COURSE DESCRIPTION

This unique course features a study trip to China from May 15 to May 26, 2014. The objective of the course is to learn about China’s dynamic economy and business environment through hands-on learning. This course is open to all students (MBA, Master, and undergraduate) and alums. Students should consult with the department chair of their concentration to see if this course will count toward their concentration. For anyone interested in doing business in China, or knowing more about one of the most important developing economies today, this course is a must.

COURSE MATERIALS

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

Required Readings

3. Articles and videos on Blackboard under Course Documents

Additional Resources

1. Sign up for Knowledge@Wharton-China
2. Dana Library Links: http://libguides.rutgers.edu/China, search under “News and Articles” and “Business Etiquette”

CLASS ORGANIZATION & ADMINISTRATION

Destination: Beijing, Shanghai, and Nanjing, China

Since its accession to the WTO in December 2001, China, and in particular the areas around Shanghai, Beijing, and Nanjing, has undergone a profound transformation. Flooded by incoming foreign investment, and spurred by the award of the 2008 Olympic Games in Beijing and the 2010 World Expo in Shanghai,
these cities have developed at a rapid pace. This swift transformation has brought notable benefits to each city—with metro lines being extended, more companies coming to do business, providing more employment, but it has not been without its challenges and hurdles along the way. China is a country of 1 billion people, speaking over 10 different languages and many more hundreds of dialects, so it is impossible to see all of “the real China” in just 10 days. Yet a trip to these impressive, huge cities and direct interactions with business executives, MBA students, foreign expatriates, and local Chinese citizens will help you gain a glimpse of the incredible pace of change that China has been experiencing, and how the residents, investors, businesses, and governments are reacting to such changes.

The course is designed around four main activities:

- First, through our in class sessions, we will develop an understanding of what is going on in China, what issues its rapid growth has caused, and the nature of doing business there.
- Second, on the travel portion of the course, we will conduct onsite visits to Chinese and multinational businesses, with plans to include manufacturing and supply chain firms, and have “in-class” learning sessions in which we learn about key social, economic, and political factors affecting modern Chinese businesses, the labor market and HR issues, and Chinese consumer behaviors. We will also schedule discussions with MBA students at Nanjing University.
- Third, we will get exposure to the culture of China, with guided tours of Beijing, Shanghai, and Nanjing, including trips to the Great Wall of China, the Forbidden City, and shows of Kungfu, acrobatics, and taiji. You will also have some free time to do your own exploring.

Fourth, on the last day of our trip, we will discuss and present our China experiences with the MBA students at Nanjing University.

**Group Presentation**

Students form groups of 3-4 members to make a power point presentation on “How to Succeed in Doing Business in China”. Consider yourselves as a team of consultants hired by an American firm or an investor to conduct a study of “Doing Business in China”. Your presentation should be rehearsed and timed not to exceed 15 minutes. You should be eReAtivE and use props if helpful (eg, a book, photo, souvenir or artifact). You will be graded on how persuasive you are in making your case, within the time allotted. Your presentation can be structured as the following. First, a brief description of the business of an American firm. Second, analysis of the Chinese market and regulatory conditions as well as the prevailing Chinese business practices in a given industry in which the American company operates. Third, how these conditions and practices present opportunities and challenges to the American company. Lastly, your recommendations on how the American company can improve its strategies and operations in China including withdrawal if warranted on the basis of your analyses.

**Written Assignments**

Please submit all written assignments on blackboard by the specified dates.

1. Two book reports, each in two pages (single space), one page a summary of the book and one page your comments and reflections of key learning points.
   - Book 1 Report due by April 4th.
   - Book 2 Report due by May 2nd.
2. One case analysis (Due by April 4th). Based on the article “Determinants of National Competitiveness,” evaluate China (and Beijing and Shanghai in particular) according to the parameters in the article. Use the articles posted on the website to obtain the information you need.

3. Trip Journal (Due by June 2nd). Keep a trip journal about your observations, experiences, and learning from the course, and your reflections upon learning during both the course and trip. You should integrate your theoretical knowledge with your experiences and meetings on the ground. Your journal should demonstrate learning related to culture, history, and business in China. The objective is for you to become familiar with the Chinese business environment, make contacts with China’s business community, and to think about the economic implications of China’s developing economy, and address how the course and trip has contributed to your personal and professional development.

4. Final Individual Paper (Due by June 7th, up to 10 pages double spaced, 12 font size). Your final paper should address four aspects of the course: (1) your pre-trip, 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 readings for the course and how it differed from your original layman view; (3) your experiential understanding of China from the corporate presentations, cultural tours, observations and interactions based on your week in China and how it differs from your prior views; and (4) your expectations or predictions for the future of China. You should further, point out and elaborate on the advantages and disadvantages of a US firm “doing business with” and/or “doing business in” China. You will be graded on the breadth and depth of your points as well as the insight you bring. Merely iterating what we heard in the lectures or you read in articles and books will only earn you a C grade.

3. You may use (and are not limited to) the following resources: (a) the reading package of articles posted on Blackboard, (b) notes you took and daily journal entries you made during the trip, and (c) speaker presentations posted at the site www.studyprograms.com, Knowledge@Wharton-China, and http://libguides.rutgers.edu/China. Make sure you properly cite others’ work.

If you are writing a paper for your employer and have some other requirements in order to satisfy its needs, we would be happy to accommodate you so that one paper can meet both needs. Let us know in advance what your employer requires.

Group presentation slides (Due by May 25th)

FINAL GRADE ASSIGNMENT

- Book Reports: 20%
- Case Analysis: 10%
- Trip Journal: 20%
- Final Paper: 40%
- Group Presentation: 10%
Human Resources Management (22:533:671)

COURSE SCHEDULE

Students will meet on three Saturdays during the spring semester of 2014 prior to the trip to China.

Class 1 1:30-3:30pm    2/22/14 (in person)

Introduction

Class 2 1:30-5:00pm    4/5/14 (in person)

- Discussion of Book 1, China’s Rise, and the Delgado et al. article, “Determinants of National Competitiveness” and other readings;
- Form groups for team project;
- Book 1 Report and Case Analysis of Delgado et al. due by April 4th.

Class 3 1:30-5:00pm    5/3/14 (in person)

- Discussion of Book 2, China entrepreneur, and other readings;
- Trip preparation;
- Book 2 Report due by May 2nd.

Class 4 1:30-3:00pm    5/10/14 (online to resolve any departure issues)

Trip:    May 15-May26