COURSE SYLLABUS (TENTATIVE)
Global Seminar: Doing Business in China

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Boulder, CO 80309-0419
Office Hours Wed: 2:00-4:30 PM; by appointment; or drop-in

CLASS DETAILS
Class Boulder: Two Sundays spring semester, 6:00-9:00, April 12th and 26th.
Room Koelbel rm 230

COURSE DESCRIPTION. Doing Business in China is a condensed Global Seminar focusing on the critical success factors for doing business in China. The course is divided into two parts: Boulder based classroom preparation followed by a trip to China. In Boulder, students will explore important topics related to succeeding in China’s business environment including its political, international trade and economic status, its culture and business etiquette, and focused aspects of marketing, finance, and supply chain management. The second half of the course will be a 14 day academic trip to Shanghai (the economic capital of China) and Beijing (the political capital). In Beijing and Shanghai, students will meet with business leaders, visit industrial sites and universities, and seek to understand challenges faced by businesses operating in China. In addition, students will be exposed to key cultural features of China ranging from village life to the Great Wall. Formal lectures will supplement these activities. Throughout the course, students will be working on a single project that requires integration and application of both the academic materials and experiential course components.

COURSE OBJECTIVES: Upon successful completion of “Doing Business in China 2013” you will:

1. Be broadly informed about critical success factors for operating a business in China.
2. Hone your business meeting skills and learn to ask incisive questions.
3. Learn and practice culturally appropriate behavior in a business setting.
4. Translate your knowledge from academic and experiential study of the Chinese business environment into recommendations to improve business practices.
5. Be prepared to contribute to the global operations of potential employers.
6. Gain an appreciation and hopefully a genuine passion for one of the most dynamic and complex business environments in today’s world.

COURSE ADMINISTRATION/EXPECTATIONS. The class will meet on five Sunday evenings in Boulder during the spring semester. It is essential to the success of the seminar that students come prepared and ready to learn during these sessions as they form the building blocks for the China trip. Classroom time will be devoted to lecture, case discussion, presentations, and a final test. The trip to China is 15 days and will include business meetings (and debriefing meeting afterwards),

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1 Meetings with Business Leaders will be pre-arranged by the course instructor
formal lectures, and trips to cultural sites. Students are required to attend all planned activities during the trip. On the last evening of the trip, students will present their final project recommendations.

COURSE MATERIALS

- Textbook – available for purchase online at your favorite online retailer
  - Reading: assigned and distributed each week.

1. Bio. A short bio (≤.5 page single spaced, 10 pt. font) of yourself and your interests, including any international experience and countries you have visited and any foreign languages.

GRADED ASSIGNMENTS AND GRADE WEIGHTS

<table>
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<tr>
<th>Team Presentation and bio</th>
<th>Reading presentation in Boulder: Your team goal is to illustrate three or four main points from the reading through oral presentation. You must involve the class. Ten minutes. Deliverable: a hard copy list of the main points you want to make, with detail.</th>
<th>5%</th>
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<tbody>
<tr>
<td>Team - Meeting Leaders</td>
<td>Meeting Leaders: Research the company we are visiting in advance, brief the class on bus in clear, succinct fashion (including handouts). Prepare meeting questions and be prepared to ask them in meeting. Provide speaker with gifts and ensure that card is signed. Email meeting questions to Jennings four days in advance of meeting (96 hours).</td>
<td>15%</td>
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<tr>
<td>Team Project</td>
<td>Analyze a failed U. S. company in China and develop a strategy to fix the problem. There are three deliverables for this project: 1) an initial analysis due April 26; 2) a final paper due June 6; 3) a final presentation in China, May 27th. Details of this project are on D2L.</td>
<td>40%</td>
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<tr>
<td>Test</td>
<td>There will be a final short answer exam covering classroom material – details provided in class.</td>
<td>20%</td>
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<tr>
<td>Class and Trip Participation</td>
<td>Frequent and constructive participation in classroom discussions is expected. Read and be prepared to discuss assigned readings. Use learning objective questions as guidelines. Participation in all scheduled activities is required: all business meetings and de-briefing sessions afterwards, lectures, and all scheduled cultural/factory visits. Any “misses” will seriously impact your grade as will being late. In addition, professional decorum, quality of questions in business meetings, and helpful behavior in all activities in China will lead to a good grade in this section.</td>
<td>20%</td>
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Expected grade on all assignments: 85
READINGS

Read all assigned material before coming to class and be prepared to discuss this material. A significant volume of reading is required in order to do well in the course. Optimal learning and use of class time will be enhanced by all students preparing for class in the following way:

1. The day before class, read the learning objective questions then...
2. Read the assignment, focusing on the questions. Again, do this the day before class.
3. After you’ve read, answer the learning objective questions – out loud if possible.
4. If you cannot recall the answer to a question, review the text and try again.
5. Come to class prepared to synthesize, question, and use key points from the material.

Class time will NOT be used to review the reading. Class time will be used to focus on critical issue/s that need further illustration or that are not covered in the text in the depth that I feel you need.

GRADING

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

TRIP DETAILS

- Attend March 10th meeting with China Travel and Tour.
- Attend all meetings required by Study Abroad Office.
- See Handbook for detailed information about all aspects of the trip.

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; 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 polices at http://www.colorado.edu/policies/classbehavior.html and at http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code

**Grading.** The Leeds School of Business has recently adopted a recommended grading policy to which all teaching faculty must adhere.
# Course Calendar

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
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<tbody>
<tr>
<td>March 4</td>
<td>Boulder Orientation</td>
<td>None</td>
<td>Meet with CIEE</td>
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<tr>
<td>April 12th</td>
<td>History</td>
<td>Plafker Ch. 1, 2 and 6 (opportunity, law, labor issues)</td>
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<td>April 26</td>
<td>Business Etiquette</td>
<td>Plafker Ch. 3, 4, 5, 8 (culture, marketing, data)</td>
<td>Speaker: Ken Gordon</td>
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<td>Marketing and Competing in China. Hot Tech Scene</td>
<td>Reading – to be assigned</td>
<td>First part of paper due</td>
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<td>May 27</td>
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<td>Test – last week of school</td>
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<td>June 6</td>
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<td></td>
<td>Project Presentations</td>
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<td>Final Project due</td>
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