

1. Course Information	
<i>Course Number & Title:</i>	INTB 5890 and BUSN 3100 Commerce in China
<i>Term:</i>	<p>Fall Two, 2011</p> <p>Online course begins October 24th and concludes December 10th. (Six weeks total).</p> <p>NOTE: There is flexibility in when we offer this course. We will make a determination no later than August 1st, to allow time to purchase travel tickets. If students are not taking a second course for fall two and would prefer to do the class (and week of travel) earlier in the term, the instructors are willing to accommodate this change. The decision would need to be made (and agreed to by all students) by August 1st. Otherwise, we would use the week of finals as the travel week per the above.</p> <p>Course may also be audited for no academic credit – trip only.</p>
<i>Sites:</i>	<p>Online, with live component Shanghai November 28th -December 3rd. (during finals week, fall two)</p> <p>NOTE: Please read note to left. If you are only taking this class, we do have flexibility on the travel week dates, and will decide by August 1st. Otherwise, we'll travel during finals week. If you have other finals to take, instructor will work with your other instructors to see about allowing you to take other exams the week before the trip (or she will proctor their exams for them during finals week while we are in China, providing they send their exam to her in advance to administer).</p>
<i>Instructor(s)</i>	Dr. Debbie Psihountas

2. Course Description:
<p>This year is the sixth year for this exciting and dynamic course to be offered. But for the first time, we are able to offer travel scholarships of up to \$1000 to pay for all (or most) of the air</p>

travel pricing for qualified Walker School of Business and Technology students.

This elective course will enable students to gain an understanding of, and appreciation for, the requirements for success in conducting business in China. We will tour various Chinese businesses and industries, and visit with US multinationals doing business successfully in China. We will also fit at least one cultural event into the week.

This is a study tour course with an online component. The online component begins May 10th. On the weekend of October 24, 2011. Students will travel to Shanghai, China. Students will spend 4.5 days touring businesses and cultural exhibits of importance. After returning individually from China, students will resume the online portion of the course.

NOTE: We will make at least two hotel choices available, closely located to each other. We will ask all students to choose between those offered to facilitate group transportation and logistics.

Prior to arrival (in the online course materials), students will receive a detailed 'packet' with instructions in Chinese and English, a map, important phone numbers, and any other information they need to make for a smooth arrival in China and trip to the hotel of their choosing, from those made available.

3. Course objectives / Learning outcomes:

Students in this course will be able to:

- A. Explain the unique requirements for firms conducting business in China. This will include information on differences in marketing, financing, human resource management, leadership, and market research.
- B. Discuss aspects of business relating to patent protection and whether there should be stricter enforcement of patent protection in China (and how U.S. firms might proceed moving forward given the history of copyright infringement that has prevailed.)
- C. Apply travel experience, library and web resources, information from company tours, and readings to the completion of a comprehensive analysis with recommendations for any prospective firm looking to conduct business in or with China, or even with possible recommendations to the firms already doing business there.

4. Readings / Textbooks:

Books (excerpts):

Doing Business in China, Collins and Block, One Billion Customers, James McGregor, An American's Guide to Doing Business in China, Saxon, and China Now, Lam and Green.

Articles:

A number of articles will be posted under the folder labeled Articles on the homepage for the course. Additional articles may be emailed as the course progresses. The articles will be discussed per the postings on the discussion page; we will cover several each week of the class.

5. Evaluation:

Students in this course graded on:

- Two Course Project(s): (50%)
- Online discussion postings of readings about China 20%
- Participation in study tour activities and seminars 20%
- Overall participation in, and contribution to, the course 10%

6. Topical Outline: (subject to change)

SAMPLE ITINERARY FOR COURSE (Subject to modification)

Week/Class	Topic	Resource/Assignment
Week 1 Online	<p>Basic facts and perspective for course</p> <p>Overview of course materials</p> <p>Overview of travel logistics for week in China</p>	<p>P. 3 to 80. An American's Guide to Doing Business in China, Saxon</p> <p>End first week: Read the material from assignment above, and then integrate your ideas and concepts about why you selected a hybrid course that is about China and will take you to Shanghai. Submit by email.</p>
Week 2 Online	<p>Recent history of China's dealing with Westerners and others</p>	<p>P. 21-57 One Billion Customers, James McGregor</p> <p>P. 15 to 40, China Now, Lam and Green</p> <p>From the Opium Wars to the Japanese occupation, how do you think China leadership and even the ordinary Chinese think about foreign interest in China?</p>
Week 3 Online	<p>Export business from China, China local markets, selling into China from U.S. or other.</p>	<p>P. 197 – 275, Doing Business in China, Collins and Block</p> <p>P. 124 – 139, China Now</p> <p>Based on the readings, expand on your concept of surveying China as a place</p>

