

**Business Opportunities and Challenges in China**  
Study Abroad Trip in China  
April 27 – May 6, 2019

Instructor: Dr. Pingying Zhang  
Office: 42/3242  
Phone: 904-6202249  
Email: [Pingying.zhang@unf.edu](mailto:Pingying.zhang@unf.edu)

Co-Leader: Paul Fadil  
Email: [pfadil@unf.edu](mailto:pfadil@unf.edu)

**I. Catalog Description:**

The study abroad course provides students an overview of business opportunities and challenges, as well as helps them develop a critical thinking on business issues in China. The course has two parts. The first part includes case studies covering management, strategy, marketing and politics regarding doing business in China. The second part includes a one-week study abroad trip in Guangdong province, China, where students will visit and interact with international corporations operating in Guangdong from the sector of manufacturing to information technology industry. Guangdong has been the earliest and the most successful economic reformer in China, leading a subsequent wave of economic transformation across the country. The study abroad trip in Guangdong aims to provide students the first-hand understanding of the ‘myth’ of Chinese economic development as well as challenges it may face in the future. Students will also experience a colorful cultural visit during the trip.

**II. Learning Objectives:**

1. To develop a critical thinking on tough issues around doing businesses in China through cases and business visits and interactions.
2. To enhance the understanding of how Chinese business development is affecting the global economy.
3. To generate cultural sensitivities in doing business in a geographically distant economy.

**III. Text:**

1. Inside Chinese Business: A Guide for Managers Worldwide, Harvard Business School Press, by Ming-Jer chen, Harvard business School Press, Boston, Massachusetts. (About \$20)
2. Business cases addressing doing business in China published by Harvard Business School Press. Students will register at Harvard Business Review Course Pack. The detailed registration information will be given by the course leader (About \$20)
3. Wall Street Journal at [www.wsj.com](http://www.wsj.com). Free for Coggin students.

4. People's Daily (in English) at <http://english.peopledaily.com.cn>. Chinese government's official daily newspaper.
5. Other readings provided by the course instructor.

**IV. Course Requirement:**

1. **Prerequisites:** One of the following courses: MAN6204 Organization Theory or permission by the instructor.
2. **Travel Documents:** Students must have a passport that is valid through the entire trip. Students are responsible for ensuring that they have the appropriate visas to enter China. Information regarding visa application will be posted on Canvas
3. **Cost:** The trip costs \$2,600 per student. (Please check the CCB webpage for any update of the cost.) The cost of the trip covers airfares, in-country ground transportation, lodging, breakfasts, 9~12 group meals.
4. **Lodging:** Students will normally stay in double-occupancy rooms in hotels such as Hampton by Hilton Guangzhou Zhujiang New Town, <http://hamptonguangzhou.cn/kfindex.htm>.

**V. Grading Summary:**

<b>Assignments</b>	<b>Weights %</b>	<b>Due</b>
Case discussions	30	Throughout the term
Group essay	30	May 9
Presentation on the group essay	20	May 11
Class participation	10	Throughout the term
Trip participation	10	April 27 – May 6
Total	100%	

- 93-100 = A**  
**90-92.99 = A-**  
**86-89.99 = B+**  
**80-85.99 = B**  
**76-79.99 = C**  
**70-75.99 = C-**  
**60-69 = D**  
**Less than 60 = F**

## **VI. Assignments**

1. Case discussions (30%). There are four cases and each case accounts 7.5%. You are expected to read the cases before discussions. You should be able to cite case facts when required. Comments and questions demonstrating thoughtful consideration and analysis of key issues comprise the bulk of one's case participation grade. The case evaluation criteria will be handed out in the class before case discussion.
2. Group essay (30%). **Topic:** Students shall form a group of two to complete this assignment. The group shall pick up one firm that the students have visited in Guangdong province, China, and select one issue as your discussion topic. The issue can be related to strategy, management, and marketing. It is important to apply frameworks and concepts learned from case studies to examine issues students have identified in the study abroad trip. For example, one of the businesses we may visit is Nike Inc. in China. Students could discuss its marketing strategy in the Chinese market, and its effectiveness and problems. Students could also discuss its manufacturing strategy when the labor cost starts to lose its competitiveness. Another approach could be analyzing the different management practices between headquarter and its Chinese business unit.

