GRADUATE SCHOOL OF MANAGEMENT
INBU 6951: INTERNATIONAL STUDY IN BUSINESS
Beijing – Tianjin – Shanghai – Suzhou; Summer 2012
Preliminary Syllabus

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PROGRAM OBJECTIVES:
In this program we will employ academic and practical avenues to explore:
- Chinese culture, society and history – the determinants of Chinese business climate
- Doing business in China: Foreign Direct Investment, Joint Ventures, Strategic Alliances, Partnerships (the people, the government and the law)
- Chinese economy, financial markets, and banking systems
- China and the World, WTO and its impact on Chinese economic and legal institutions
- Emergence of China as an economic powerhouse
- Comparison of American/Western and Chinese world views in connection with business, economy, politics and society

COURSE MATERIAL (all placed on D2L):
- Primary reading
  - 10 Minutes and You Know about China (VIDEO)
  - Nations of the World – China (STATS)
  - Charles Rarick, Neo-Confucianism and Chinese Business Culture, Social Science Research Network, May 2008 (RARICK)
  - Joshua Cooper Ramo, “Brand China,” Foreign Policy Center, February 2007 (RAMO)
  - International Monetary Fund, “China Economic Outlook,” Sep 2011 (IMF)
  - American Chamber of Commerce: China Business Climate Survey 2012 (BUSCLIM)
  - Fungacova, Zuzana & Korhonen Likka, “Like China, the Chinese banking sector is in a class of its own,” 2011 (BANK)
  - Yu, Yongding, “China’s Policy Responses to the Global Financial Crisis,”
Richard Snape Lecture, Nov. 2009, Productivity Commission, Melbourne (YU)


✔ China-U.S. Trade Issues, Wayne M. Morrison, Congressional Research Service Report for Congress, Sep 2011 (MORRISON)

- Handout materials from the program site coordinators and speakers
- We use D2L as the primary source of providing course material, receiving assignments from students, and providing feedback.

EVALUATION & ASSESSMENT

Grading Scale

<table>
<thead>
<tr>
<th>%</th>
<th>Grade</th>
<th>%</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94-100</td>
<td>A</td>
<td>75-79</td>
<td>BC</td>
</tr>
<tr>
<td>88-93</td>
<td>AB</td>
<td>70-74</td>
<td>C</td>
</tr>
<tr>
<td>80-87</td>
<td>B</td>
<td>&lt;70</td>
<td>F</td>
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Components of the overall grade

Please note: All deliverables and due dates appear on “Schedule of Assignments and Due Dates, referred to as SCHEDULE (See the last page of the syllabus)

1) Class participation, attendance, and citizenship 15%
2) Critical Reviews of Important Topics:
   a. Pre-trip Critical Reviews of the Six Topics 18%
   b. Post-Trip Reevaluation of the Six Topics 12%
   c. Student Panels: Pre-trip Presentations of Selected Topics 10%
3) Field study presentations 10%
4) Term project presentations 10%
5) 25-Page Term Project Written Paper 25%
Total 100%

A VERY IMPORTANT NOTE!

For all your individual or group reports and papers, please observe the rules of conducting and reporting research work:

- Integrity and ethics of doing research (i.e., appropriate attribution of work by others thru diligent referencing), truthfulness in reporting any statistics, composing an integrated piece of work from referenced work as well as your own thoughts, etc.).
- Applying a uniform style of report writing (i.e., references should follow a uniform pattern such as the APA style, all referenced work must appear in detail in the bibliography, etc.).
- A logical flow (e.g., Abstract, introduction, discussion, analysis, summary, conclusions, bibliography)

ANOTHER VERY IMPORTANT NOTE! (Attendance):

- Please consider attendance in all parts of this program (e.g., classroom sessions, pre-program lectures, trips, panels, guest lecture sessions as well as cultural activities and excursions), as mandatory. Before or after the travel portion of the program, if you must
miss a session, please discuss the situation with me before the session. Certain sessions are considered pivotal (e.g., the sessions when you or your group will be presenting even if your group members agree to carry your part). For such sessions, even a well-justified absence may bear a penalty of up to 10% of the total score. For the other sessions, I would assess your case and decide whether a penalty is warranted.

