

International Operations Management: Hong Kong & China

INBU 4151 Maymester 2016

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COURSE DATES & LOCATION: This course is a Global Seminar that will be held over 2 weeks in Hong Kong, a special administrative region (SAR) of the People's Republic of China (PRC) and Shenzhen, a special economic zone (SEZ) in Guangdong Province in the PRC.

CATALOG DESCRIPTION. *Compares systems of production/operations management in the United States with those in Japan, Europe, and Asia. Contrasts various strategies for managing operations in a global environment in the following areas: product and service quality, labor practices, management styles, international competitiveness, productivity, distribution systems, trade practices, and strategies for penetrating foreign markets. Examines different sociocultural environments, government-business relationships, banking industries, operations strategies, and the potential for transferring industrial management practices and techniques between countries. This Hong Kong version of the course will be heavily tailored to focus on operations management in Hong Kong, China, and Asia.*

COURSE OBJECTIVES: Upon successful completion of this course, you will:

1. Identify the different strategies US companies use to operate within China and articulate the differences between domestic operations in China and the US
2. Explain the growth and evolution of manufacturing and supply chain operations in China over the past 40 years
3. Describe how businesses operate between Hong Kong, mainland China, and the US
4. Understand the importance and culture of relationship building when doing business in Hong Kong and China
5. Translate your knowledge of Hong Kong and China to other international domains and countries
6. Be prepared to contribute to the global operations of potential employers and to evaluate international job prospects

COURSE SCHEDULE. This is an experiential course that requires students to make connections between their experiences and the academic content of the course. Dr. Seward will facilitate those connections through classroom discussions and research assignments. In general, weekday mornings will be devoted to classroom work with lectures, discussions, case studies, guest speakers, and quizzes. Weekday afternoons will be reserved for visits to Hong Kong and Shenzhen businesses, tours of industrial facilities, and cultural events. The last day of the course will include an exam, student presentations, and discussion of student experiences. A tentative schedule is shown at the end of this syllabus. A detailed course schedule will be provided in March 2015.

STUDENT ASSESSMENTS.

April (in Boulder) Assignments: *Short bio, One 2 page research paper, Participation*

1. *Bio.* A short bio (≤ 1 page) of yourself and your interests, including any international experience (professional and leisure) and countries you have visited and any foreign languages. This bio will be available for all students to read.
2. *Research Paper (2-4 pages)* Topic: Choose a company that has expanded operations from the US to China and research how they have had to modify their operations to compete in the new environment.
3. *Classroom discussions:* You will be assessed on preparation and participation during the two classes in April. This will be part of your participation grade assigned at the end of the seminar.

May (in China) Assignments: *Final exam, Company briefing, Final project and presentation, Participation*

4. *Exam:* Short essay exam covering information from company visits and classroom instruction.
5. *Company Briefings:* Teams of two students will be assigned two companies to research and brief rest of class. These briefings will be in preparation for our visits.
6. *Final project and presentation:* Students will work with a team (2 or 3 on a team) on a final project with a presentation the last day of the seminar. The topics are TBD.
7. *Participation.* Participation in classes and on scheduled visits and tours
 - Frequent & constructive participation in class discussions is expected.
 - Participation in all scheduled activities while in China with professional decorum.

GRADING. Points will be earned and grades awarded according to the following schedule:

Requirement	Percent
Research Paper	10
Company briefing	10
Final Exam	20
Final Project Presentation	25
Ocean Park Project	10
Participation	25
Total Points	100

Final grades are typically assigned according to the following scale:

A 94-100	C+ 77-80 points
A- 90-94	C 73-77
B+ 87-90	C- 70-73
B 83-87	D 65-70
B- 80-83	F <65

TRIP DECORUM. During our time in Hong Kong, we will be representing ourselves, the Leeds School, the University of Colorado, the State of Colorado, and the United States, so professional decorum is expected at all times. This means arriving to class on time, alert, and ready to participate. When traveling on visits and tours of Hong Kong businesses, this means arriving on time, properly dressed, and alert with good questions. During off hours, this means comporting yourself in ways that reflect positively on yourself and the program.

Business dress in Hong Kong is quite formal compared to Boulder, so:

- During normal classes, “business casual” attire is expected (slacks/skirt with professional shirt or blouse)
- During classes with guest speakers, “business formal” attire is required (slacks/skirt, professional shirt or blouse, jacket, tie for men, dress shoes)
- During visits and tours of Hong Kong businesses, “business formal” attire is required, unless otherwise instructed (for example, if we are touring a factory the dress code will change)

POLICIES AND RULES OF CONDUCT

Honor Code. All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of the university. Violations of this policy may include cheating, plagiarism, academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council ([http://honor@colorado.edu](mailto:honor@colorado.edu); 303-725-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including, but not limited to, university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://www.colorado.edu/academics/honorcode/>

Disabilities. If you qualify for accommodations because of a disability, please provide me with a letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard 322, and <http://www.Colorado.EDU/disabilityservices>.

Religious Observances. Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Please let me know at the beginning of the semester that you will miss class because of religious observance so that appropriate accommodations can be made. See full details at http://www.colorado.edu/policies/fac_relig.html

Discrimination and Harassment. The University of Colorado at Boulder policy on Discrimination and Harassment, the University of Colorado policy on Sexual Harassment and the University of Colorado policy on Amorous Relationships apply to all students, staff and faculty. Any student, staff or faculty member who believes s/he has been the subject of discrimination or harassment based upon race, color, national origin, sex, age, disability, religion, sexual orientation, or veteran status should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Information about the ODH, the above referenced policies and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at <http://www.colorado.edu/odh>

Classroom Behavior. Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. See policies at <http://www.colorado.edu/policies/classbehavior.html> and at http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code