**University of San Francisco**

**School of Management**

**BUS 397-02B China Innovation and Global Integration**

**Academic Global Immersion (AGI)**

**May 20-26, 2019**

**Shanghai and nearby cities, China**

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This 2-credit undergraduate China AGI course includes pre-trip classes in USF, 2019 CBSI international Conference in Shanghai, and site visits in Shanghai and nearby cities like Hangzhou. Students are expected to arrive in Shanghai on or before May 20th. The AGI program starts in the Morning of May 21and end in the evening of May 26, 2019. During this time, students participate and present in the CBSI international conference, from May 25th to 26th in Shanghai. Site visits to local firms and organizations are scheduled prior to the conference.

NOTE: *BUS 397-02A China Innovation and Global Integration Case Studies* in the spring 2019 is a prerequisite for this AGI course, unless waived by the instructors.

**A. PROGRAM FEE: $950**

The $950 program fee covers program costs, and traveling costs in China including hotel, meals and local transportation. This fee does not include air ticket, visa fee, and incidentals. USF China Business Studies Initiative (CBSI), <https://www.usfcbsi.org/>, will cover the program fee for eligible students, subject to budget approval. Each student can apply for additional CBSI scholarship from USF CBSI, to cover part of the air ticket cost, subject to budget approval.

**B. COURSE DESCRIPTION AND LEARNING OBJECTIVES**

China Innovation and Global Integration AGI is designed to provide students immersion experience in China. It is a follow-up course of BUS 397-02A China Innovation and Global Integration Case Studies, and together the two courses help students develop a holistic view of China’s rise as a technology and innovation powerhouse and the global impacts, with a focus on the challenges of and strategies for Chinese multinational corporations (MNCs) that innovate to compete in the global markets. This is a special China Business course. The course will tie to USF China Business Studies Initiative (CBSI) Conference in Shanghai, China.

Students will participate in the conference in various sessions, including attending keynote speeches, panels, workshops, executive cafes, company visits, receptions and gala dinners among others. In this study trip course, students will have opportunities to engage in discussions and dialogues during the conference. They will also have opportunities to network with leading scholars, experts, business executives, etc.

This AGI course is designed to help students understand 1) the major transformations taking place in the economic and business environment in China; 2) How will US-China trade dispute shape China’s economic development, global trade and economy; 3) the driving forces for the rise of China innovation, Chinese multinationals and their increasing outbound FDI; 4) What are the opportunities and threats for businesses both inside and outside China? 5) How will One Belt and One Road (OBOR) change the trade and investment relations between China and the OBOR as well as other countries.

Before the study trip, we will hold a few classes and these classes will tentatively be on a Friday or a Saturday. These classes will prepare students for the basic understanding of Chinese economy and business, allow students to work on pre-trip assignments and prepare for the trip. After the study trip, we will have summary and reflection class to help students synthesize and share their learnings, thus to develop more sophisticated understanding of Chinese economy and business practices.

During the study trip, we plan to organize a 7 full day (plus some possible evenings) learning activities. During the trip, students will attend a China business conference on May 25th and 26th, visit companies and join other activities.

Specially, in this course, students will be expected to learn:

* Chinese companies’ global expansion strategy and global impacts
* M&A and operations of Chinese firms in the foreign markets: challenges and opportunities
* Innovation of Chinese multinationals inside & outside of China
* China’s “Mass entrepreneurship and innovation” strategy
* China’s “One Belt One Road” strategy & global economy
* Other Chinese business related practices.

**C. READINGS (preliminary)**

Below are the preliminary readings. We may adjust and add other readings to the class. Besides, students will also need to search for other readings to help their own assignments.

**I. Textbooks**

* David Shambaugh ( 2013) **China Goes Global: The Partial Power,** David Shambaugh, Oxford Press.
* Nolan, P. (2013). Is China buying the world? Wiley.
* Fu, X. (2015) [China's Path to Innovation](http://www.cambridge.org/br/academic/subjects/management/international-business/chinas-path-innovation%22%20%5Ct%20%22_blank), Cambridge University Press.

**II. Journal articles and other relevant readings**

1.”China country profile”, BBC, http://www.bbc.com/news/world-asia-pacific-13017877

2. “Progress and Peril in China's Modern Economy”, by Chun Chang | Associate Professor of Finance, Carlson School.