Style: Type your paper (double-spaced, 1" margin, Times New Roman, and size of 12), number the pages, provide a heading for each section and provide a cover page. The content of the group paper should be 10 to 15 pages' long, excluding references and the title page.

Professional presentation counts, things like typing errors, punctuation errors, incomplete sentences, and poor organization will hurt your grade.

Document all sources used in footnotes and references. Every point you make must be supported by research, evidence should come from objective, knowledgeable, reliable sources, (e.g., analysts' reports, articles in newspapers, magazines, business journals, or other trade publications). Unacceptable sources include Wikipedia, case studies, and student papers from other universities. You can attach appendices that do not count in the page limits (e.g., financial statements, exhibits).

Academic integrity is required. All sources must be documented (i.e. your source information shall enable me to find the source easily) and the words you use, except for documented quotations, must be your own. Excessive use of quotations is discouraged.

***Any incident of plagiarism will result in a zero.***

3. Presentation on the group essay (20%). The group shall present their paper to the class in 20 minutes. Slides are required. The presentation shall include how

students work together, how they identify the topic, how the trip has shaped their views of the topic of they have selected. The evaluation criteria will be handed out in the class.

4. Class participation (10%). Class participation concerns raising and answering interesting questions in the class, and completing in-class assignments. Students should notify the instructor the inability to participate before hand. Missing one class will lead to a half letter grade deduction from your final.
5. Trip participation (10%). There are many group activities such as company visits, cultural visits, and school visits. Missing one of these activities without notifying the leader or co-leader before hand will lead to a half letter grade deduction from your final.

#### **VII. Free-Time Activities:**

There are allotted free time for students to enjoy the city of Guangzhou while we are abroad such as the time between the end of after afternoon program and the group dinner and the afternoon of Sunday of May 6<sup>th</sup>. There is a list a list of recommended activities at the end of the trip schedule for students to consider. If you wish to visit a location that is NOT on this list, you will need to get the advance approval of the instructor. Remember, the “buddy system” must be followed at all times, including during these “free time” activities. You should be sure to give your cell phone number to your Faculty Leader(s), and they will give you theirs.

#### **VIII. Non-Program Travel:**

The approved travel itinerary is attached to this syllabus. The instructor (Faculty-Leader) must pre-approve any travel during the official UNF activity abroad that differs from the identified program travel.

## IX. Course Schedule:

Assignments, topics and dates are subject to modification.

Dates	Time	Topics	Location
Saturday January 12	9:00pm-10:30am	Introduction to doing business in China	TBA
Saturday February 9,	9:00am-5:00pm	Case discussion 1	TBA
Saturday March 9,	9:00am-5:00pm	Case discussion 2	TBA
Saturday March 30,	9:00am-11:00am	Chinese business languages and etiquette	TBA
Saturday April 13,	9:00am-11:00am	Travel preparation	TBA
Saturday April 27 – May 6	Study abroad trip in China (see trip detail below)		
Saturday, May 11	9:00am-11:00am	Presentation	TBA

