

University of Miami Business School
BUS 624 – Business in China: An In-Country Experience
Two-Credit Global Immersion Elective
Spring 2019 Syllabus [8/30/2018 draft]

China Travel Dates: Depart Miami – Sunday, May 12, 2019
Arrive Beijing – Monday, May 13, 2019
Depart Shanghai and Arrive Miami – Thursday, May 23, 2019

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Course Introduction:

The People’s Republic of China has become one of the world’s leading economic powers. China is the world's most populous nation with 1.3 billion people and a highly diverse market. Whether sourcing products and services from China or developing markets in China, the country provides a wealth of opportunity and growth. This course provides students with an introduction to China, and its history and culture from a business perspective. Students experience China first-hand as they travel the country visiting various manufacturing, merchandising, service firms and historical and cultural sights in **Beijing, Chengdu, and Shanghai**. With a history of thousands of years and ways of doing business that go back as far, to seize the business opportunities China provides it is important to develop insight into China's history, business culture, and social etiquette to avoid misunderstandings and difficulties that would otherwise surface.

Global Immersion Electives form an integral part of the Master’s academic curriculum and are designed to develop the three critical components of what experts call "global savvy." Specifically, it is the combination of personal characteristics, knowledge, and skills, which the business leaders of the future will need in order to succeed in the global business arena. This is accomplished through a series of activities culminating in a short but intensive visit to a country or region to learn first-hand about that country or region's business and cultural environment and to better understand the business challenges and opportunities it offers.

Course Objectives:

The objective of the course is to provide students with:

- First-hand exposure to the cultural, economic, and political dimensions of doing business in China. The course is designed to provide students with the opportunity to have an immersion experience on what it takes for organizations to succeed in China and how Chinese firms operate and how they are shaping global business.
- A greater self-awareness on the personal traits that have been associated with success in the global business environment.
- A deeper knowledge of the business environment in the Asian Pacific region of the world.
- Practices along with critical skills students need to exhibit as a global manager and leader.
- A familiarity with Chinese culture and customs, from cuisine to behavior to family structure. Visits to Tiananmen Square, the Imperial Palace (the Forbidden City), the Great Wall, Panda Resort, and other historical and cultural sites will be included.

The program will explore the following themes:

- Entrepreneurial and business growth and opportunities in China
- The experience of American companies doing business in China
- Participants will visit various businesses and cultural sites in China.
- Presentations will be provided by local business leaders, professionals, and academics. As part of the trip, we will visit manufacturing, merchandising, service and IT firms. The trip will include company visits and meetings with business and government leaders and tours of significant cultural and historical sites. These visits will help students understand the intricate details of how business is conducted in China and how various cultures have dealt with common business challenges, often in ways that are quite unique to a culture. A significant aspect of the learning will be through the participants' own experiences of exploration and discovery during this visit. Additionally, the hosts in China will also share their personal experiences, perspectives, and insights.

Learning Outcomes:

On completing this course, students should be able to:

- Understand the culture, social norms, and business practices of the industries covered in the program which will enhance the student's capability to manage in a global dynamic business environment.
- Appreciate the business, economic, political, social, and cultural climates within China and thereby broadening the student's global perspectives.
- Gain knowledge in new and unfamiliar circumstances through an experiential and conceptual understanding of the complexities of conducting business in a globalized, rapidly changing environment.
- Develop integrative and critical thinking skills to solve problems relevant to global business.
- Develop competencies to work more effectively in teams through the completion of a group project relating to the China in a business context.
- Develop cultural and ethical awareness in an international context through the trip component.

Course Requirements:

- Attend all mandatory pre-departure classes.
- Make a group presentation on specific companies in China.
- Every student is required to **read and present** one book on China. You may choose the book from Amazon or any other sources:
- http://www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Daps&field-keywords=book+on+china.
- Here is your signup and grade sheet: **TBA**
- View the four-part Discovery Channel documentary, "People's Republic of Capitalism" by Ted Koppel.
https://www.youtube.com/results?search_query=People%E2%80%99s+Republic+of+Capitalism.
- **Attend all lectures, presentations, and site visits in China during the duration of the program.**
- **Keep a reflective journal for your references and records.**
- Post-trip group reports:
 - Key takeaways from the trip
 - Observations, memories, pictures, videos, and insights related to the trip
 - Advice to the next year's program participants

