

MANA 7353

Regional Issues in Global Management: China

Spring Session 4: Feb 17, 2020-Mar 27, 2020

Room: Melcher Hall
Professor: Dr. Nikhil Celly
Office: 315D Melcher Hall
Room: Mandatory orientation, date TBD.
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Office Hours: By appointment.

COURSE OBJECTIVE

The main purpose of this course is to introduce students to the important issues of doing business abroad, focusing on China, the world's second largest economy. We will look at all aspects of business in China, including the country culture, the business culture, firm strategy and management. We will look at how business in China differs from business in the United States, and what managers in multi-national organizations should know when doing business with China. Students will experience the Chinese culture first hand with a trip to Beijing and Tianjin.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The Center for Students with Disabilities provides a wide variety of academic support services to all currently-enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, registration, handicapped parking, accessible housing and transportation, as well as many other needs. If you feel you may need assistance of this nature, you should call the Center at 743-5400. In addition, you should let me know about any special needs as soon as possible.

ACADEMIC HONESTY POLICY

The Bauer College of Business is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the Student Handbook. The staff of the Dean of Students Office are also available to answer questions.

COURSE EVALUATIONS

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the Bauer College of Business through the evaluation process.

UH CAPS

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps<<http://www.uh.edu/caps>>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program (http://www.uh.edu/caps/outreach/lets_talk.html), a drop-in consultation service at convenient locations and hours around campus.

CLASSROOM AND TRIP CIVILITY

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link - <http://www.bauer.uh.edu/BCBE/BauerCode.htm>. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student's website at <http://www.uh.edu/dos/pub.html>. Students are expected to conduct themselves as follows:

- Timely arrivals and departures – It is expected that you arrive on time and be prepared to depart on any excursions on time. Further, it is expected that you be at the designated meeting place to return to the hotel on time.
- Attention during lectures and visits – It is expected that you participate and provide your full attention during tours, lectures and company visits. This means that you should avoid unnecessary discussions with fellow students; taking photographs, read newspapers or magazines; or other activities that may be disruptive. You should also make sure that you get enough sleep the previous evening, so that your attention is not impaired during program activities.
- Unauthorized use of cell phones or beepers during trip activities – Please turn your cell phones and beepers off before coming to any course activities. If you find it necessary to keep your phone turned on, please put it on vibrate mode.
- Respect for hosts, guest lecturers, other students, and other hotel guests – Students should treat hosts, guest lecturers, other students, and other hotel guests in a respectful manner.
- Preparation for class – You are expected to prepare for the trip by completing all assignments and researching each organization visited. Your preparation will show by the quality of your questions and comments.
- Harassment – Making harassing or obscene comments or gestures to other students, faculty, guest lecturers, or hosts will not be tolerated. This includes sending harassing or obscene email or voice messages to others.

TEXTS

Lafayette de Mente, Boye. (2013). *The Chinese Way in Business*. Tokyo, Japan: Tuttle Publishing. ISBN: 978-0-8048-4350-8.

Towson, Jeffrey & Woetzel, Jonathan. *The One Hour China Book (2017 edition)*. Cayman Islands: Towson Group. ISBN: 978-0-9914450-2-8.

Towson, Jeffrey & Woetzel, Jonathan. 2015. *The One Hour China (Consumer book)*. Cayman Islands: Towson Group. ISBN: 978-0-9914450-4-2.

Recommended:

McGregor, James. (2007). *One Billion Customers: Lessons from the Front Lines of Doing Business in China*. New York, NY: Free Press. ISBN: 978-0-7432-5841-8.

You are also required to read (before the trip to China) the country studies available from the following sources:

<https://www.state.gov/r/pa/ei/bgn/18902.htm> (U.S. State Dept. China study)

<https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html> (CIA World fact book – China)

Cases and articles: These will be posted on the BB site and instructions provided via email.

Blackboard Learn

Blackboard Learn will be used in this class as a course management tool. Specific options for this class are described below. To access Blackboard Learn, please obtain a Cougernet ID and login at: <http://www.uh.edu/webct>. If you have questions about Blackboard or need technical assistance, you can click on the “get help” link on the Blackboard website, call the help-line at 713-743-1411 (M-F 8am-8pm), or visit the IT Support Center in room 56 of the library (M-F 8am-8pm). Contact me for any course-related questions.

- **Discussion Board**
The discussion board tool will be used for weekly discussions on topics from the required readings.
- **E-Mail**
Use the e-mail option to e-mail me or your classmates within Blackboard Vista. Outside e-mail addresses are not needed. Simply select your recipient(s) using the “Browse” function.
- **Grades**
Use this tool to access your grades for this class including assignments, presentations, and the final course grade.
- **Group Presentations**
This tool will be used by groups to share files and create PowerPoint presentations. These presentations will be available under this icon for viewing by the class.

