I. Course Information:

- **Title:** Study Abroad China
- **Course #:** INTB 8004
- **Credit Hours:** 2
- **Term:** Fall 2017
- **Prerequisites:** N/A

This study abroad program (it is not a trip) will provide you with an introduction to doing business in the second largest economy in the world – China. China has been of interest to the rest of the world for as long as foreign travels have journeyed there. Buddhist from India, Mongols from the north, Persians and Europeans from the west have come to China in search of exotic goods and markets for their own products for over a thousand years. Between 1949 and 1989 China was largely closed off to the west, with a few notable exceptions. Now China is more-or-less open to commercial ventures from around the world. But it is not easy to do business in China. Everything from government rules and regulations, to culture, to competition, to geography, to language, and more conspire to challenge foreign firms entering the Chinese market. We will explore the challenges to doing business in China, first in ten (10) class sessions in Cincinnati and then through an intensive week in Shanghai and surrounding areas.

**Class meeting schedule:** Mondays 4:40 – 5:50, 216 Lindner. We will have ten (10) scheduled class sessions. Other sessions may be added if necessary.

You also must register for the program (separate from class registration) at:
http://studyabroad.uc.edu/?go=LCBChinaMBA

All full time MBAs are automatically accepted into the China program. This application allows us to gather information needed before you travel. To apply, click the red “Apply Now” button on the program brochure. Log in with your UC 6+2 and password

**Cost to Participate:** $1020 + spending money in China. Program fees, group airfare, and study abroad scholarships will be posted on your fall tuition bill. Due to the generosity of Mike and Sue Paxton, your out of pocket costs have been greatly reduced.

**Group Airfare:** The program cost includes round trip airfare Cincinnati – Shanghai –Cincinnati. You have the option to opt out of the group reservation if you prefer to make your own travel arrangements. **If you make your own flight arrangements, it is essential that you arrive in Shanghai by no later than 5 pm on Saturday, December 2. If you opt out of the group airfare, you will be responsible for your own transportation from the airport to the hotel.**

**Mandatory UC International Pre-departure meeting.** See the UC International website:

http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html

You must select one of those sessions to attend.
II. Instructors/Program Leaders

Information:

Name: Dr. Larry Gales
Title: Associate Professor of Management, Academic Director for International Programs
Office Information: LCB, Room 508
Office: (513)556-7127
Fax: (513)556-4891
Email: Lawrence.gales@uc.edu
Office Hours: Friday 4-4:30 or by appointment
Communication Policy: You are encouraged to contact me anytime via email. A response will be given within 36-48 hours except on weekends.

Name: Dr. Roseann Hassey
Title: Academic Director of MBA Program: Assistant Professor-Educator of Marketing
Office Information: LCB, Room 605
Office: (513)556-1023
Email: Roseann.Hassey@uc.edu

Our role is to act as liaisons and information source for you during the program. All of the on-site instruction will be done by people from our partner institutions. Additionally, we will be evaluating your work. We have both had extensive experience leading programs and in China. Don’t hesitate to ask if you have questions or need clarification.

IIa. Co-instructors / Program Leader information: (TBA)

Requirements & Assignments

Please keep in mind that this International Seminar is a class with many of the same types of requirements as any other MBA class. There are required meetings, readings and written assignments that will be evaluated. Assignments will take place during the semester and while in China. One area where the International Seminar is somewhat different from a typical UC MBA class is that you are also acting as a representative of our college and university in a foreign (in all senses of the word) environment. Thus, while some of the rules listed here may seem strange or obvious, they still need to be stated and observed.

Enrollment: You must enroll in INTB 8004 (China) in Fall Semester, 2017.

Attendance: You are required to attend all scheduled sessions prior to departure, and to be on time/attend all scheduled activities in China. The only valid excuse for missing a session is illness (please don’t get sick overseas!).

Conduct: Please observe local customs about classroom conduct. For example, in many places it is rude to eat or drink in class. Ask before doing. Some instructors will conduct an informal American style class. Others will be more rigid and formal. Some instructors may say things that are contrary to what we’ve discussed in class or conflict with your views on the US and China. It is fine to question people, but do so respectfully. Face (mianzi) is very important in Chinese culture and to be wrong or to be questioned can result in a loss of face. Pay attention to the culture readings. They offer good guidance. Finally, we are representing our school and don’t want to be perceived as “Ugly Americans.”

When we have tour guides, please do not make special requests to them. If you have questions, concerns, or ideas about things, work through your leaders. Because in
Chinese culture it is difficult to say “no” without losing face, guides will be reluctant to say “no” to your request and that could prove difficult for the guide and the group.

**Dress:** In general, we expect business casual for class sessions and company visits. If there are no classes, company visits, or other meetings, you can dress casual. However, please do not wear hats in class or on visits. One important note is that you must have closed-toe shoes for all company visits. You will also be doing much more walking than you typically do at home. Make sure that you have comfortable shoes. Women should wear pants for company visits. December weather in Shanghai will be warmer than Cincinnati, but still on the cool side (40s and 50s).

