



**WEBSITE:** <http://kelley.iupui.edu/D546>

## **Overseas Study Opportunity D594 China in Transition 2016**

This course provides MBA students an opportunity to gain international and/or consulting experience through either a study tour or a consulting assignment in the People's Republic of China. We may have a partner for the program which is a Chinese university.

The China trip entails about 14 days in mainland China and includes site visits to companies, factories, and cities. In the past, we have met with Chinese, American and European companies including such firms as

- Cisco
- Eli Lilly & Co.
- Faegre Baker & Daniels
- Chinese Entrepreneur
- Chinese SOE Listed Company
- Cummins
- U.S. Embassy

In 2016, we will do a consulting trip. It will entail intensive data collection and analysis of Chinese owned enterprise. Each student team is given a problem area that is defined by the firm. Interviews with managers or government officials, customer surveys, and visits to the competitors will be done. At the end of the week, the student teams give presentations to the host firm presenting their recommendations.

The trip will definitely include a visit to Beijing where we will visit American businesses, the Great Wall, the Forbidden City, and more. Also this year, we will also visit Shanghai for a couple of days.

For students who wish to have an exciting overseas experience in a country of growing importance to America, this is a great opportunity. MBA students do hands-on, practical projects that address the real problems in a rapidly changing transitional economy.

**Description:**

This course can be taken as either 1.5 credits or 3.0 credits but the 3.0 credit course includes the trip to China for two weeks. There are two possible scenarios for the 3.0 credit course:

- 1 We will do consulting with a Chinese firm for about eight days and then visit Beijing and Shanghai; or
- 2 We will visit business offices, factories, and cultural sites.

After taking this course, the students will have

- 1 valuable insight into China
- 2 a first-hand view of issues facing Chinese firms
- 3 experience in gaining information about businesses and industries in China
- 4 a once-in-a-lifetime international experience in China
- 5 gain knowledge about doing business in China that will prepare them for future leadership roles

The course provides MBA students an opportunity to gain insight into doing business in China and in the Chinese business environment. The consulting option provides the student with international consulting experience through an assignment with a Chinese-privately owned firm in mainland China. The target firm for the consulting this year is a Chinese private company that makes artificial turf.

The **1.5 credit course** meets for Summer I and includes the background assessment of the historical, economic, legal, cultural, and business environments of current day China. Students taking the 1.5 credit course will have to turn in a term paper at the end of Summer I.

The **3.0 credit course** meets throughout Summer I and II, which includes two weeks in mainland China. The first eight weeks are weekly classes discussing the economics, political, cultural, and historical environments of China. Students doing the consulting option will study China, become familiar with the target firm and its competitors, and prepare for the consulting topic. Those doing the study tour will prepare briefings on the cities and firms prior to leaving.

Those going to China and having the consulting project will do company tours, interviews with managers or government officials, customer surveys, and visits to the competitors. Prior to the trip, the students do background work and preparation for the consulting project by learning about China and its culture, doing an industry analysis, competitor analysis, and benchmarking for the industry. Students will be broken into teams for the consulting. The firm identifies its problem areas, and each student team addresses one of the problem areas. In the past, the teams of students addressed problems such as a Strategic Analysis of its Business Areas, Site Selection, Pricing Strategies, Logistics, Service Quality, Customer Service, MIS, Pricing Strategy or Cost Control.

At the end of the consulting portion of the trip, the teams present their recommendations to management. One month after returning, a written report will need to be turned in. We will have the reports translated into Chinese and sent to the management.

Our schedule includes the IU students arriving a day early in the city where the consulting project takes place in order to do some sightseeing. (There is no sightseeing once the consulting project begins since the consulting process is quite intensive.) The consulting portion takes about 1 week with several days devoted to interviewing managers to gather data. The final day with the firm involves each team giving a formal presentation of their recommendations.

Those taking the 3.0 credit course will always visit Beijing. We spend one day sightseeing (Great Wall, Forbidden City, etc.) and then do business meetings with representatives of some American firms. In the past we have met with firms such as Cummins, Cisco, Eli Lilly, Fargre, Baker & Daniels, the U.S. Commercial Service, a Chinese SOE, and some American non-profits located in China.