- Keeping with the history and tradition of this 13-year-old program, during the travel portion, absence from any one trip, session, lecture, etc. may result in one “half-grade” penalty (i.e., from A to AB, from AB to B, etc.). Absence from any two trips, sessions, lectures, etc. may automatically result in forfeiture of class credit, tuition, fees, etc. (Should the student be “disqualified,” he/she will be required to leave the program and his/her accommodation will be cancelled. The student will be expected to return to the U.S. at his/her own expense!)
- In all cases, documented extreme emergencies would be addressed on a case-by-case basis. For this program, “work schedule” or “personal situations,” don’t normally qualify as acceptable justification for missing class.

INDIVIDUAL WORK
Class Participation, attendance, and Citizenship (15%):
The value of the program for all students will be enhanced through participation; therefore, active involvement with the program is expected of everyone. In order to emphasize the importance of participation, I will gather notes on each student's participation during the program. Additionally, I ask that each group member evaluate contributions made by each of his/her team members (see SCHEDULE). At the end of the program, using all evidence, I will evaluate the participation of all students. This evaluation will include participation in classroom discussions, teamwork, attentiveness during site visits, as well as an overall assessment of the student's active involvement and “citizenship.”

Critical Reviews of Important Topics (total 40% including: a. reviews of topics, b. re-evaluation of the reviews and c. student panels; see below)
I have identified six general topics which I believe are paramount in understanding the Chinese business environment:

2. Government, Political, and Legal Environment
3. Banking, Finance, and Corporate Governance
4. China’s Approach to the Global Financial Crisis
5. Economy, Globalization and Intellectual Property Rights in China
6. U.S.–China Trade Issues

A. Pre-trip Critical Reviews of the Six Topics (18%)
Investigation and submission (via D2L) of critical reviews of six China-related topics (see SCHEDULE) prior to our departure (Each of the six reviews would be approximately 3 pages in length and each is worth 3 points)
Required reading material related to each of the six topics is provided in D2L Content area. Also some additional, optional reading material on each topic is placed on D2L. Please consider all material on D2L as the starting point for your “critical review” of each given topic. The purpose of these critical reviews is to allow the student to conduct his/her own investigation of the given topic. Please note that, you are asked to investigate the topic on your own and provide bibliographical references as appropriate. It is okay to use Internet sources as your reference(s) however, please make sure that what you find is from reliable and reputable sources. At times you will need to cross-check the facts by using multiple sources. Although it is acceptable to use only the material provided, those reviews that have utilized additional resources would be evaluated at a higher level.

Note: If you use content from the required reading material on D2L, please paraphrase and do not reference. Your references, quotes and their corresponding bibliography should include outside resources that you have used.

B. Post-Trip Reevaluation of the six topics (12%)
This part is a re-evaluation of your own critical reviews at the end of the program. (Approximately 12 pages in length for the six topics, 12 points total)

The purpose of this part of the exercise is to allow you to reflect upon your initial understanding of the given topics and modifying your position based on the material and information you received during the travel program. This re-evaluation which is expected to be approximately 12 pages would ideally reference the individuals and materials that you came in contact with during the travel program.

C. Student Panels: Pre-trip Presentations of Selected Topics (10%)
Teams will select a topic from the list of six topic areas and refine it (if needed). During the session prior to our departure for China, each team will present the selected topic.

Below are the details of this presentation
- Presentation could be formal (i.e., with ppt’s) or informal (i.e., without ppt’s).
- The total length of presentation will allow five minutes per team member followed with 5 minutes of Q/A.
- Each group’s Den Parent will submit a concise 2-page summary of the team presentation and the ppt’s (if applicable) on D2L in the Team’s area by May 12th.
- All team members are expected to present.
- It is very important to discuss your basic project topic, your approach to the project, and a clear and concise summary of your findings.