		for you to do business. Are you interested in local, export from China, or service or product into China?
Week 4 Shanghai	Finding Resources and Partners Wholly Foreign-Owned Enterprise in China, Sino-foreign Joint Ventures Sales/exporting into China	P. 125—135, China Now P. 140 – 155, China Now P. 203 – 223, American Guide In class
Week 4 Shanghai	Language, culture, customs and negotiations in business.	P. 49 -- 80, China Now In class
Week 4 Shanghai	Current business issues: HR, IP, torts, insurance, others Negotiating, IP and Enforcing IP	P. 178 – 194, American Guide P. 342 China Now,
Week 4 Shanghai	Corporate visits will be scheduled with a variety of industries to discuss and demonstrate the above topics, first-hand.	
Week 5 Online	Differences: Mainland, HK/ Macau, Taiwan, and Singapore	P. 293 – 291, China Now Discuss the use of starting business in Taiwan, Hong Kong or Singapore to benefit from the China market.
Week 5 Online	Research: Individual target supplier, target audience, distributor, area of distribution	See below. Additional information and discussion Online and in Shanghai.
Final Exam Online	TBD after week 5	Online examination. Final Paper due

Research Assignment

Develop a plan to enter the market personally, or for a company. Pick module one or two, but not both. You must complete one or the other and complete it, and email it to the instructor by the end of week 5.

Module One:

1. Plan to enter China as an individual.
2. Describe your reason for entering China, that is, what do you hope to accomplish in terms of finding locating a business, job, partner or partners?
3. How long do you think you need to stay? This may change when you are still working on home country research.
4. Where will you do your work? Shanghai, Beijing, Chengdu, Shenzhen, etc. Why?
5. Do you already have some China language, or will you start developing it? How?

6. If you need a translator, or translation network, how will you find them?
7. From your home country, what do you want to find out, know, before you arrive in China for your longer visit?
8. How will you arrange a visa for your trip or stay in China?
9. You will have a budget. What will it cost to keep you in China for the time you will be in country?
10. What businesses will you want to meet with, or see in action? How will you arrange these meetings in terms of an invitation?
11. Is there an American Chamber of Commerce in the city where you will be staying? What do you need to get a membership that you can afford?

Module Two

1. You are working for a company or own a business. You have a product or service already in mind.
2. Do you wish to enter the Chinese market and compete domestically? If so, will you create the product in China, or provide the service in China?
3. Will you ship from outside into China?
4. China and sell to users in China?
5. Will you buy in China and ship for export to another country?
6. How you find distribution in China?
7. How will you find manufacture or processing in China for either the domestic market or for export out of China?
8. Find a list of trade shows in China for 2011/12. Determine from the list what shows might provide you with product or contacts.
9. Is there a city, or region in which you have an interest? You might want to sell there. You might be distributing in the region, that is, the area is already known as an industry center, i.e. pharmaceuticals, auto parts, or electronics.
10. Check the trade committees at either/both Beijing and Shanghai American Chambers for contracts.

These papers must be footnoted or use end notes for resources. Website information from companies or governments is acceptable. Wikipedia is not acceptable for a footnote; however, do not hesitate to use it as a fast-start resource, but keep searching from there. Interviews can be reported, but should be corroborated with a reliable printed (digital or paper) resource.

Send papers during the last week of the session. The final exam will follow the last week.

Doing Business in China, Robert Carlson and Carson

[http://books.google.com.hk/books?id=IM4wYVdmUzAC&printsec=frontcover&dq=%22doing+business+in+china%22&hl=zh-CN&ei=rn0aTYS8AY-0vgPAz-](http://books.google.com.hk/books?id=IM4wYVdmUzAC&printsec=frontcover&dq=%22doing+business+in+china%22&hl=zh-CN&ei=rn0aTYS8AY-0vgPAz-yJDg&sa=X&oi=book_result&ct=result&resnum=10&ved=0CF4Q6AEwCQ#v=onepage&q&f=false)

[yJDg&sa=X&oi=book_result&ct=result&resnum=10&ved=0CF4Q6AEwCQ#v=onepage&q&f=false](http://books.google.com.hk/books?id=IM4wYVdmUzAC&printsec=frontcover&dq=%22doing+business+in+china%22&hl=zh-CN&ei=rn0aTYS8AY-0vgPAz-yJDg&sa=X&oi=book_result&ct=result&resnum=10&ved=0CF4Q6AEwCQ#v=onepage&q&f=false)

China Now, N. Mark Lam and John L. Graham

http://books.google.com.hk/books?id=RsLarnvN9QwC&pg=PA275&dq=%22doing+business+in+china%22&hl=zh-CN&source=gbs_selected_pages&cad=3#v=onepage&q&f=false

[On Billion Customers](http://books.google.com.hk/books?id=RsLarnvN9QwC&pg=PA275&dq=%22doing+business+in+china%22&hl=zh-CN&source=gbs_selected_pages&cad=3#v=onepage&q&f=false), James McGregor

http://books.google.com.hk/books?id=Ji0AAnsRRF8C&dq=%22doing%20business%20in%20china%22&hl=zh-CN&source=gbs_book_other_versions

An American's Guide to Doing Business in China, Mike Saxon

http://books.google.com.hk/books?id=195nMetnItgC&dq=make%20money%20in%20china&hl=zh-CN&source=gbs_similarbooks