GRADING

Pre-trip Questions.....	10 points
Post-trip answers and reflection.....	20 points
Group Power point Presentation.....	20 points
Trip Participation.....	40 points
On-Line Participation.....	10 points
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Total.....	100 points

Grades will be based on the following point totals:

A	93.0 - 100.0 points
A-.....	90.0 - 92.9 points
B+.....	87.0 - 89.9 points
B	83.0 - 86.9 points
B-.....	80.0 - 82.9 points
C+.....	77.0 - 79.9 points
C	73.0 - 76.9 points
C-.....	70.0 - 72.9 points
D+.....	67.0 - 69.9 points
D	63.0 - 66.9 points
D-.....	60.0 - 62.9 points
F	00.0 - 59.9 points

PARTICIPATION

The China trip is a vital part of this course. Students are expected to positively represent the University of Houston, act professionally, abide all the laws of the country being visited, participate in all excursions and seminars (unless they are deemed optional), and to attend all classes. 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. Students' behaviors on the trip counts 50 points. Blackboard discussion contribution counts 10 points. The Blackboard discussion will be based on the week's readings as specified in the schedule below. Blackboard discussion contribution points will be based on the quality and quantity of each student's postings, as well as the quantity of postings each student has read. High quality postings will be more than just opinions; they will include references and links to material that supports the opinions. Students are expected to contribute two quality posts per week, for a minimum total of 8 quality posts. To get full credit, students are expected to read at least 90% of the posts.

GROUP PRESENTATIONS

Four presentation groups will be randomly formed on Blackboard. Each group will create a PowerPoint presentation to be posted on Blackboard. The PowerPoint presentation topic is specified below in the schedule. Because the topic is related to the readings, the presentation group is also responsible for coming up with three discussion questions. These discussion questions will drive the Blackboard discussions for the week. The presentation should complement, but not repeat the readings. The presentations are worth 20 points each, with each group member getting the same number of points. The PowerPoint presentation should consist of at least

20 slides. An “A” presentation will 1) follow the above requirements, 2) be consistent across slides, 3) be free⁵ of typos, grammar, and punctuation errors, 4) be well-referenced (sources of the material should be specified in the presentation), 5) be well-organized (with agenda and summary slides), 6) be well-written, 7) thoroughly cover the topic with information distinct from the book, 8) look visually appealing and 9) include thoughtful discussion questions. Presentations should be submitted on BB by the due date.

PRE-TRIP QUESTIONS

During orientation, students will be give the name of three companies we will be visiting in China. Each student should research these companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative. The questions should show considerable thought, a basic knowledge of the company, and be course related. **That is, the questions should be related to some aspect of doing business in Asia, not just how that company does business in general.** Questions that can be answered in one word (or a short sentence), that are not course related, and questions that might be embarrassing to company employees are not appropriate. In such cases, students may be asked to submit new questions so that they can still get full credit for the next assignment (post-trip answers). These 3 paragraphs and 9 questions are due by 11:59 pm, Monday, February 26th, and should be turned in via blackboard assignments. The questions are worth 10 points, with 1 point off for every day late.

POST-TRIP ANSWERS

Students should seek the answers to their questions during our China trip. The questions should be thoroughly answered. If you can not find the answer to your specific questions from company representatives, research the issue and answer it for Chinese companies in general. The nine questions and their answers in word format should be turned in on Blackboard (assignments) by 11:59 pm, March 26. The answers are worth 10 points. In addition, answer the following questions as part of your reflection assignment. 1) What was the most important lesson I learned about doing business in China? 2) How has the China Study Abroad impacted me personally? The reflection is worth 10 points.

ASSIGNMENT SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
TBD 6pm-10pm	Mandatory Orientation for the China Trip	
February 17 th	TOPIC: Intro to China First day of on-line class. GROUPS FORMED.	De Mente BB Readings
February 19 th	PRE-TRIP QUESTIONS Due by 11:59 pm.	
February 21	TOPIC: Chinese Business Environment Presentation Topic - The Business Environment of China To be posted by Group 1 by 11:59 pm.	De Mente Towson et al
February 28	TOPIC: Chinese Culture Presentation Topic: The Chinese Culture To be posted by Group 2 by 11:59 pm.	De Mente BB readings

March 5	TOPIC: Strategies for doing business in China Presentation topic: Strategies for winning in China To be posted by Group 3 by 11:59 pm.	Towson et al BB Readings
Mar 8 -14	TRIP TO CHINA	
March 20	TOPIC 4: The Future of Business in and with China Presentation topic: The future of Business in and with China. To be posted by Group 4 by 11:59 pm.	McGregor, Towson BB Readings
March 25	PRE-TRIP ANSWERS AND REFLECTION Due by 11:59 pm.	
Mar 26	Last day of discussions. Discussion Board closes at 11:59 pm	

Note: The schedule is tentative and may change due to situational factors.