

cīee Study Center in Shanghai, China

Course Number: BUSI 3001 SBLC

Course Name: Seminar on the Changing Nature of Business in China

Language of Instruction: English

Course Meeting Time: Monday, 3:00pm to 5:00pm, in addition to occasional fieldtrips

Course Meeting Place: ECNU

Instructor: Dr. M Chen

Contact Information: Work: 50303665; Mobile: 13764308918; Email: mchenmc@yahoo.com

Office Address: Virtual

Office Hours: Monday after class or by appointment

Contact Hours: Forty-five

Recommended Credit: Three

Course Description

This subject aims to enhance students' understanding of the opportunities and challenges of doing business in China. China is indeed a market with tremendous business potentials, but also remains as one of the riskiest markets in the world. Topics of discussion cover major economic and business issues facing both foreign and Chinese companies in China today, including political and economic environment analysis, cultural challenges, assessment of business opportunities, understanding the strength and weakness of Made-in-China, regional issues, investment ABCs, China's financial reforms, human resource management, working with Chinese companies, etc.

Learning Objectives

Upon successful completion of this subject, the students will be able to:

- Analyse the dynamics of the business environment of China.
- Understand basics of specific aspects of China business, which present unique challenges for foreign business people.
- Compare regional differences
- Connect cultural and historical dimensions to business practices in China.
- Use case analysis to study special business topics.

Course Prerequisites:

There are no prerequisites for this class, but some background reading on China and China business will be very helpful.

Course Requirements:

The course requires active participation of the students, who are expected to finish the assigned readings before the class meetings. All the required readings are available in the course reader binding. The students will also be required to complete a team presentation in groups of three or four students on a subject chosen by the team and approved by the course instructor. Following presentation to the class, all team members will participate in a group discussion. In addition, students will complete one team fieldtrip report of about 2,000 words in length (due one week after the HK trip) and one team paper between 3,000-4,000 words in length on an approved subject. The final exam, which will be held during the last week of the semester, will include three parts: definition of terms, short answer questions and essay.

Optional Area Studies Writing Workshop:

The optional writing workshop will be offered once a week on Wednesday evenings during Instructional Weeks 7-9 (April 2, 9 and 16), and the second workshop is offered during Instructional Weeks 12-14 (May 7, 14 and 21). Any student who attends all three sessions and completes the requirements for the

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first or second Area Studies Writing Workshop will be awarded 3 extra-credit points by the area studies professor on any new paper that has been developed and peer edited in the workshop.

Method of Instruction:

The course will be mainly conducted through PowerPoint lectures, discussions, and site visits.

Assessment and Final Grade:

For this course, students will be assessed according to the following:

Class participation	5%
Case studies	5%
Fieldtrip report	10%
Team presentation & paper	40%
Final exam	40%

Overdue work may be counted down at the discretion of the professor.

Weekly Schedules:

- Week 1:
(2/25) Class Introduction
Political and Economic Environment Analysis
Focused Reading:
1. K. Lieberthal and G. Lieberthal, "The Great Transition", *Harvard Business Review*, October 2003, 70-81.
2. Doreen Magunagle, "Case: The Impact of Economic Reform on China," *The Business Review*, December 2006, 100-106.
- Week 2:
(3/3) Cultural Discussions
Focused Reading:
1. Usha C.V. Haley and George T. Haley, "The Logic of Chinese Business Strategy," *The Journal of Business Strategy*, 2006 (27), 35-41.
2. M. Chen, "Common Culture and Different Styles," *China Business Review*, September-October 2004, 53-58.
3. Heidi von Weltzien Hoivik, "East Meets West: Tacit Messages About Business Ethics in Stories," *Journal of Business Ethics*, 2007, 457-469.
- Week 3:
(3/10) Made-in-China: The Rising of a World Factory
Focused Reading:
1. M. Chen, "Made in China," *China Business Review*, May-June 2005, 42-46.
2. Ken DeWoskin, "The Made in China' Stigma Shock," *Far Eastern Economic Review*, , 9-13.
3. M. Zeng and P. Williamson, "The Hidden Dragons," *Harvard Business Review*, October 2003, 92-99.
- Week 4:
(3/17) Investing in China
Focused Reading:
1. Jiaqin Yang and Huei Lee, "Identifying Key Factors for Successful Joint Venture in China," *Industrial Management + Data System*, 2002 (102), 98-109.
2. K. Woodard and A. Wang, "Closing the Deal: Acquisition strategy, negotiation and approval," *China Business Review*, January-February 2005, 13-17, 35.
3. Case: Trouble in Paradise (HBR)
- Week 5 and
Week 6:
(3/24 and 3/31) HK Study Trip
1. Seminar on HK Political Dynamics since 1997

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2. Seminar on HK's Economic Transition
 3. Seminar on HK and Pearl River Delta
 4. Seminar on Seminar on HK's Financial Market
 5. Case Study on a HK Company
 6. Trips to HK Stock Market, Trade Development Council and a company visit.
- Focused Reading
To be assigned.
Team Fieldtrip Report on activities in HK due on April 4.

- Week 7:
(4/7) Marketing/Sales and Supply Chain Challenges in China
Focused Reading:
1. Orit Gadiesh, et al., "The Battle for China's Good-Enough Market," *Harvard Business Review*, September 2007, 81-89.
2. C. Kwan and K. Knutsen, "Intermodel Revolution," *China Business Review*, July-August 2006, 20-25.
3. Case Study: Eliminate the Middleman? (HBR)
- Week 8:
(4/14) Human Resource and Leadership Challenges
Negotiating with Chinese
Focused Reading:
1. V. Wu, "Labour Relations in Focus," *China Business Review*, November-December 2006, 40-43.
2. M. Chen, "Cultural Dimension of HR," *China Business Review on Line*, July-August 2007.
3. J. Malila, "The Great Leap Forward: China's HR Evolution," *China Business Review*, July-August 2007, 16-19.
- Week 9:
(4/21) China's Financial Environment
Focused Reading:
1. David Strongin, "Tapping into China's Securities Industry," *China Business Review*, May-June 2006, 38-44.
2. Stephen Thomas and Chen Ji, "Banking on Reform," *China Business Review*, May-June 2006, 20-25.
3. Case Study: Standard Chartered (CBR)
- Week 10:
(5/5) Managing Risks of Doing Business in China
Focused Reading:
1. J. Hoenig, "Managing Business Risks," *China Business Review*, November-December 2006, 17-20
2. P. Norton, "The Foreign Corrupt Practices Act Dilemma," *China Business Review*, November-December 2006, 22-39.
3. G. Firth, "IP Protection: Best Practice Tips," *China Business Review*, January-February 2006, 18-25.
4. Case Study: When Joint Ventures Go Bad
- Week 11:
(5/12) Factory visit
Focused Reading:
Sasan Aminpour and Jonathan R. Woetzel, "Apply Lean Manufacturing in China," *McKinsey Quarterly*, 2006 Special Edition, 6-10.
Term paper should be due on May 12.
- Week 12:
(5/19) Team Presentation
Students will participate in grading the presentations
- Final Week:
(5/26) Final Exam

References

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Oded Shenkar, *The Chinese Century*, NY: Free Press, 2005

Charles Dumas and Diana Choyleva, *The Bill from China Shop*, London: Profile Books, 2006.

Tim Ambler and Morgen Witzel, *Doing Business in China*, London: Routledge Curzon, 2004

James McGregor, *One Billion Customers: Lessons from the Frontlines of Doing Business in China*, NY: Free Press, 2006.

Journals

China Business Review

Far Eastern Economic Review

Asian Business and Management