A. BASIC COURSE INFORMATION
MBA 6797– A Global Immersion Course in China
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DATE AND DESTINATIONS OF THE COURSE
Starting company visit in the morning of May 24th, 2015 (Tuesday) in Shanghai and ending the program in the late afternoon/early evening of May 30th, 2016 (Monday) in Beijing, China (students will need to arrive at Shanghai on May 23rd, Monday). The post trip class will be held in China, in the afternoon of May 30th. There will be no post trip class after students leave China.

Program Fee: $1000

LOCATIONS
Beijing and Shanghai, China

COURSE CREDITS
This course will count as a 2-credit unit elective course.

B. COURSE DESCRIPTION AND LEARNING OBJECTIVES
This course offers USF students a comprehensive experience on learning Chinese society and business. The course has four learning objectives:

(a). Social and cultural environments in China. The learning objectives here may include, but are not limited to, the history, culture, people of China.

(b). Competitive business environments in China, which include past economic development and future outlooks, different economic sectors, regional economies, government regulations, market trends, etc.

(c). Organizational issues and company practices in China and/or business practices relating to China. The learning objectives here are to help students understand various organizational issues such as strategic adaptation, competitive strategies, employees, organizational cultural and business practices, competition in China, etc. Students will learn from local and foreign companies/organizations in China.

While in China, beside visiting companies/organizations, we also plan to organize activities to help students learn Chinese history, cultural and social environments, and network with young, future Chinese business leaders.

C. READINGS/OTHER MATERIALS
Below are suggested readings. We may adjust and add other readings to the class. Besides, you may also search for other readings to help your assignments.

   June 2013 | by Karel Eloot, Alan Huang, and Martin Lehnich

   October 2015 | by Erik Roth, Jeongmin Seong, and Jonathan Woetzel

3. “A pocket guide to doing business in China”  
   McKinsey Quarterly, October 2014 | by Gordon Orr


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


**D. CLSS ARRANGEMENT**

In this study trip, we plan to visit about 7 to 8 companies and/or to have formal lectures in China. Each company visit will be about 2 to 3 hours long. These companies will include global multinational, domestic, small and large companies, and companies in various sectors such as high tech, manufacturing as well as organizations, etc. Such an arrangement is to give students maximum exposure to Chinese economy and business.

During the trip, we also plan to arrange some cultural activities.

In addition, we plan to have some pretrip classes either on a Friday or on a Saturday and the dates will be decided later. We will also have a reflection class after the trip, the post trip reflection class will be in the afternoon of June 1st in China, after our study trip activities. **There will be no additional classes after students leave China.**

Before and during the trip, students are expected to prepare for the class and site visits and will need submit assignments.

**E. ASSIGNMENTS**

**Individual Assignments**

*Pre-Trip Individual Report.*

At the pre-trip class, each student will need to submit a write up describing your learning objectives. The write up shall include following info:

Your personal learning goals in this trip, how do 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 reflection report, you will need to **demonstrate** how well you achieved the learning goals (or answered learning questions), so take this seriously.

The length of the assignment will be about one page long and will be due at the pre-trip class.

*If we do have fund to organize a network event, the event will be a great opportunity to collect learning points from the event.* This is because the participants to the event will include Chinese young professionals from prestigious Chinese University. Many of them are emerging or will become leaders in their respective fields in China. This will be a great opportunity for you to gain some personal learning. To prepare for such event, you are required to prepare (interview) questions for the event. You can use the learning questions you developed in the pre-trip individual report (part b) for the event. Of course, you can also add more questions after we start our activities at China. You do not need to submit the questions before the trip, but in your post trip individual report (see below), you are required to include these questions in the appendix.

**Post Trip Individual 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 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 do 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 do 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 do you and how you can improve next time: that is, before to go 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, what are the implications to business in or relating to China.
(2). Business/Economic Environment: In this area, what are the current status of national and regional economic developments in China, what are the reasons, the future outlooks of the economic situations, what are the characteristics of business environments in China, what are the challenges and opportunities that companies are facing and the causes to these challenges and opportunities, what are the implications to companies that are doing or plan to do business in China or with China?

(3). Organizational or company level Issues: what are the key organizational issues and business practices in China, are these practices/issues similar or different from the ones that you are familiar with? For companies doing business in China or with China, what rules they need to know?

In your report, please pay more attention to parts (2) and/or (3) in you discussion. Also, you need to discuss the implications of above “emerged” learning on 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. One of the common weakness of reflection reports is the superficial discussion of general knowledge without deep insights.

The post-trip individual report shall be 7 to 10 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.

Assignment for the Post Trip Reflection Class
In the afternoon of May 30th, after all the organized learning activities, we will have a post trip class. This class will sort out learnings and help students develop more sophisticated knowledge about China. Since the learning outcome of this reflection class heavily depends upon the preparations of each student. There will be a formal assignment for each student before the class, the assignment will require each student to organize their notes, observations and individual reflections of the entire study trip, and to develop some key learning observations and as well as questions, and the reasons between these learning points/questions. This will serve as a basis for our class to collectively discuss various learning points. We will provide more detailed information about this assignment later. This post trip reflection class will also help you better develop your individual post trip report which will be due later.

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 item of your learning as well as in our grading.
Team Projects

Pre-Trip Team Project
In this pre trip team project, you will analyze hot topic issues in social, economic and business areas, including but are not limited to Chinese currency, economic development prospects, social or IP issues, key organizational or company practices, future trends, and other hot topic issues that China is facing. Each team will present its analysis and each presentation will be about 15 minutes long. Please provide presentation outlines to the class when present. Each team shall also attach a reference list at the end of the PPT in case other students want to use these materials for their future assignments.

There will be no written assignment for this project. The purpose of this project is to study important issues that China is facing, thus to better prepare students for the study trip. Because of this, you shall select key issues that have important and broad implications for China as well as for U.S/global economy/business.

Suggestions for Your Assignments -- There will be many presentations during the trip, 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 materials and information from course activities such 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.

F. GRADE DETERMINATION
Pre-trip Individual Learning Goal 10%
Post-Trip Individual Report 40%
Pre-trip team presentation 25%
Participation 25%

I will curve the class grades if the final scores are skewed.

G. 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 MBA program, appropriate manners are expected at all times.

H. EXPENSES
Each student will be responsible for international airfare, costs of non-learning group activities, food (except breakfast or organized events), visa and country entry/exit fees, personal entertainment and miscellaneous expenses. The university will provide for course related expenses, e.g. ground transportation, meeting spaces, fees charged by the visited organizations, honorariums and gifts for presenters, etc.

I. 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 I, the instructor, am 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 I or student assistant receive the emergency info, I (or the student assistant) 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. I or student assistant shall also inform USF study tour office and/or USF Management school, which will inform the emergency contacts of relevant students.

I will provide relevant contact info separately.

J. 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.

K. 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.