Doing Business With China 2016

China is endless in its depth and complexity
In this two part series you will learn about doing business with China while exploring profound history, rich cultures, powerful politics, and unprecedented economic growth that are woven together into one of the most vibrant and diverse business environments in our global economy.

Understanding Doing Business with China
With a population of 1.3 billion, China is the second largest economy and is an important and influential player in the global economy. Yet, at the same time, it is a developing country (its per capita income is still a fraction of that in advanced countries) and its markets and reforms are evolving. Ramifications of this massive economic transformation reverberate through China’s domestic, cultural, and political systems; and through businesses around the world. Via experienced guests, readings and discussions you will learn about essential operating strategies, management issues, and ethical considerations, while understanding the intricate role culture plays in doing business with China.

Cultural Immersion
Extend your learning with a once in a life time opportunity to travel to Shanghai, Beijing, and rural China to experience business in China first-hand. Over 11 days you will network with executives from a variety of companies, meet with policy makers, and engage in meaningful discussions about current business issues, as well as everyday life issues. You will also experience the rich culture of China as you walk the Great Wall, barter in the market, savor Peking duck and ride the subway. Additionally, you will compare and contrast rural and urban life through participation in a servant leadership project. As leadership is progressively transferred to the students during the trip, you will gain experience and confidence in international business.

Servant Leadership
An international servant leadership project has become a signature of the program. Through partnership with the Library Project, students take leadership roles in this global project management to prepare, fundraise and serve a rural school. Understanding the integration of culture and business, as well as the challenges of global project management execution will occur. Past students have noted this as one of the most beneficial learning experiences.
Key Learning Objectives

- Gain an understanding for the past, current and future importance of China within the global market
  - Appreciate the implications of history, politics, and culture to conducting business
- Identify and appraise distinct global operating strategies
  - Learn market stratification tactics and assess the relationships of market, product and global operation and marketing strategies
  - Discuss supply chain management
- Explore specific issues related to managing in Asia
  - Compare and contrast challenges and strategies related to recruiting, developing and retaining employees at different levels of the organization
  - Explore generational and regional differences, while assessing methods to motivate employees
- Identify and discuss ethical issues related to managing in Asia
- Develop professional networks through contacts established through the course
- Gain leadership experience to promote confidence, efficiency and effectiveness in international business

Doing Business with China Partners

Corporate partnerships distinguish this program. This program is made possible through domestic and international leaders that share knowledge, insights and resources. 2016 Partners are pending. Past partners include:

- Clifton-Addison
- Kimberly Clark
- YUM! Pizza Hut
- Chicago Faucet/Gabrit
- Miller Electric
- US Export Center
- Douglas Dynamics
- Oshkosh Corporation
- Sheppard Mullin Richter & Hampton
- FBI
- Rockwell International
- Xiao Mi Corp
- GE/GE Healthcare

Course Formats and Dates

Application Thesis – Cultural Immersion Part 1 (MG 8042a) Spring 2016  Monday nights – March 7 through May 23

This course provides the foundation to Doing Business with China. Top leaders from an array of organizations will share their knowledge and experience on operating strategies and management issues. Thematic case-based learning will occurred through presentations by corporate leaders, readings, tours and discussions. Research, theory and application of the topic will be woven together with culture. Most class sessions will be held in a face to face format. Some will be virtual and some will be held at corporate sites. Preparation for the international servant leadership project will occur. Deliverables include reflection papers, article and book reviews and an interview summary.

Application Thesis – Cultural Immersion Part 2 (MG 8042b) Summer 2016

Travel May 27 or 28 with return June 6 or 7 - with follow up in late June

Learning will primarily occur through 11 days of travel to China. Focus will be on networking and learning from local business leaders during corporate tours and breakfast/lunch/dinner meetings and team building events. Cultural and historic understanding will occur through tours and immersion with shopping, public transportation, and the servant leadership project. Leadership development will occur through presentations at corporations, project management of the servant leadership project and taking an active role in leading some designated aspects of the travel. Deliverables for this course include reflection papers and an applied, scholarly learning contract.
Registration Options
Application Thesis – Cultural Immersion Part 1 (MG 8042a) may be taken as a stand-alone course. To enroll in the Application Thesis – Cultural Immersion Part 2 (MG 8042b), students must successfully complete the Application Thesis – Cultural Immersion Part 1 (MG 8042a) and apply for the program.

Current MSOE Students
- Current graduate students with 30 or more credits may enroll in the combined Application Thesis – Cultural Immersion Part 1 and 2 in lieu of the Capstone/Thesis.
- Students with less than 30 credits can use the courses as elective credits.

Alumni, spouses and employees of partner organizations
- Alumni, spouses and employees of partner organizations can enroll in the graduate Doing Business with China courses through the Professional Development Admission process. Candidates must hold an undergraduate degree.

APPLICATION REQUIREMENTS FOR PROGRAM (Courses and Travel) – Found online https://www.msoe.edu/academics/study-abroad/doing-business-with-china/ - DUE January 25, 2016
- Application form
- Letter of intent
- Minimum of two letters of recommendation/support (min 1 from faculty)

Fees/Costs
- Tuition for MG8042a and MG8042b (each 3 credits for total of 6 credits)
- International travel fees – approximate cost $4,250
  - Includes airfare, lodging (based on double occupancy), ground transportation, business and group meals, and scheduled tours.
  - Quoted fees are estimates. Fees may be altered based on the number of participants and economic conditions.
- DEPOSITS - $250 Deposit (due January 25, 2016), $1,500 due March 7, Remainder due May 2.

Number of Participants
  - Graduate students with 30 or more credits taking the class as their capstone will be given priority.

Coordinating MSOE Faculty
Dr. C. Kelly Lawrence Ottman, Associate Professor, Rader School of Business
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Dr. Ottman has extensive travel experience and has taught in China.

See the MSOE website for more information and application forms.

https://www.msoe.edu/academics/study-abroad/doing-business-with-china/