



Global Institute – Shanghai

Course name:	Doing Business in Asia-Pacific
Course number:	(GI) BUSI 3007 SHCN
Programs offering course:	Global Internship
U.S. Semester Credits:	3 semester hours / 4.5 quarter hours
Term:	Spring 2020

Course Description

This course aims to provide an opportunity to examine the elements in current related influences of business, society, government and culture in Asia and link these influences to participant's experience within their professional internship program and academic coursework. Using our location of Shanghai as our beginning reference point, this course will review Asia's economic and cultural contexts and major changes. This course will explore the shared cultural history and diversity across Asia. Through small group work and individual inquiry, we will strive to focus on gaining an understanding of the major cultural groups in each country, their heritage and business activities along with the country's current challenges and opportunities for trade and expansion within the region and globally. By using current business case studies and media coverage of economic, political and business issues, we will focus on what we as outsiders to the region need to quickly assess and integrate into our business approaches for success in the region.

Learning Objectives

By completing this course, students will:

- Analyze the policies and business issues in Asia/China and develop a sense of appreciation for the dynamics of this constant changing business environment
- Describe and differentiate the economic, cultural, and political context of Shanghai and China
- Compare and contrast the economic, cultural, and political contexts between Asian countries
- Identify and analyze current issues and emerging trends in China and Asia
- Recognize and appraise strategies to quickly assess and integrate business approaches for success in China and Asia
- Critique within group emerging trends and business strategies, particularly as relate to China and Asia

Course Prerequisites

Preferable completion of Microeconomics or Macroeconomics or World History (focus on Asia preferable) before enrolling in this course.

Methods of Instruction

The course is taught through a combination of lecture, group discussions, guest speakers, site visits, small group collaboration, and student presentations. All learning materials will be sent directly to each student. Readings for class will be sent a few days before the lecture. PowerPoints will be sent sometime after each class.



Assessment and Final Grade

Critical Definitions (2)	10%
Presentations (2)	30%
Case Study Report	20%
Final Examination	20%
Class Participation	20%

Course Requirements

Critical Definitions

Two Critical Definitions, 400 words each, have to be submitted throughout the semester. Students have to choose one of several concepts and ideas listed, provide a precise definition, and critically discuss the scope, validity, and applicability of the chosen concept. The definitions should be submitted for the whole class to view on a Canvas discussion board.

Two Presentations

During classes four and seven, participants will be giving a 5 to 7 minute oral presentation to the class on their case study research progress.

Case Study Report

Students will submit and discuss individual case study based on company or industry in Shanghai or China where you are studying. The case study is 2000 words in length (not including figures or tables). Guidance for selecting case and developing line of questioning as well as format for paper will be provided during class.

Final Examination

The open books final exam will consist of short answer questions (50% of the grade) and a longer question that has to be answered using a case study (50% of the grade). The short answer questions will cover each of the key topics discussed in the course. Students will be expected to prepare background date on a company or industry in Shanghai or China and write the case study of 750 to 1000 words during the exam. Guidance for selecting case and developing line of questioning as well as format for paper will be provided during class.

Class Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.



Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure, and possible expulsion

Weekly Schedule / Outline



The course meets at least 5.5 hours each week with exact schedule to be distributed at beginning of class.

Week 1

Session 1.1 Introduction to the course

Course, assignments, group project, personal goal setting

Session 1.2 Overview of Asia regional economic development, including historical trends

The emergence of Asia as a thriving region of growth is relatively recent, although some argue that Asia, and China at its core, has always been the most prosperous region and is now regaining its rightful place. Shanghai's role in the reemergence of the Far East will also be discussed.

Readings: (Li 2016, 1–30)

Week 2

Session 2.1 Cultures of Asia and China, including impact on business development

So-called Asian Values have controversially been both blamed for poverty and backwardness and more recently taken as an explanatory variable for the economic growth in both democratic and authoritarian Asian states.

Readings: (Wang and Chee 2011, 7–68)

Session 2.2 Guidance for individual case study and group projects and presentations

Readings: (Ellet 2018 Part I, II, III)

Week 3

Session 3.1 Governments of Asia and China, with policy overview and challenges

State intervention and championing of export industries, investment in technology innovation as well as trade protectionism will be discussed.