**Assignments:** You will have three assignments: pre-departure presentation (50 points/25%); reflection journal (50 points/25%); and the in-country consulting project (100 points/50%). **Note that grades on any and all of these assignments can be reduced based on poor participation, a lack of contribution to your team, or lack of engagement during class, company visits or other program-related activities.**

**Readings:**


*Lonely Planet China or Lonely Planet Shanghai.* If you are planning to travel in China after the program, we strongly recommend the Lonely Planet China book.

Other readings are listed on the syllabus. Changes to the schedules and other information specific to China will be posted on Blackboard. You can also communicate with other program participants through the email function.

**Assignments:**

**Pre-departure Assignments (50 pts)**

In four-person teams, you will be assigned to do research on one of the following topics and provide the class presentation (and hand out) of your findings. Your presentation should be 12-15 minutes. Your presentation should focus on key points and your outline should include more detail than your presentation. Submit both your Power Point slides and your handout/outline to Blackboard.

- **Guanxi and mianzi:** what are they and why/how are they important in business relationships; what do we need to know about them during our time in China? Make sure to provide examples.
- **Confucius:** this is obviously a huge topic. You should focus only on a few issues - key concepts such as filial piety, justice, and proper behavior. What does Confucius say about order and hierarchy in family and society? What does Confucius say about maintaining the well being of the nation, community, group, or family over the rights of the individual? How is that reflected in China today, especially in business?
- **Sun Tzu and The Art of War:** this work is ancient but gained great popularity among business professionals and academics in the 1980s. What are the basic lessons of *The Art of War* and how do they apply to business practices? How can this help explain Chinese business practices?
- **Chinese Politics Today:** China’s political leadership today (Xi Jinping and Li Keqiang), anti-corruption policies, US-China relations, development in the South China Sea. How
would you characterize political, trade, and other relationships between China and the US?

- **Chinese currency**: issues, exchange rates (what is it and how is it established/maintained), convertibility, and restrictions on foreign business, residents, and visitors. What are the concerns in the US and Western Europe with the currency?
- **Corruption in China**: Despite Confucian ideas about fairness, justice, and respect, and the function of trust in guanxi, corruption is a serious problem in China. How does China rank among nations with respect to corruption? What is the nature of corruption in business and why is it so hard to eliminate or control? What are the implications for foreign businesses doing business in China? (Note that US firms face a specific constraint – the Foreign Corrupt Practices Act. What is it and how does it constrain businesses?)
- **Demographics**: It is a well-known fact that China has the largest population in the world. Less well known are the details behind that population. Provide an overview of the population distribution (regions, rural-urban split, one child policy and its unintended consequences, age), minorities, education, and growth rate. What are the implications of these population issues for the economy and businesses?
- **China and the Internet, part 1**: The Chinese government exerts extensive control over the Internet (and digital communications in general). What is the “Great Firewall of China” and how does it impact digital communication, Internet access and use, and e-commerce? What are the implications to global firms in the industry and to private users? (Note the recent actions by Apple with respect to VPN apps.)
- **China and the Internet, part 2**: Because of the extensive restrictions on the Internet in China and other government actions, the country has developed its own set of home-grown Internet companies and applications. Two of the most notable companies are Tencent/WeChat and Alibaba. Provide an overview of these companies. Who are their foreign competitors and how are they similar/different? Why can’t foreign firms successfully compete with these companies? Are the Chinese firms likely to be successful outside of China?
- **US/multinational firms in China**: When China opened up to international firms in 1989, many so tremendous potential. With its huge population, many successful Western firms thought that they could not fail to prosper if they even managed to get a few percentage points of the Chinese market. However, most firms have struggled to be profitable in China. Walmart, Disney, Mary Kay, Starbucks, Avon, L’Oréal, and Ford are successful companies that have entered the Chinese market with mixed results. Take Walmart and one of the other firms and conduct research on their experience in China. What have been the factors that have had impact on their performance (positive and negative) in China? What are the lessons that we can learn from their experience?

**Journal/Log (50 pts)**

You will complete a series of five journal entries. One entry will be done prior to departure and will be a self-assessment of your cultural competence. You will first complete a cultural competence self-assessment and use that feedback to write your first entry. Three entries will be done in China and will focus on (1) a cultural experience in a business setting, (2) a cultural experience outside of business, and (3) a subject of your choice. Each entry should be about 2-3 pages long and include the four general components described below. The final entry will be done at the end of your time in China and will be an update/response to your first entry (how has this experience changed your cultural competence; what have you learned about culture). You will be graded based on the quality of your entries (i.e., thoughtful and well-written) and the extent to which you have followed the assignment guidelines. Due December 12 (regardless of whether you return on December 10 or continue traveling), and should be submitted as a Word document through Blackboard. (50 points)
Components for journal entries 2, 3, and 4:

1. **Experience:** What cultural clues did you experience/observe? Describe what happened or what you saw. This component of your journal requires cultural sensitivity and mindfulness. Thoughtfully observe and describe the related cultural clue(s) (e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc). (Please note that this is NOT a travelogue. Don’t merely recite that today I went to …) This should be a brief description. **Example:** In China, the first dinner I attended had the typical communal serving where everyone helped themselves using their own chopsticks… the same ones they used to eat. No one had their own “meal.” Food was ordered for the table and everyone shared. We had chopsticks and spoons, but no forks or knives.