### Trip detail

Dates	Activities
<b>April 27, Saturday</b> <i>Morning</i>	Leaving Jacksonville
<b>April 28, Sunday</b> <i>Evening</i>	<p>Arriving Guangzhou and transportation to hotel by bus</p> <p>A private rental company, a partner of American Chamber in South China, will provide the daily transportation service in Guangzhou between April 28 and May 6.</p>
<p><b>April 29, Monday</b> <i>Morning</i></p> <p><i>Afternoon</i></p> <p><i>Evening</i></p>	<p>Breakfast at the hotel</p> <p>Cultural visits: Temple of Chen Family &amp; Sun Yat-Sen’s Memorial Hall</p> <p><b>Group lunch</b></p> <p>Cultural visits: Guangzhou Tower &amp; Shamian Island</p> <p><b>Group dinner</b></p>
<p><b>April 30, Tuesday</b> <i>Morning</i></p> <p><i>Afternoon</i></p> <p><i>Evening</i></p>	<p>Breakfast at the hotel</p> <p>Visiting American Chamber – South China Business Status report by American Chamber President Dr. Harley Seyedin</p> <p><b>Group lunch</b></p> <p>Visiting 2019 China Import and Export Fair Phase 2</p> <p><b>Group dinner &amp; Zhu Jiang River Night Cruise</b></p>
<p><b>May 1, Wednesday</b> <i>Morning</i></p> <p><i>Afternoon</i></p>	<p>Breakfast at the hotel</p> <p>Company visit 1 - Amway in China</p> <p><b>Group lunch</b></p> <p>Company visit 2 – Nike Inc. in China</p>

<i>Evening</i>	<i>Dinner on your own</i>
<b>May 2, Thursday</b> <i>Morning</i>	Breakfast at the hotel  Company visit 3 (whole day program) - JaTen Robot in Shunde, 1 hour by bus from Guangzhou  <b>Group lunch</b> in Shunde
<b>Afternoon</b>	Cultural visits: Shopping at Beijing Road
<i>Evening</i>	<b>Group dinner</b>
<b>May 3, Friday</b> <i>Morning</i>	Breakfast at the hotel  Company visit 4 (whole day program)- BYD in Shenzhen, 2 hours and 30 minutes by bus from Guangzhou  <b>Group lunch</b> in Shenzhen
<b>Afternoon</b>	Cultural visits: China Folk Culture Village
<i>Evening</i>	<b>Group dinner</b>
<b>May 4, Saturday</b> <i>Morning</i>	Breakfast at the hotel  Cultural visit: Baiyun Mountain Park  <b>Group lunch</b>
<i>Afternoon</i>	Cultural visit: Chimelong park & Chimelong International Circus
<i>Evening</i>	<b>Dinner on your own</b>
<b>May 5 Sunday</b> <i>Morning</i>	Breakfast at the hotel  Cultural visit: Tianhe Grand View Mall + Aquarium  <b>Group lunch</b>

<i>Afternoon</i>	Free-time activities
<i>Evening</i>	<i>Group dinner &amp; Karaoke</i>
<b>May 6, Monday</b> <i>Morning</i>	Breakfast at the hotel  Leaving Guangzhou and transportation to the airport by bus
<i>Evening</i>	Arriving Jacksonville in the evening of May 6



***Recommended and Approved Free-Time Activities:***

1. Nan Yue King Museum (214 B.C.): sightseeing
2. Temple of Chen Family: sightseeing (陈家祠)
3. Dor. Sun Yat-Sen's Memorial Hall: sightseeing
4. Yuexiu Park: sightseeing (越秀公园)
5. Temple of the Six Banyan Trees: sightseeing
6. Shamian Island: sightseeing (沙面)
7. Tianhe District Shopping Circle – offering from luxury to middle-priced shopping, entertaining and dining experience
  - a. Tianhe Teemall: (天河城)
  - b. Grand View: (天河正佳广场)
  - c. Tai Koo Hui Shopping Mall (太古汇)
8. Shangxijiu Pedestrian Shopping Circle – offering from middle to economical-priced shopping, entertaining and dining experience (上下步行街)
9. Beijing Road and Surrounding Shopping Malls – offering from luxury to middle-priced shopping and dining experience
  - a. Beijing Road
  - b. May Flower Shopping Mall
10. Gangding Computer and Digital Product Shopping Circle – offering middle-priced electronic and digital product shopping experience

**X. Accommodations:**

If you have a disability as defined by the Americans with Disabilities Act (ADA), and may require an accommodation or auxiliary aid(s) for the study abroad experience, please contact and register with the UNF Disability Resource Center (located in Building 57, Room 1500; phone 620-2769) or visit the DRC's website at <http://www.unf.edu/drc/>.