Readings: (Li 2016, 31–52)

Session 3.2 SITE VISIT

Week 4

Session 4.1 Society and community networks in Asia and China

GUEST SPEAKER, CASE PRESENTATION (i.e. emerging Chinese/Asia economics power, Changing workforce, labour shortage, labour expectation, and human resource challenges)

Readings: (Li 2016, 53–82)

Session 4.2 Presentation

Week 5

Session 5.1 Business and community networks in Asia and China

This session shall focus on the importance of personal and community relations to doing business locally, regionally, and transnationally. Family businesses, ranging from small enterprises to conglomerates, will be a major focus.



Readings: (Wang and Chee 2011, 69–104)

Session 5.2 SITE VISIT

Week 6

Session 6.1 Managing current issues Asia and China

Socioeconomic factors such as mass migration, raising inequality, and aging of society fundamentally affects businesses that operate in Asia or work closely with Asian partners and customers.

Readings: (Wang and Chee 2011, 105–50)

Session 6.2 GUEST SPEAKER

Week 7

7.1 CASE PRESENTATION (i.e. emerging Chinese/Asia economics power, Changing workforce, labour shortage, labour expectation, and human resource challenges)

Readings: (Shen and Kang 2016)

Case study report due, presentation

Week 8

8.1 Wrap-up and pre-exam review

8.2 **Final Exam**

Course Materials

Readings

Ellet, William. 2018. *The Case Study Handbook, Revised Edition: A Student's Guide*. Harvard Business Review Press. <https://books.google.co.in/books?id=57RGDwAAQBAJ>.

Li, Shaomin. 2016. *East Asian Business in the New World: Helping Old Economies Revitalize*. Cambridge: Elsevier Science. <https://books.google.co.in/books?id=EemWCwAAQBAJ>.

Shen, Jie, and Haiying Kang. 2016. "Global Talent Management: International Staffing Policies and Practices of South Korean Multinationals in China." In *Global Talent Management and Staffing in MNEs*, 32:2–25. International Business and Management. Emerald Group Publishing Limited. <https://doi.org/doi:10.1108/S1876-066X20160000032019>.

Wang, Barbara Xiaoyu, and Harold Chee. 2011. *Chinese Leadership*. London and New York: Palgrave Macmillan UK. <https://books.google.co.in/books?id=J15fhcQPR6IC>.

In addition to the assigned readings, cases and analysis from current media sources will be distributed in class. It is strongly suggested that students choose one or two areas within the overall course content to focus additional independent reading.

Recommended readings



- OECD publications (international organization)
- Harvard Business Review: Doing Business in China. (Chapter on The Chinese Negotiation, by John Graham and N. Mark Lam)
- Trouble in the Middle: American-Chinese Business Relations, Culture, Conflict, and Ethics, by Steven P. Feldman. 2013
- On China, by Henry Kissinger. 2011
- Why the West Rules--for Now: The Patterns of History, and What They Reveal About the Future, by Ian Morris. 2011
- What Chinese Want: Culture, Communism & the Modern Chinese Consumer, Tom Doctoroff. 2012
- Chinese Etiquette & Ethics in Business, by Boye Lafayette De Mente
- China Daily – www.chinadaily.com.cn
- Shanghai Daily - www.shanghaidaily.com
- City Weekend – www.cityweekend.com.cn
- That's Shanghai - www.thatsshanghai.com
- Asia Expat - <http://shanghai.asiaxpat.com>
- Communist Party - <http://english.cpc.people.com.cn>
- Xinhua - news.xinhuanet.com
- Global Times - www.globaltimes.cn
- China US Exchange Foundation - <http://www.chinausfocus.com>

Additional Resources

- Joint Center for Political and Economic Studies
- The Brookings Institute
- US-Asia Institute
- U.S. China Business Council
- American Chamber of Commerce in Shanghai
- The Heritage Foundation

One of the most important ways to learn is by personal experience and interaction with your colleagues at your internship as well as those within the community with whom you interact...find people to speak with, learn from your experiences and observations and share with your class! Give this assignment your highest priority and enjoy the primary source research of meeting new people !

Online and Media Resources

Participants should be scanning the Financial Times, Wall St. Journal Asia, International Herald Tribune/New York Times international sections daily, along with the local newspaper and specialist publications like China Daily News, The Economist, World Press Review, Thunderbird Intl Business Review, etc. Please share with the class good sources of verifiable information you enjoy. There are many specialist blogs that can add insight, remember these come from a very personal perspective and are usually highly biased as is their very nature. There is a huge amount of information available in



traditional forms and electronically, it is participant's job is to find what is relevant and reflects a truth and apply it to coursework and internship.