GROUP WORK
Field Study of Business Topics – in China (10%): After forming all of the groups, each group will request one of the following topics for their “field study” work:

Some topics for the “On-Site Investigation”
- Housing: Rental Options & Prices, Owning
The results of the entire field exercises will be presented by each student group after we return from China.

Below are the details for this presentation

- The presentation is “informal” but PPT’s are encouraged
- The maximum length of the presentation is 15 minutes per group followed by a maximum of 5 minutes of Q/A.
- Not all team members are expected to present, however, it is recommended that more than one person participate in the presentation (two would be optimal).

Project Presentations (10%):  
This component is essentially a well-developed "progress report" on the term project. At the end of the trip, the student groups will select a relevant topic with my approval on which to prepare their term papers. On the due date, each group will present a detailed progress report on the selected topic.

Below are the details of this presentation

- The presentation is “formal”
- The strict maximum length of the presentation is 25 minutes per group followed by a maximum of 5 minutes of Q/A.
- ALL team members are expected to present.
- By the end of the travel portion of the program, get your project approved.
- By due date (see SCHEDULE), submit via D2L,
  - A brief (up to 4 pages) description of your project and
  - Corresponding presentation material (e.g., ppt file).

Term Paper (25%):  
The due date for the term project is June 24, 2012. Each group will submit a joint project report. Here are the rules:
- The term paper is a formal document
- Suggested length of the paper is approximately 25 pages excluding attachments.
- The body of the paper must be typed and double spaced
- Any supporting documents, statistics, or material not directly related to flow of the discussion should be placed in appendices
- The APA or another consistent style must be observed for bibliographic references
- The paper must be well-edited and well calibrated. The assumption will be that four or five sets of eyes (and brains) have critically examined the material.
- Spelling, stylistic issues, grammar, etc. will be used as partial criteria for evaluation.
## Schedule of Assignments & Due Dates

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td>Apr. 29</td>
<td>1. Chinese Culture &amp; History and Impact on Chinese Business</td>
<td>1. RARICK</td>
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<tr>
<td></td>
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<td>2. RAMO pp. 5-26</td>
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<td></td>
<td>2. Economy, Globalization, and Intellectual Property Rights</td>
<td>1. IMF</td>
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<td>2. AMCHAM</td>
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<td>- Intellectual Property Rights pp. 72-84</td>
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<td>3. OECD</td>
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<td>2. AMCHAM (Competition Law pp. 40-52; Customs pp. 106-112; Export Controls pp. 118-124; Government Procurement pp. 52-64; Human Resources pp. 124-134; Tax Policy pp. 140-150; Visa Policy pp. 150-164)</td>
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<td>4. Banking, Finance, and Corporate Governance</td>
<td>1. AMCHAM</td>
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<td>- Banking pp. 174-180</td>
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<td>- Bond Markets pp. 180-192</td>
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<td>- Real Estate pp. 312-318</td>
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<td>2. BANK pp. 5–18</td>
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<td>May 12</td>
<td>2-page Pre-trip Summary due</td>
<td>Submit Summary</td>
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<td>May 13</td>
<td>5. China’s Approach to the Global Financial Crisis</td>
<td>1. YU</td>
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<td>6. U.S. – China Trade Issues</td>
<td>2. NY</td>
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<tr>
<td></td>
<td>Presentation PPTs for Joint MU/PKU Presentation</td>
<td>1. MORRISON</td>
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<td></td>
<td></td>
<td>2. BUSCLIM</td>
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<tr>
<td>Jun. 10</td>
<td>Field Study Reports and Presentation Materials</td>
<td>Submit ppt’s</td>
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<tr>
<td>Jun. 12</td>
<td>Re-evaluation of the critical reviews of the topics</td>
<td>Submit Re-evaluation of the six topics</td>
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<tr>
<td>Jun. 16</td>
<td>Presentation PPTs Due</td>
<td>Presenting groups submit ppt’s</td>
</tr>
<tr>
<td>Jun. 24</td>
<td>Written Term Project Due</td>
<td>Submit Term paper</td>
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<tr>
<td></td>
<td>Group Member Evaluation Forms Due</td>
<td>Submit Evaluation Form</td>
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</tbody>
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