

***NOTE: This is a SAMPLE syllabus/itinerary and may not be the most up-to-date version. Please contact the faculty leader of this course for more recent information.***

McCallum Graduate School of Business at Bentley

**GBE 790 China:**

**Doing Business in China:  
From Cultural and Historical Perspectives**

January 3-15, 2017

Beijing, Shanghai, Shenzhen, and Hong Kong  
The People's Republic of China

**Instructor and Contact Information**

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**Course Description**

The course examines the Chinese business strategies and practices from the cultural and historical perspectives. It involves a two-week study tour to China, preceded by two pre-departure seminars and one orientation meeting on Bentley campus. The course will enable students to observe the on-going socio-economic transformation of China as 1.3 billion people are developing a market-based economy and coping with the challenges of globalization.

During the two-week stay in China, the group will visit the city of Beijing, Shanghai, Shenzhen, and Hong Kong where the participants will learn about and analyze the Chinese business strategies and practices through lectures, company visits, visits to key historical and cultural sites, market research and exchanges of views with Chinese and international business people and professionals.

**Learning Objectives**

- **Knowledge**

This course is designed to provide students with essential knowledge of the historical and cultural traditions of China and their impact on Chinese economic development

strategies and business practices. Such knowledge will be delivered in pre-trip seminars, lectures, visits to historical and cultural sites as well as companies. Students will also acquire such knowledge through daily group activities and first-hand observation in China.

- **Skills**

Through this course, students will develop intellectual capabilities and research skills which will enable them to engage in critical analysis of the complex economic, political and cultural challenges coming from China. These skills will be demonstrated in research designs and in research papers.

- **Attitudes**

Students will be expected to develop an appreciation of the rich historical and cultural traditions of China and to adopt a positive attitude in facing the challenges that China presents to the world. The demonstration of these attitudes will be required in students' participation in the course and should be reflected in their research papers.

### **Required Readings**

Stanley Chao, *Selling to China: A Guide to Doing Business in China for Small- and Medium-Sized Companies* (2012)

Stefan H. Verstappen, *Chinese Business Etiquette* (2015)

Henry M. Paulson, *Dealing with China: An Insider Unmasks the New Economic Superpower* (2015)

Arthur R. Kroeber, *China's Economy: What Everyone Needs to Know* (2016)

### **Pre-Departure Orientation**

Three pre-departure seminars will be conducted on campus during the Fall Semester of 2016:

October:	China: Land, People, and Culture (2 hours)
November:	China: History, Economy, Politics and Foreign Relations (2 hours)
December:	Logistics, Travel Advice, Do's and Don'ts in China (2 hours)

### **Main Themes and Research Topics of the Course**

- Overview of Chinese Culture, History and Politics
- Chinese Economic Development and Policies
- Confucianism and Chinese Tradition
- Chinese Business Practices
- Changing Chinese Markets and Consumers

- Think Globally, Act Locally—Multinationals' Practice in China
- The Rise of China and U.S.-China Relations

## **Grading and Performance Evaluation**

### **1. Behavior and Class Performance (20%)**

Students are required to participate in all the pre-departure seminars and arranged group activities in China, including attending lectures and visiting companies. Students are also expected to follow Bentley's code of conduct while in China, obey local laws and regulations, and show respect to each other and to our speakers and program coordinators in China.

### **2. Book Review (30%)**

Students are required to write a review of any of the three required books before the trip begins. The book review should be about 5 pages long. Specific instructions for writing the book review are attached at the end of this syllabus.

### **3. Research Paper (15 pages) (50%)**

After the trip, students are required to hand in a research paper of 15 pages on a topic of their choice that deals with the Chinese business strategies and culture, business practices, or economic development strategies. Students are encouraged to discuss possible paper topics with the professor before or during the study tour. The research paper is due three weeks after the course ends.

A research paper that deserves a grade of "A" should meet the following expectations:

- Well-developed thesis carried through the entire paper and supported with evidence and examples.
- Excellent organization (with an introduction, arguments and analysis; logical connections between two paragraphs); AND
- Free of factual, grammatical, or spelling errors.

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## **Academic Integrity**

This class will be conducted in full accordance with Bentley's policies about academic integrity. These can be found at: <http://www.bentley.edu/centers/alliance/academic-integrity>

## **The Bentley Beliefs**

This class will be conducted in full accordance with The Bentley Beliefs. Please reread the Beliefs, which can be found at <http://www.bentley.edu/about/bentley-beliefs>

## **Learning Disabilities**

Bentley University abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 which stipulate no student shall be denied the benefits of an education solely by reason of a disability. If you have a hidden or visible disability which may require classroom accommodations, please make an appointment with the Senior Assistant Director of Disability Services, Stephanie S. Brodeur, within the first 4 weeks of the semester. The Office of Disability Services is located in the **Callahan/University Police Building (POL, 2<sup>nd</sup> Floor, 781.891.2004)**. The Senior Assistant Director of Disability Services is responsible for managing accommodations and services for students with disabilities.

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### **Guidelines for Writing a Book Review**

1. An essential component of a book review is a statement or summary of the author's central argument or the main theme of the book.
2. Some brief attention to the book's basic organization is also important, but the reviewer should avoid lengthy description of content. In place of such a description, you can focus on the book's contribution to the existing literature or the debate.
3. You also should identify any major shortcomings in the book that will diminish its significance as a scholarly work. Your criticisms should avoid general objections. You should quote specific passages (supply page citations).
4. Your criticisms should not simply dismiss the author's argument and substitute your own, but rather engage the book's flaws by referring to specific examples from the book.
5. Finally, as always, your review should avoid any spelling or grammatical errors, particularly if you intend to point out such errors in the book you review.