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc.

**Reflection:** What cultural similarities or difference do these experiences suggest? Consider the experience(s) from the “local” perspective.

**Summary/Implications:** How might understanding this difference affect your social interactions with people from this culture? How would you use this learning to manage cultural differences more effectively?

4) **Pre-departure quiz on China (based on reading assignment(s))** TBA

5) **Personal Journal**
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!

6) **Group Journal/Gifts**
While in the China, we will keep a group journal of our travels, experiences, lectures, briefings, cultural insights, and more. Each day including travel days, one or two people will be responsible for keeping a hard copy (days will be assigned and journal will be provided) daily log of our activities, people we meet, experiences we have, and insights gleaned. At the end of the trip, I will scan the group journal and provide all participants an electronic copy. 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 daily journal person(s) will coordinate in country with the travel faculty travel leaders.

7) **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.

8) **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.

**Books/Readings List:** (Tentative)

- **On China**, Henry Kissinger, 2012
- **Country Diving**, Peter Hessler, 2010
- **Wild Swans**, Jung Chang, 2003
- **China’s Disruptors**, Edward Tse, 2014
- **Myths About Doing Business in China**, Harold Chee, 2007
- **Silicon Dragon: How China is Winning the Tech Race**, R. Fannon, 2008
- **The Elephant and the Dragon**, Robyn Meredith, 2007
### China Program: Tentative Schedule for all classes

<table>
<thead>
<tr>
<th>Key Dates 2017</th>
<th>Assignment / Session</th>
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<tbody>
<tr>
<td>Weds. March 01 4:40-5:50 room 216 LH</td>
<td>Syllabus / Logistics / Group Flight</td>
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<tr>
<td>Weds. March 08 4:40-5:50 room 216 LH</td>
<td>Syllabus / Logistics / Pre-departure Orientation/Teams Readings Assignments discussion</td>
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<tr>
<td>Weds. March 29 4:40-5:50 room 216 LH</td>
<td>Syllabus/Class updates and team check Passport and Visa Check</td>
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<tr>
<td>Weds. April 05 4:40-5:50 room 216 LH</td>
<td>Syllabus / Logistics / Pre-departure Orientation/Team check Guest Speaker: Mr. Jin Kong, Esq., “China Bus. Etiquette 101” Readings Assignments discussion</td>
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<tr>
<td>Weds. April 12 4:40-5:50 room 216 LH</td>
<td>Pre-departure Readings discussion/Team Presentations</td>
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<tr>
<td>Weds. April 19 4:40-5:50 room 216 LH</td>
<td>Pre-departure Readings discussion/Team Presentations</td>
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<tr>
<td>Friday April 21 TBA Online</td>
<td>On-line quiz on China Required Reading</td>
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<tr>
<td>April 08 and 22 (Saturday) 9 a.m. to Noon Comp. Lab LH</td>
<td>Mandarin Language Sessions Prof. Jade Lin</td>
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<tr>
<td>TBA</td>
<td>UC International Pre-departure Orientation For list of dates and times, see <a href="http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html">http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html</a></td>
</tr>
<tr>
<td>April 28</td>
<td>Book Reading/Reflection Paper due</td>
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<tr>
<td>May 05</td>
<td>Group flight departure*</td>
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<td>May 06</td>
<td>Arrive Beijing (Program begins Sunday May 7th )</td>
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<td>May 06-27</td>
<td>Travel and program in China – Beijing, Chengdu, Xiamen, Hong Kong</td>
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<td>May 27</td>
<td>Group Journal to Dr. Matthews/Return to the U.S.</td>
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<tr>
<td>June TBA</td>
<td>Debriefing session – Lee Armstrong TBA</td>
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<tr>
<td>June 09</td>
<td>Personal Journal and Integrative Papers due</td>
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*Group flight information: 2017

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<tr>
<th>May 05</th>
<th>UA4585 Cincinnati – Chicago 10:50 am – 11:14 am</th>
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<tr>
<td>May 05</td>
<td>UA851 Chicago – Beijing 12:35 pm – 3:15 pm</td>
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<tr>
<td>May 27</td>
<td>UA896 Hong Kong – Chicago 11:40 am – 1:55 pm</td>
</tr>
<tr>
<td>May 27</td>
<td>UA4544 Chicago – Cincinnati 5:39 pm – 7:42 pm</td>
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Fare: $1360 (?) Final day to confirmation participation: Monday, March 20. Email lee.armstrong@uc.edu
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 2017. **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.

Visa Application
Fees

For more information, please contact Molly Zweig zweigmy@ucmail.uc.edu

Tentative Itinerary:

北京 **Beijing**, National Capital
Area: 6,487 sq miles (16,801 km²)
Elevation: 143’ (44 m)
Weather: 47°F (8°C), Wind N at 4 mph (6 km/h), 36% Humidity
Local time: 12 hours ahead Eastern Daylight Savings Time, New York
Population: 21.1 million
Colleges and Universities: Peking University, Tsinghua University, Beijing University of Aeronautics and Astronautics, Beijing Language and Culture University, Renmin University of China, University of International Business and Economics, Beijing Normal University, China Agricultural University, Beijing Institute of Technology,

成都 **Chengdu**, Sichuan Province Capital
Area: 4,684 sq miles (12,132 km²)
Weather: 59°F (15°C), Wind N at 2 mph (3 km/h), 63% Humidity
Local time: 12 hours ahead Eastern Daylight Savings Time, New York
Population: 14.1 million
Province: Sichuan
Colleges and Universities: Sichuan University, University of Electronic Science and Technology of China, Southwest Jiaotong University, Southwestern University of Finance and Economics,

厦门 **Xiamen**, Fujian Province
Area: 604 sq miles
Weather: 55°F (13°C), Wind N at 2 mph (3 km/h), 94% Humidity
Local time: 12 hours ahead Eastern Daylight Savings Time, New York
Population: 2.05 million
Province: Fujian
Colleges and Universities: Xiamen University, Jimei University
Hong Kong, China
Area: 426 sq miles
Weather: 69°F (21°C), Wind N at 5 mph (8 km/h), 73% Humidity
Local time: 12 hours ahead Eastern Daylight Savings Time, New York
Population: 7.2 million
Province: China
Currency: Hong Kong Dollar
Colleges and Universities: University of Hong Kong; Hong Kong University of Science and Technology; The Chinese University of Hong Kong; Hong Kong Polytechnic University, and more