

**CBA494A/GBA694A Travel Study to China**  
**Spring 2017 Syllabus**  
**College of Business Administration**  
**California State University-Long Beach**

## **1. Syllabus**

**Course Name: Travel Study to China -Comparative Management**

**Course Number: CBA494A/GBA694A**

**Instructor: Dr. Robert Chi**

**Classroom: CBA 237B**

**Office/office hours: CBA 424/TH 9:30-10:30**

**Phone#: 5629854238**

**Class hours: Tu 9:30am -10:45am**

- **Course objective and format:**

Travel Study to China equips students with an understanding of the social, cultural, economic, and political environments of doing business in East Asia, with a special emphasis on China. Through preparatory lectures, overseas travel, readings and projects, students will learn about the challenges and critical success factors facing businesses in the region and how these issues are similar to and different from those in the U.S.

This course also provides a comprehensive foundation for understanding, managing, and successfully interacting in the multi-faceted, culturally-embedded contexts of today's multinational firms. The world as a “global village” is used so often that the phrase itself has become a cliché especially here in the cultural melting pot of Los Angeles. The aim of this course is to provide students with 1) an understanding of the major issues facing multinational corporations in the management of their international operations—particularly those of an intercultural nature; 2) insights into the cultural, historical and institutional factors influencing management practices around the world; and 3) the knowledge and ability to work effectively in multicultural teams.

- **College Level Learning Goals and Expected Learning Outcomes**

- **Domestic and Globalization: Students will engage with and value different cultures in business and management when travelling abroad**
  - **Team and Interpersonal Skills: Students will collaborate with each other to effectively deliver projects that emphasize localization for customers and globalization for operations**
  - **Communication Skills: Students will effectively communicate, in both oral and written form, with international customers and managers.**
  - **Ethics: Students will utilize managerial skills to engage ethically with local business**
- **Grading Policy based on 100% scale**
    - 20% --- Individual presentation before traveling (20 minutes each)
    - 20% --- Group project progress presentation (20 minute presentation, research outcome as for what has been done in this project)
    - 20% -- Job performance during the travel
    - 20% --- Group activities in culture experience when traveling in China (Entertainment and activities)

- 20%--- Group Final Report

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- **Group Presentation Guideline;**

- Each group may choose one of the following topics for your group presentation/project
  - American products or services looking for market opportunities in China such as GM or FORD investment in China
  - Compare the difference between American chain stores in China and the US such as the MacDonalD's and KFC
  - Chinese products or services looking for market opportunities in the US such as furniture manufacturing, toy manufacturing, OEM, ODM and satellite launch services.
  - Any other topics that may interest you
- Please use Internet to search for company's information. You may schedule appointments in cities that we plan to stay and meet with local people for more information.
- You may be assigned Chinese students working you with your team for data collection and research.

**Pre-Travel Meetings:**

Date	Activities	Location
Jan. 24	Course syllabus and the requirement Pre-Travel Information (I) <ul style="list-style-type: none"> <li>• Introduction to China</li> <li>• Student Information collection</li> </ul>	CBA237B
Jan. 31	Pre-Travel Information (II) <ul style="list-style-type: none"> <li>• Collect Checks, Passports and VISA applications</li> <li>• Job assignment and Group project topic confirmed</li> <li>• Travel information &amp; Safety issues</li> </ul>	CBA237B
Feb. 7	Lecture (Chinese people and geography)	CBA237B
Feb. 14	Lecture (Chinese economy and its business opportunities)	CBA237B
Feb. 21	Lecture (Chinese political environment and its strategy)	CBA237B
Feb. 28	Lecture (Chinese culture and doing business in the Chinese way)	CBA237B
March 7	Lecture (Chinese food and the food industry)	CBA237B
March 14	Student presentation	CBA237B
March 21	Student presentation	CBA237B
March 28	Spring Break	

April 4	Student presentation	CBA237B
April 11	Student presentation	CBA237B
April 18	Student presentation	CBA237B
April 25	Student presentation <ul style="list-style-type: none"> <li>• Group 1</li> <li>• Group 2</li> </ul>	CBA237B
May 2	Group progress presentation <ul style="list-style-type: none"> <li>• Group 3</li> <li>• Group 4</li> </ul>	CBA227
May 9	Final Preparation	

## 2. Travel Itinerary:

- Students book their own flights
- Students manage their IRA funds

Date	Activities (Tentative Schedule)	Hotels
	Depart from LAX to SZX , Arrive on 5/28 Check in hotel	Shenzhen University
5/29 (M)	<ul style="list-style-type: none"> <li>• Group meeting at 5pm at the hotel lobby</li> <li>• Local Tour and dinner with helpers</li> </ul>	Shenzhen University
5/30 (T)	<ul style="list-style-type: none"> <li>• Morning: Lectures by Dr. Chi</li> <li>• Afternoon: Business Visit (De-I company)</li> <li>• 2pm: company visit and discussion</li> <li>• 7pm: dinner</li> </ul>	Shenzhen University
5/31(W)	<ul style="list-style-type: none"> <li>• Morning: Lecture by Dr. Chi</li> <li>• Afternoon: free time with helpers</li> </ul>	Shenzhen University
6/1 (Th)	<ul style="list-style-type: none"> <li>• Morning: Group Project Presentation</li> <li>• Afternoon: 腾讯visit</li> </ul>	Shenzhen University
6/2 (F)	<ul style="list-style-type: none"> <li>• 9am-12:00 group 1 HuaWei华为Visit</li> <li>• 1pm-4pm group 2 HuaWei华为Visit</li> <li>• 8pm-11pm: Party with helpers</li> </ul>	Shenzhen University
6/3 (Sat)	<ul style="list-style-type: none"> <li>• HongKong Visit</li> </ul>	Shenzhen University
6/4 (Sun)	<ul style="list-style-type: none"> <li>• GuangZhou Visit</li> </ul>	Shenzhen University
6/5 (M)	<ul style="list-style-type: none"> <li>• Take overnight high speed sleeper train to Beijing</li> </ul>	Jiao Tong University
6/6 (T)	<ul style="list-style-type: none"> <li>• Check in Hongguoyuan Hotel of Beijing Jiaotong University (北京交通大学,红果园宾馆 10-51685100)</li> </ul>	Jiao Tong University
6/7 (W)	<ul style="list-style-type: none"> <li>• 9am-11am---- Lecture “China Economics and Opportunities” by Dr. Chi (Room Xi-Yuan East 307)</li> </ul>	Jiao Tong University
6/8 (Th)	<ul style="list-style-type: none"> <li>• Depart at 8:00am, visit Forbidden city and Tiangmen square</li> <li>• Lunch at Hotel (with Peking duck)</li> <li>• Depart at 1:30 for JingDong company</li> </ul>	Jiao Tong University
6/9 (F)	<ul style="list-style-type: none"> <li>• Depart at 8am, visit the Great Wall</li> <li>• 12-1:30 Lunch at the great wall</li> <li>• 1:30 depart for Yan Jin Beer Company</li> </ul>	Jiao Tong University
6/10	<ul style="list-style-type: none"> <li>• Free time</li> </ul>	Jiao Tong University

(Sat)		
6/11 (Sun)	<ul style="list-style-type: none"><li>• Program ends</li></ul>	Jiao Tong University

- IRA grant money will only be available for students who register in spring 2017 and travel in summer 2017.