

COURSE EVALUATION

<u>Assignment</u>	<u>Total Points</u>
Contribution <ul style="list-style-type: none">On trip to Hong Kong/Shenzhen	20 pts
Quizzes (Connect)	60 pts
Group Company Analysis	30 pts.
Term Paper <ul style="list-style-type: none">See topics below	40 pts.
Total Possible Points	150 pts.

Grading

Grade	Total Points	Grade	Total Points
A	139 and above	C	109 - 114
A-	135 - 138	C-	105 - 108
B+	130 - 134	D+	100 - 104
B	124 - 129	D	94 - 99
B-	120 - 123	D-	90 - 93
C+	115 - 119	F	Below 90

Contribution

Hong Kong/Shenzhen: The trip to China is an important part of this course. While in China, students are expected to represent the University of Houston in a positive and professional manner, and to participate in all required events. Violating the Bauer Code, delaying the group, being disruptive, being inattentive, drinking alcohol during program activities, missing activities and bringing along guests are examples of behaviors that will negatively affect the contribution grade. Your attendance, behavior, and involvement on the trip will comprise your participation grade.

Quizzes

There will be a 15-question quiz associated with each chapter for a total of 8 chapters (120 questions). The quizzes are intended to get you to at least skim the book. Each question is worth .5 points – for a total of 60 point in quiz grades.

Group Company Analysis

We will be visiting a number of companies on this trip. Prior to departure, students will either choose groups or will be assigned to a group and will choose which of the companies the group wishes to analyze. The companies we will be visiting/hearing about are: Universal Weather & Aviations, DHL, Huawei, Changfeng Manless Plane and Esda Furniture. Web addresses for each of those companies is provided in the study abroad itinerary. The website for two of the companies, Changfeng Manless Plane and Esda Furniture, are in Chinese, so any information you acquire on those companies will be done through our visits (unless you can get someone to translate for you). The group will choose a perspective with which they wish to analyze the company:

1. Ethics, Corporate Social Responsibility and Sustainability (Ch. 5)
2. The Strategy of International Business (Ch 12)
3. Global Production and Supply Chain Management (Ch 15)
4. Global Marketing and Research & Development (Ch. 16)
5. Global Human Resource Management (Ch. 17)

Students will be expected to utilize the company visits to gather information that would be useful in their analysis of the company to the degree that you can.

The company analyses are expected to be between 3 and 5 pages (a guideline, not a hard and fast rule), double-spaced Times New Roman or Arial, 12 pt font. They should include both references to the textbook and to outside material, all of which is expected to be properly cited using any citation method that you are comfortable with (APA, ALA are both fine). The paper will be submitted via Turnitin through Blackboard and is due by midnight on Friday March 31.

Individual Term Paper

Each student will submit a 5 to 7 page (this is a guideline, not a hard and fast rule) term paper on one of the following topics:

1. The relationship between my company and China.
2. Based on both your research and your experiences on this trip, what will the future of business look like in China?

3. Before this trip, I expected to find _____ in China, but in fact I found _____; and this is why that surprise is important.
4. Of the strategic choices facing any U.S. based company doing business globally, which ones do you think are best suited for China and why?
5. If your company does not now have business interests in China, should they consider creating such business interests and why or why not?

This paper should include both references to the book and references to outside research material. The paper will be submitted through Turnitin via Blackboard and is due by midnight on Monday April 3.

Neither paper is intended to be only a travelogue or journal of your experiences in China. Both are intended to be research papers that incorporate material from your textbook, outside sources AND your experiences in China.

Note Regarding Plagiarism for all papers: all quotations and paraphrases must be referenced. Any commonly accepted method of citation referencing is permissible. Please check your paper to make sure you have properly cited your sources. "Cutting and pasting" without acknowledging the source is an act of plagiarism and will be treated as such. All papers (both the group paper and the individual term paper) are expected to use proper referencing. Papers that do not acknowledge their source material will lose 5 points from their grade (in the case of the group company analysis, each member of the group will lose the 5 points).

Anticipated Schedule

Week	Topic	Assignment
Week 4	Hong Kong/Shenzhen	Observe as much as possible
Week 5	Ethics, CSR and Sustainability (Ch. 5)	Quiz
	Foreign Direct Investment (Ch. 8)	Quiz
	The Strategy of International Business	Quiz
	Entering Foreign Markets (Ch. 13)	Quiz
Week 6	Exporting, Importing, and Countertrade (Ch. 14)	Quiz
	Global Production and Supply Chain Management (Ch. 15)	Quiz
	Global Marketing and Research and Development (Ch. 16)	Quiz
	Global Human Resource Management Ch. 17)	Quiz
	Group Company Analysis	Due via Blackboard March 31
	Individual Term Paper	Due via Blackboard April 3