3. McKinsey Quarterly, “A new era for manufacturing in China”

June 2013 | byKarel Eloot, Alan Huang, and Martin Lehnich

4. McKinsey Quarterly, “Gauging the strength of Chinese innovation”

October 2015 | byErik Roth, Jeongmin Seong, and Jonathan Woetzel

5. “A pocket guide to doing business in China”

McKinsey Quarterly, October 2014 | byGordon Orr

6. “A CEO's Guide of Innovation in China, McKinsey Quarterly, February 2012.”,

# 7. McKinsey Quarterly : Winning the battle for China’s new middle class

8. "How GE is Disrupting Itself", Harvard Business Review, October 2009. (Optional reading)

9. "How Microsoft Conquered China", Fortune, 2013

**D. ASSIGNMENTS**

**Components & Weights**

*Individual Assignments*

Pre-Trip Learning Goal Statement 20%

Post-Trip Reflection Report 20%

Individual Participation 20%

*Team Projects*

Pre-Trip presentation of Company/Industry background 20%

Team presentation in CBSI conference 20%

**We will curve the class grades if the final scores are skewed.**

**Individual Assignments**

***Pre-Trip Learning Goal Statement***

Before the study trip, each student will need to submit a write up describing your learning objectives. The learning objectives should focus on China innovation and global integration, e.g., entrepreneurship and innovation in China in comparison to the US, the role of government, cultural, social, and institutional aspects of entrepreneurship and innovation in China, innovation of multinational corporations in China, innovation of China’s home-grown multinational corporations, etc. The write up shall include following info:

Your personal learning goals in this trip, how your learning questions/goals relate to your future career.

Your learning goals/questions shall be **thoughtful, personalized and achievable.** By “achievable”, we mean that you can achieve the learning objectives **through multiple sources,** including pre/post-trip classes, organization/company visits (even if the visit is not in the same industry you have worked), presentations by China business executives/scholars, and networking with young professionals from prestigious Chinese universities etc.You **do not** need to develop many learning goals/questions (3 to 4 or less is fine). Please note that in your post trip refection report, you will need to **demonstrate** how well you achieved the learning goals (or answered learning questions), so take this seriously.

***Post-Trip Reflection Report***

Upon returning to the U.S., each student is required to submit an individual reflection report. The report shall include two major parts.

The first is to analyze and demonstrate your learning according to the learning goals or questions regarding China innovation and global integration you set before the trip (please list your pre-trip learning goals). You will need to explain and contrast the status of your knowledge before and after the trip pertaining to your learning goals/questions, how you acquired learning and provide evidences.

***It is OK that you may fail to achieve some of your pre-trip learning goals, just analyze the reasons and what you learn from your failure in achieving the learning goals (either your assumptions are wrong when setting up the goals, or too specific or overly ambitious, more importantly what you do and how you can improve next time: that is, before going to a foreign culture, what kind of expectations you shall set up, etc.)***

Besides your pre-set learning goals (questions), you are required to discuss your learning that “emerged” during the trip. For these emerged or un-planned learnings, you may organize your discussions according to following three perspectives.

(1). Social: For the social topics, what are the social, cultural, political issues or challenges

the country is facing? What are the root causes to the issues/challenges? How does it affect innovation and entrepreneurial activities in China? How do you describe China’s national and regional innovation systems? What is the role of the government policy in Chinese firms’ innovation strategy? What are the implications for doing business in or with China?

(2). Business/Economic Environment: In this area, what are the current status of national and regional economic developments in China? What are the future outlooks of the economic situations in China? What are the challenges and opportunities that high tech and innovation companies are facing and the causes to these challenges and opportunities? What are the implications for US high tech companies that are doing or plan to do business in China or with China?

(3). (Company Level) Business practices and Organizational Issues: what are the key organizational issues and business practices in China that could affect innovation activities? Are these practices/issues similar or different from the ones that you are familiar with? For US high tech and innovation companies doing business in China or with China, what do they need to know to be successful?

In your report, please pay more attention to parts (2) and/or (3) in you discussion. Also, **you need to discuss the implications of the above “emerged” learning for your career or your career plan**.

