



# RUTGERS

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## Rutgers Business School Global Experience Courses

### “Doing Business in China” Beijing, Shanghai, Hangzhou 3 Credits Summer 2020



## Study Trip to China

22:620:479 (3 Credits)

May 14 to May 24, 2020

Beijing, Shanghai, and Hangzhou



### *The Emerging Market Experience*

For more info, please contact Dr. Chao Chen:  
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\* This program is offered by Rutgers Business School and open to graduate students only.  
Total cost is tuition for 3 credits plus \$3500 program fee, with both charges reflected on the term bill of spring 2020.



Course Number & Title:	22:620:479 Doing Business in China (3 credits)
Course Description (including major assignments):	<p>This unique course features a study trip to China from Thursday, May 14 to Sunday, May 24, 2020 The objective of the course is to learn about China's dynamic economy and business environment through hands-on learning. 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.</p> <p><b>Written Assignments</b></p> <p>Please submit all written assignments on blackboard by the specified dates.</p> <ol style="list-style-type: none"><li>1. Two book reports, each in two pages (single space, 12 font size, essay format), one page a summary of the book and one page your comments and reflections of key learning points.<ul style="list-style-type: none"><li>• Book 1 Report due by April 4.</li><li>• Book 2 Report due by April 27.</li></ul></li><li>2. Article analysis on Chinese Management and Leadership Philosophies (two pages, single space, 12 font size, essay format) due by April 6. Based on articles by Chen &amp; Lee, 2008 and Leslie et al. 2015 discuss 1) key features of the Chinese culture and 2) its implications on doing business in China for foreign nationals at the organizational and individual levels.</li><li>3. Trip Journal (Due by June 3). 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. <i>About two to four paragraphs a day</i></li></ol>



	<p><i>highlighting main learning points or what you that day.</i></p> <p>4. Final Individual Paper (Due by June 10, 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.</p> <p>1. 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 <a href="http://libguides.rutgers.edu/China">http://libguides.rutgers.edu/China</a>. 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.</p> <p>5. Group presentation slides (Due by May 24)</p>
pen to:	Graduate students. Undergraduate seniors, please contact Monica Giron ( <a href="mailto:mgiron@business.rutgers.edu">mgiron@business.rutgers.edu</a> ) for special permission.
Course Instructor:	Prof. Chao Chen Email: <a href="mailto:chaochen@business.rutgers.edu">chaochen@business.rutgers.edu</a>
Travel Dates:	May 14 <sup>th</sup> 2020 – May 24 <sup>th</sup> 2020



Pre- & Post-departure Course Meetings Dates:	<p>Students will meet on four Saturdays during the spring semester of 2020 prior to the trip to China.</p> <p>Class 1 1:30-4:30pm 2/8/2020 (in person)</p> <ul style="list-style-type: none"><li>• Course introduction</li><li>• Celebrating Chinese New Year</li><li>• Form groups for team project</li></ul> <p>Class 2 1:30-4:30pm 4/4/2020 (in person)</p> <ul style="list-style-type: none"><li>• Discussion of Book 1, China's Rise</li><li>• Discussion of articles: Chen &amp; Lee, 2008 and Leslie et al., 2015</li><li>• Book 1 Report and Article Analysis due</li></ul> <p>Class 3 1:30-4:30pm 4/27/2020 (in person)</p> <ul style="list-style-type: none"><li>• Discussion of Book 2, China entrepreneur, and other readings</li><li>• Trip preparation</li><li>• Book 2 Report due</li></ul> <p>Class 4 1:30-3:00pm 5/9/2020 (online to resolve any departure issues)</p> <p>Trip: May 14-May 24</p> <p>Course Wrap-up, Group presentation, and presentation slide uploaded: May 24</p>
Program Fee:	<p>Approx. \$ 3,500</p> <p>Includes insurance, airfare, in-country transportation, hotel accommodation (double occupancy), entrance fees, some meals</p>

For questions related to trip logistics and enrollment, please email Monica Giron at [mgiron@business.rutgers.edu](mailto:mgiron@business.rutgers.edu).