2. **Reflection:** What cultural difference do these clues suggest? Why do you think this difference exists (e.g., what value does it have for the individual/group)? Look at the experience from the “local” perspective. Remember, cultures develop and persist because they serve a purpose. What insights from the study of culture can help explain what you observed. **Example:** The Chinese take food and socializing (relationship culture) very seriously. A meal is to be savored and enjoyed with friends. It's about the relationship. The sharing is consistent with Confucian ideals of community…

3. **Theory:** Based on your experience and reflection, what do you think you “know” now? Develop your own or borrow (e.g., from studies, classes, etc.) a theory that explains the cultural difference. For example: Americans are motivated first and foremost by money. Explain why.

4. **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?

**Consulting Project (100 pts)**

Details on the company and nature of the project will be available by the end of September. We will be working with a company doing business in Shanghai that will provide you with a challenging issue to address. We will meet with management on Monday, December 4 for the first time. You will have time during the week to do research on the company and its problem/issue. Your task will be to develop a Power Point presentation (maximum of 15 minutes) to present to management and faculty on Friday, December 8 (you will provide us with digital copies of your Power Point slides). The company management will select what they regard as the best solution. Grades will be based on the quality of research used to develop your recommendations (30 points), the quality and clarity of your recommendations (30 points), and the quality, clarity, and coherence of your presentation (30 points). The remaining 10 points will be allocated based on the company ranking of your presentation.

If you have questions or need clarification on this assignment, don’t hesitate to contact Professor Gales (lawrence.gales@uc.edu) or Professor Hassey (roseann.hassey@uc.edu).

**Useful websites**
State Department: [http://www.state.gov](http://www.state.gov)
US Department of Commerce: [http://www.commerce.gov](http://www.commerce.gov)
International Trade Administration (US DOC) [http://www.commerce.gov/opa/photo/ITA/events.html](http://www.commerce.gov/opa/photo/ITA/events.html)
Cultural Differences – Gert Hofstede Homepage: http://spitswww.uvt.nl/web/iric/hofstede/

Grades
187 – 200 A
180 – 186 A-
174 – 179 B+
167 – 173 B
160 – 166 B-
154 – 159 C+
147 – 153 C

Class Schedule

August 21: Introduction

Instructors – Professors Larry Gales (Management and International Business) and Roseann Hassey (Marketing)

Program Overview
• Ten class sessions in Cincinnati
• One week in Shanghai, China (with side trips to Hangzhou and Suzhou).
• Class sessions with East China Normal University
• Project based consulting assignment
• Company visits
• Cultural activities
• Assignments: pre-departure review; in-country presentation; self-assessment/journal
• Readings
• Teams

Tasks
• Bring passport to class
• Visa application (if you don’t have a passport, get one NOW)
• Obtain reading materials
• Complete cultural competence self-assessment (bring to class on August 28)

August 28: Introduction to Culture (focus on China)

Readings
• Thomas and Inkson, Chapters 1-3
• For American Workers in China, a Culture Clash BB

Lecture/Discussion
• Cultural frameworks and comparisons

September 18: Introduction to China
Readings
- Thomas and Inkson, Chapters 4-6
- China: Building “Capitalism with Socialist Characteristics” HBS HBS 9-706-041 (A little old, but still useful and accurate.)

Lecture/Discussion
- A brief overview of China – Part 1: history, politics, and culture
- So what – what are the implications for business in China?

September 25: Visa; China Part 2
Task: Complete visa application

Readings
- Thomas and Inkson, Chapter 7-8
- Inside the Mind of the Chinese Consumer. LIB HBR March 2006
- ISA China Report BB
- Global Business Culture: https://www.worldbusinessculture.com/country-profiles/china/

Lecture/Discussion
- A brief overview of China – Part 2: contemporary Chinese history, politics, and culture
- So what – what are the implications for business in China?

October 2: Introduction to the consulting project

October 16: Presentations 1, 2, 3
- Guanxi and mianzi
- Confucius
- Sun Tzu and The Art of War

October 23: Using your international experience
Framing your experience for your job search

November 13: Presentations 4, 5, 6, 7
- Chinese Politics Today
- Chinese currency
- Corruption in China
- Demographics

Readings:
- “Trump administration is said to open broad inquiry into China’s trade practices,” Aug 1, 2017 NYT: https://www.nytimes.com/2017/08/01/business/trump-china-trade-intellectual-property-section-301.html

November 20: Presentations 8, 9, 10
  • China and the Internet, part 1
  • China and the Internet, part 2
  • US/multinational firms in China

  • Readings:
    o “How China won the keys to the Magic Kingdom,” June 14, 2016 NYT: https://www.nytimes.com/2016/06/15/business/international/china-disney.html

    • WeChat NY Times Video: https://www.nytimes.com/video/technology/100000004574648/china-internet-wechat.html

November 27: Pre-departure

Logistics, planning, packing