Although your report may source materials from outside readings and class materials, it is important that you draw information from your personal observations and activates in the trip. In the report, please provide clear citations and references to indicate the sources of the materials. We ask that you avoid one of the common weaknesses in reflection reports: the superficial discussion of general knowledge without deep insights.

The post-trip individual report shall be 5-7 pages long (not including appendices) and will be due at our post trip class. The date of our post trip class is yet to be decided.

***Individual Participation***

It is important that each student participate in all the pre- and post-trip classes and organized learning activities during the trip. This will directly affect your learning and experience in this study trip course. During the site visits, we may “require” students to comment, ask and answer questions relating to the visits. This is an important part of your learning as well as in our grading.

It is also possible that we may assign some coordination and leadership responsibilities during the study trip and student performance in performing these roles will count toward their participation scores. You may also have opportunity to participate in round table discussion with business executives and scholars as well as present your research papers. You may discuss your aspirations with the instructors in advance.

**Team Projects**

***Pre-Trip Team Presentation of Company/Industry background analysis***

Before the study trip, students need to analyze the background of companies/industries that we plan to visit during the study trip, and students need to present the results of analyses to the class, and suggest a list of questions to ask when visiting the companies.

***Team presentation on China Innovation and Global Integration in CBSI conference***

In the CBSI conference, students will present their term project of BUS\*\*\* China Innovation and Global Integration Case Studies, which requires students to identify the critical challenges and issues that affect the Chinese MNC, and suggest possible solutions to the company.

Additionally, when time permits, students are encouraged to add to the presentation their brief reflection of their visits in China, and how/whether the visits have added new insights to their investigation.

**Suggestions for Your Assignments**

During the study trip, students will hear many presentations during our visits to companies/organizations, but we can not guarantee that the presenters will provide us with their PPTs or related presentation materials. You need to diligently take notes when listening to the presentations. I strongly encourage you to ask questions during the presentations and company visits so as to help you collect information for your assignments. It is important that in the assignments you clearly indicate the references to the sources of the materials or information (including lectures or site visits) that you cite.

In your assignments, you shall make best efforts to use the materials and information from our class learning, especially from our study trip activities, including site visits, presentations, network activities and our pre-trip learning materials. You can also collect additional materials and rely upon your personal observations from your informal and casual activities.

**E. CODE OF CONDUCT**

Since this study trip class is a group activity, it is extremely important that you observe the course polices and program activity instructions. Please do not be late to our group activities in China. You will bear full responsibilities if you miss any group activity without proper reasons. We may also impose penalties should you violate our study tour policies and instructions.

Everyone is also expected to prepare minimum one cogent question that may be asked at the presentations and site visits. The visits, with few exceptions, will require business attire. The instructor will identify those visits where other than business attire is acceptable. **While in China, your will be representing USF School of Management and the undergraduate program, respectful and appropriate manners are expected at all times.**

**F. EMERGENCY COMMUNICATION PLAN (ECP)**

In case of emergency (for medical, political or other reasons), we will follow the action plan below.

1. Immediately inform the instructor about the emergency situation. If we, the instructors, are not available, please report to our student assistant and/or student assistant back up. It is also advised that you (the students who are aware of the emergency situation) share the emergency info with local helper, if we have one.

2. Once we receive the emergency info, we will immediately inform all students about the emergency situation. This notification shall instruct students what to do or not to do, how to get help and/or protect themselves.

3. We shall also inform USF study tour office and/or USF Management school, which will inform the emergency contacts of relevant students.

We will provide relevant contact info separately.

**G. SAFETY**

It is recommended that all students ask the instructor/local helpers and/or the hotel concierge whenever you have question as to areas that you hope to visit for sightseeing, dining or entertainment purposes outside of the formal class activities. The cities that we will be visiting are considered to be relatively safe. However, there are large cities and proper common sense safety precautions need to be taken at all times. It is advised that when touring any part of the city or country it should be done in a group – especially at night.

**J. USEFUL TIPS ABOUT THE TRIP**

1. It is likely that some people may become sick during the trip. So please bring some medicines.
2. When flight within China, each passenger is only allowed to carry 20 Kilograms. It is strongly advised that students control the check-in luggage to this weight limit.