Military and veteran students who return from combat exposure may be utilizing the post 9/11 GI bill to continue postsecondary education goals and may need both physical and academic accommodations. These students should contact the Director of Military and Veterans Resource Center (57/2700) by phone (904) 620-5131 or visit the MVRC website at <http://www.unf.edu/military-veterans/>. Please refer to UNF's Student Handbook for more details about both the Disability Resource Center and the Military and Veterans Resource Center.

Please note that foreign countries do not have to comply with the public access requirements of the ADA and there may be physical or other barriers to equal access in foreign locales (e.g., medical care, lodgings, restaurants, businesses and other buildings, services or facilities). Students with disabilities are strongly encouraged to research the access and service limitations of the locales to be visited. Further, prior to registering for the study abroad program, the student should meet with the responsible instructor so that the two can ascertain whether the student will be able to participate in all activities of the desired study abroad program or can participate in alternate activities that meet study objectives.

### **XI. Crime and Safety:**

Please review the Department of State's country information for your destination(s), particularly noting the "Crime" section, as it refers to any cities or attractions you plan to visit, at <http://www.travel.state.gov/content/passports/english/country.html>. Students must use the "buddy system" at all times, and stay aware of their surroundings and personal belongings.

### **XII. Medical Disclosers:**

We encourage you to advise your Faculty Leader of any chronic or serious health care condition that you may have so that the Faculty Leader is apprised of the issue and can take appropriate action on your behalf if a need for medical care arises while abroad. Please be advised that any condition that you disclose will be kept confidential and only shared with necessary University representatives to facilitate your safe participation in the study abroad activity.

### **XIII. Conduct:**

The UNF Student Code of Conduct applies to students even while abroad. Refer to the UNF Student Handbook for further information on the Code of Conduct. The UNF Faculty-Leader may file an incident report for any student conduct that may adversely affect the University community, and the student may be required to attend a Student Conduct Hearing. Remember: your actions and behavior are a reflection of UNF while you are abroad!

Also, be aware that if you engage in illegal/criminal activity in another country, you will be subject to local law (in that country) and not U.S. law. Being a U.S. (or other national) citizen will not provide you with special protection.

### **XIV. Classroom Etiquette:**

Students are expected to remain polite during classroom and in-country discussions. Even during heated debates, you must treat your instructors, classmates and the locals with respect. Violation of this policy will result in a reduction of your class participation grade that, if the violation is significant enough, could result in a failing grade for the class. For example, you should not make derogatory remarks about your classmates' ideas. Instead, explain why you think they are wrong, backing up your viewpoint with sound analysis and refraining from personal attacks. Another example is being quiet while someone else (including your instructor!) has the floor.

You may *not* use cell phones in class. If you bring them to class, they *must* be turned off. If there is an emergency situation that requires you to have an active telephone or pager in class, you *must* notify the instructor *in advance* that your equipment will be turned on. In such cases, cell phones should be set to vibrate, not to sound an alarm. Violation of this policy will result in your being asked to leave the classroom for the remainder of the period. Repeated violations will be reported to the appropriate UNF authorities and will result in disciplinary action. Analogous guidelines apply to business visits abroad.

### **XV. Etiquette During the Study Abroad**

**Representing Yourself and UNF:** While you are abroad, you are representing not only yourself, but also the Coggin College of Business, the University of North Florida and the United States of America (and/or your native country, if it isn't the US). Citizens of every nation are proud of their heritage.

**Foreign Customs and Cultural Differences:** When you are abroad, you should strive not just to be aware of cultural differences, but also both to experience and to appreciate them. Try the local foods, even if you don't think you'll like them. View this as a chance to practice the skills that you might need someday if you become engaged in international business.

**Behavior during Visits:** During visits, you should behave in a professional manner. Appropriate attire for different occasions will be announced prior to the trip. Be inquisitive and show your interest in the host partner, but remain respectful at all times.

The bottom line is that you will enjoy the trip more and be more productive while you are abroad if you know what you will be facing before you leave home and you are willing to be open-minded and culturally sensitive while you are abroad. Reading the required book about the culture you'll be visiting is a great way to prepare yourself.