

# **CBA 315 - Study Tour to China**

**Spring 2018**

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## **Course Description**

This course provides first-hand insights into business environment and innovations in China, and experiences of the Chinese culture. Given the significance of the Chinese economy, and its rising information technology sector, this study tour provides American students with a timely exposure to business and innovation in a modern China. The course has three components. First, students will be introduced to the cultural and business environment of China, and its technology and innovation sector through twelve hours of pre-departure classroom experiences. Second, during the ten-day study tour to China, students will visit companies and organizations in Beijing, Hangzhou, and Shanghai, as well as cultural sites in the three cities. Lastly, the course will conclude with a post-departure meeting where students will discuss their research and reflect on the study tour experience.

## **Learning Objectives**

This study tour course has the following objectives:

- 1) Develop an understanding of China and its business environment, including history, culture, economy, and China's place in the global economy
- 2) Obtain first-hand experiences on the Chinese culture, and critically evaluate cross-cultural differences that impact business
- 3) Gain knowledge of the driving forces behind China's economy growth, including policy, market, consumers, and technology
- 4) Develop an understanding of the IT sector in China, and its current state of development, including key companies, strategies, and the role of innovation
- 5) Develop research skills in identifying topics, conduct research, and communicate professionally
- 6) Develop a sense of independence and a broader view of the world through international travels.

## Readings

The following books are required for this course:

**(To be confirmed by spring 2018)**

1. Terri Morrison and Wayne Conway, (2006) Kiss, Bow, or Shake Hands Asia: How to Do Business in 12 Asian Countries, Adams Media, ISBN: 978-1598692167
2. Jeffrey Towson and Jonathan Woetzel, (2014) The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories, Jeffrey Towson, ISBN: 978-0991445028
3. Edward Tse, (2015) China's Disruptors: How Alibaba, Xiaomi, Tencent, and Other Companies are Changing the Rules of Business, Portfolio, ISBN: 978-1591847540
4. *Optional*: Thomas Friedman, (2007) The World Is Flat 3.0: A Brief History of the Twenty-first Century, Picador, ISBN: 978-0312425074

Additional reading and learning materials may be distributed on Canvas or in class.

## Course Requirements

The table below shows the required course components and grading weights.

Course Requirements	Weight
Class Meetings & Assignments	25%
Participation in Site Visits & Completion of Questionnaires	20%
Journal & Personal Reflection Paper	25%
Final Research Paper & Presentation	30%

### **Class Meetings & Assignments: [Learning objectives 1-5]**

Attendance is mandatory at all pre-departure classes as well as at the post-departure class. Students are expected to have read and be prepared to discuss all assigned readings.

Class assignments include group presentations on assigned topics in preparation for the study tour. Refer to the Schedule of Classes (see attached) for a list of topics.

### **Participation in Site Visits & Completion of Questionnaires: [Learning objectives 1-6]**

Attendance at all scheduled activities in China is mandatory. You are expected to attend each session well prepared with knowledge of the company, and actively participate by asking questions when appropriate and responding in discussions. Unexcused absence in site visit will lower your grade by one letter grade for each occurrence.

A completed site visit questionnaire (see attached) is required for each visit.

**Journal & Personal Reflection Paper: [Learning objectives 1-6]**

You will keep a daily journal in which you will reflect upon your experiences and respond to directed questions. The journal shall document your experiences, including observations in culture, natural environment, business operations, interactions with local people, and technology experiences.

Upon the conclusion of the travel portion of the course, you will complete a three-page Personal Reflection Paper (see attached).

**Final Research Paper & Presentation: [Learning objectives 1-5]**

After the completion of the study tour, you are responsible for writing a twelve page research paper that addresses a topic that is directly related to the experiences provided as a part of the study tour and the materials covered in the pre-departure class meetings.

You will be asked to come up with your topic for this paper during the pre-departure class meetings based upon the assigned readings and materials discussed in these classes. All topics must be approved by the professor prior to the beginning of our travel to China and all students are expected to develop their own topics (i.e., students may not form a group to research a single topic).

Once your topic is approved, you will be researching your topic both independently (prior to departure) and during our travels. All students are expected to incorporate their experiences or knowledge gained during the study tour into this final research paper.

This paper is due by the post-departure class meeting. During this class, students will be asked to give a brief summary presentation on their final research paper to the rest of the class.

## Schedule of Classes

**Note: Some of the Pre-departure meetings will be held jointly with IND 210 Global Encounter: China for the program in 2018**

### Pre-Departure Meetings:

No.	Dates	Topics	Readings
1	Nov/Dec 2017	<ul style="list-style-type: none"><li>• Meet and Greet – Overview of the Study Tour 2018</li><li>• Introduction to China – Culture and Historic Overview: Part 1</li></ul>	TBD
2	Jan/Feb 2018	<ul style="list-style-type: none"><li>• Introduction to China – Culture and Historic Overview: Part 2</li></ul>	TBD
3	Feb/ March 2018	<ul style="list-style-type: none"><li>• China's Business Environment, Innovation, and Entrepreneurs: Part 1</li></ul>	TBD
4	Feb/ March 2018	<ul style="list-style-type: none"><li>• China's Business Environment, Innovation, and Entrepreneurs: Part 2</li></ul>	TBD
5	March 2018	<ul style="list-style-type: none"><li>• Finalize on the research paper topic and proposal</li><li>• Final trip preparations, discussion of logistics</li></ul>	

**Study Trip to China:** March 9-18, 2018

### Post-Departure Meeting: March/April 2018

- Summary of major study tour experiences
- Presentation of student research paper
- Completion of course evaluation materials