

International Business
Course Number: 22:553:671
Course Title: Doing Business in China

COURSE DESCRIPTION

The objective of the course is to learn about China's dynamic economy and business environment. For anyone interested in doing business in China or in learning about one of the most important developing economies today, this course is a must. Students should consult with the department chair of their concentration to see if this course will count toward their concentration.

Through reading, discussion and group and individual projects students learn about key social, economic, political and cultural factors that affect modern Chinese businesses, the labor market and HR issues and develop knowledge and skills about doing business in and with China.

COURSE MATERIALS

Students are responsible for completing the following required readings and are provided additional information resources for research.

Required Readings/Viewing

1. China's Rise: Challenges and Opportunities by Bergsten et al., 2009 (ISBN-10:08813244345; ISBN-13:978-0881324341). Peterson Institute for International Economics, Washington (DC).
2. China entrepreneur: Voices of experience from 40 Business Pioneers, by Fernandez & Underwood, 2009 (ISBN-10: 0470823216; ISBN-13:978-0470823217), John Wiley & Sons, Singapore.
3. Chen, C.C. & Lee, Y.T., 2008. The diversity and dynamism of Chinese philosophies on leadership. In C.C. Chen & Y.T. Lee, *Leadership and management in China: Philosophies, theories, and practices*. New York: Cambridge University Press, Introduction 1-30.
4. Leslie, J.B., Li, P.P., & Zhao, S. 2015. Managing paradoxes: Blending East and West philosophies to unlock its advantages and opportunities. Center for Creative Leadership.
5. Delgado et al., 2012. Determinants of national competitiveness.
6. Videos to be posted to students prior to class.

Additional Resources

1. Articles and videos under Document Information on Canvas.
2. Sign up for Knowledge@Wharton-China

3. Dana Library Links: <http://libguides.rutgers.edu/China>, search under “News and Articles” and “Business Etiquette”

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

GRADING POLICY

- Class Participation 10%
- Article Analysis 10%
- Book 1 Analysis 30%
- Group Project 20%
- Final Individual Paper 30%

Participation: Great participation means that contribution in class and group discussions reflect thorough preparation. Ideas offered are substantive, providing good insights and direction for the discussion. Arguments, when presented, are well substantiated and persuasive.

Group projects. Students form groups of 3-4 members to make a power point presentation on “How to Succeed in Doing Business with/in China”. Based on your reading and research of the book *China Entrepreneur* and Delgado article, make a plan for a business startup in or with China. The project will be graded for the quality of the proposal and the presentation. The presentation can be structured as follows.

- A brief description of the business startup
- Analysis of the Chinese market and regulatory conditions as well as the prevailing Chinese business norms and practices in a given industry in which the company will operate
- How these conditions and practices present opportunities and challenges to the company
- Plans for successful operations of the company.

Written Assignments

Article analysis. Analyze Chen & Lee, 2008 and Leslie et al. 2015. Describe key elements of Chinese culture and discuss its implications on doing business in China for foreign businesses or individuals (two pages, single space, 12 font size).

Book Analysis of China's Rise. Offer a brief summary of major topics covered in the book and then choose three issues that are of interest to you and offer critical comments, taking into account both the Chinese and the Western perspectives and where possible support your commentary through additional research (Maximum six pages, single space, 12 font size).

Final Individual Paper (Maximum six pages, single spaced, 12 font size).

- Option 1. Reflections on the course: (1) your pre-course, layman understanding of China and your expectations of what it would be like; (2) your informed understanding of China based on the articles, books, and other course materials, and how it differs from your original layman view; and (3) your expectations or predictions for the future of China and Chinese economy, and (4) your thoughts on the implications of China's rise on American businesses (or your company) and individuals (including yourself).
- Option 2. Research report on an aspect of China that you are personally interested in. The topic could be related to but must be independent of the group project. In addition to the reading and video materials provided in the course, you may need to conduct independent research. The structure of the paper could be similar to that of the course reflection as suggest in the above. Suggested research topics: industry study (e.g., banking, real estate, healthcare, transportation, sports etc.) and company study (Alibaba, Huawei, Haier etc.).

COURSE SCHEDULE

Class 1:

- Course review
- Form groups for team project
- Celebrating Chinese New Year

Class 2 :

- Changes to course syllabus and course structure
- Group/individual project topics
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Class 3: Chinese History, Geography, Culture and Language

- Video: China from above (National Geographic, 44 minutes):
https://www.youtube.com/watch?v=lk7_IPu6-xE&feature=youtu.be
- Video: 101 Facts about China (30 minutes)
<https://www.youtube.com/watch?v=84De2XheYEO&feature=youtu.be>
- Videos: Learning Chinese Pinyin
 1. What is pinyin (4 minutes): <https://www.youtube.com/watch?v=q2hrlAGewvY>
 2. Pinyin chart: <https://www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table>
 - 3.

Class 4: Chinese culture

- Article by Chen & Lee, 2008: Diversity and dynamism of Chinese philosophies
- Article by Leslie, J.B., Li, P.P., & Zhao, S. 2015: Managing paradoxes
- Due: Article analysis

Class 5: China's relations with the U.S. and the World

- Chapters 1, 2, 8 and 10, China's Rise
- Videos:
 1. [Understanding the Chinese mindset](#) (2017, 15 min).
 2. [Chinese politics explained simply](#) (2019, 17 min.)
 3. America vs. China: Trade War.
https://www.youtube.com/watch?v=ErwIlvQ_RVk (2019, 11 min.)

Class 6: China's political system

- Chapters 3-4, China's Rise
- Video: [Democracy, Meritocracy, or Both? The Case of China / Perspectives: Asia](#) (2016, 53 min.)
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Class 7: China's Social and Economic Environment

- Chapters 5-6
- Videos
 1. Why China is so good at building railways (2018, 12 min).
<https://www.youtube.com/watch?v=0JDoll8OEFE>
 2. Why Chinese Manufacturing Wins, (2017, 11min.)
<https://www.youtube.com/watch?v=E7Jfrzkmzyc>
- Due: Book Analysis
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Class 8: Research on Book 2 China Entrepreneurs

- Delgado et al., 2012. Determinants of national competitiveness

Class 9: Group Project Discussion

Class 10: Chinese companies in the U.S./Guest speaker

- Videos
 1. The documentary is on Netflix.
 2. Video: American Factory: Commentary (CGTN)
<https://www.youtube.com/watch?v=qnex8Og6FzQ&feature=youtu.be>
 3. Video: American Factory: Commentary (22 minutes, AtlanticLive)
<https://www.youtube.com/watch?v=5OK5yjFrb0Y>

Class 11: 5. Guest Speaker/Preparation for Presentation

Class 12: . Group Presentation and course wrap up.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]