Course Evaluation and Grading:

There are five graded components

1. Pre-trip discussion of culture, history, economy, and management: Students must complete assigned reading and discuss actively. Participation is required and graded (**50%**).
 - a. Passport and visa application.
 - b. MyTrip: <https://mytrips.travelsecurity.com/Profile.aspx>
 - c. International SOS:
<https://www.internationalsos.com/MasterPortal/default.aspx?membnum=11BCAS786599#>
 - d. Travel info and contact info upload to google page.
 - e. Emergency contact info.
 - f. Wechat group: UM China Trip 2019
 - g. Roommate list.
 - h. Mini-bio.
 - i. Dietary preferences and medical form.
 - j. Group presentations on companies.
 - k. Individual presentations on books on China.
2. Participation during study trip: **Punctuality and respectfulness are paramount**. Students are expected to be inquisitive, attentive, and participatory during all business visits. Failure to behave in the appropriate manner will result in a failing grade in the course. Further, the class will develop its own ground rules for non-performance of class norms. Participation is required and graded (**30%**).
3. Students on the trip serve as ambassadors for the University of Miami Business School and as such are expected to represent us well. Students are expected to respect fellow students and others during the trip. Students are not permitted to consume alcoholic beverages during transportation on the group bus, group train, or group flight.
4. Study-trip reflective journal: Each student must keep a daily journal during the study trip. You can use it as a place to track your trip in terms of chronology, geography, etc. Use it to keep track of your cultural experiences and use it as an outlet to describe new experiences and your thoughts with regard to them. You may also want to use it as a “scrapbook” to keep such mementos as museum, castle, tram, etc., tickets and possibly other souvenirs. The journal should focus on the business aspects of the trip so you should incorporate notes from each of the various lectures and business visits. The purpose of the journal is to record not only what you do and see, but also what you feel and think about it.
5. Post-trip PowerPoint reports: The groups will discuss and summarize the learning that occurred during the travel portion of the course. The reports will be based upon the ideas they have formed in their study trip journals. Each group of students will submit a report to summarize the ideas, observations, and highlights of the trip. Reports will be graded on both content and style (**20%**).
 - a. What did you like/dislike most of about the trip?
 - b. What impressed you most?
 - c. What's the take-away from this trip?
 - d. What can you advise the class of next year to best maximize its experience?
 - e. Please feel free to include pictures and video to summarize the trip.

Grading:

Pre-trip meetings and assignments	50%
Participation, punctuality, professionalism and respect for others	30%
Post trip report	20%
Total	<u>100%</u>

Attendance Policy:

We will take attendance daily. All students must attend all required sessions including lectures, speaker sessions, and company visits. Students are also expected to be prepared for each activity and participate in all discussions. The professor will provide information on all the company visits that would occur during the trip. Each student is responsible to have read up information that is available for each company from its website and participate in all discussions during the company visits. Active and professional/thoughtful participation is a key and integral part for your participation evaluation component.

Program Costs:

1. The cost of the trip to China covers the following:
 - a. Boarding and lodging with double occupancy
 - b. In-country transportation including:
 - i. Bus transportation to company visits and cultural outings
 - ii. Airfare for Beijing/Chengdu and Chengdu/Shanghai
 - iii. Airport transfers by bus for Beijing/Chengdu and Chengdu/Shanghai
 - c. Company visits
 - d. Group trips for cultural visits (transportation and tickets are provided)
 - e. Group meals
2. Additional expense to be covered by the Student include:
 - a. Roundtrip airfare from Miami to China. (Miami/Beijing and Shanghai/Miami)
 - b. Tips to our local guides and bus drivers.
 - c. Visa fees (CIBER office will coordinate visa arrangements)
 - d. Gifts and other purchases
 - e. Entertainment that is not included in the program
 - f. Personal expenses
 - g. Meals that are not included in the program.

Business in China: An In-Country Experience
Tentative Itinerary – May 13 to May 23, 2019
(Itinerary May Change Without Notice)

CHINA – Dr. Tie Su			
Description	Date	Time	Location
Information Session	August 24, 2019	5:30PM	Storer
Class 1	March 22, 2019	6-9 PM	SB308
Class 2	March 29, 2019	6-9 PM	SB308
Pre-Departure Session	April 12, 2019	TBA	TBA
Post trip report due	June 7, 2019		

Important Contact Information:

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