Deliverables for the 3.0 course are a short paper prior to leaving for China, a written team report (about 30 pages) in English, the team report in Chinese that is then sent to the firm, a copy of the team's presentation to the firm, and a self-learning paper (about 4 or 5 pages). The due date for the team report is about one month after the return.

#### **A. D546 Basic Description of the Program (1.5 or 3 credits)**

Name: China in Transition Supporting academic unit at IU: Kelley School of Business  
Cooperative Links with other institutions: Guanghua School of Business (Peking University, Beijing)

#### **B. Curriculum**

Credits: 1.5 or 3.0 graduate credits from Kelley School of Business Requirement: To be taken in conjunction with D594 or with permission of professor Pre-departure orientation and preparation for students: The IU students will meet on a weekly basis prior to leaving for China. Teams will be assigned. Industry analysis, competitor analysis, benchmarking and background research will be done. Some cultural training will be conducted before the group leaves. It will include readings, discussion, and a practice banquet. There will be at least eight class meetings prior to departing for China.

### **C. Eligibility**

Open to all graduate students Language proficiency: English only, but taking some Mandarin would be helpful. There will be translation assistance during the trip

### **D. Instruction Abroad**

Selection and qualifications of academic staff: IU Kelley School faculty member Prof. Marjorie Lyles (30 years of experience in international strategic management field and in China).

### **E. Tentative Course Schedule**

- 1 Classwork in Indianapolis begins approximately May 10: Understanding the Political and Economic Environment of the China
- 2 Videoconference 1: Overview of Consulting Project with partner
- 3 Session 3: The Economic Environment of China
- 4 Session 4: Teams, Problem Selection, Student Discussion, Meeting Sharing Information about Industry, Benchmarking of local companies in industry
- 5 Session 5: Cultural Training, Practice Banquet
- 6 Pre-trip Presentations and Papers Due
- 7 Consulting and Beijing Trip: 2 weeks in China + final reports Consulting for Chinese firm: 10 days
- 8 Shanghai Side Trip: 3 days
- 9 Final Project Paper and Self-Learning Paper Due: 4 weeks after the end of overseas trip.

### **F. Logistic Arrangements for consulting project**

- 1 Prof. Lyles has identified the target firm for the consulting project and will make the necessary arrangements. Translators will be hired as needed but the focal firm's top management do speak English.
- 2 One Videoconference meetings with our main contact in the firm will be conducted before the trip begins.
- 3 Students will spend approximately 14 days in China including the Beijing study trip. Before they return to the U.S., team will present the findings and conclusions to the target firm.

### **G. Grading**

- 1 40% Final Team Paper: Recommendations to Firm
- 2 30% Self Learning Paper and Journal
- 3 30% Participation and Attitude

## H. Deliverables

1 Prior to Trip:  Industry and Competitor Analysis  Legislation Affecting Problem Area  Benchmarking of US firms and how they address Problem Area  Theory Development for Problem Area and Consulting Tool Analysis  Hypothesis Development

2 Final Report in English

a. At most 4 weeks after the returning, students will produce a team report in English (approximately 30 pages). A mark will be given on the basis of the finished report and against the following criteria, as appropriate. (40% of the grade)

Identification of issues in the problem area  Critical analysis of the situation facing the company

- o Systematic industry, competitor or country analysis
- o Identity of U.S. Benchmarks

1 Participation The level of participation and contribution made by each individual student to the field study as well as preparation and reporting will also be assessed. (20% of the marks)

2 Individual Learning Paper Individually, each student will also submit a report (1,500 words) in which they discuss what they have learned about identifying and solving business problems through the case or any topic related to the field study. (20% of the marks)

**I. Side Trip to Shanghai (3 days)** Example Days: Meeting with Business Eli Lilly, 2 Chinese Private Enterprises. Example Cultural Day: Sightseeing and Historical Discussion Duck (Approx. \$30 per person) Accommodations: (Approx. \$200 single; \$100 shared double/per day) Misc. (Taxi, Meals, etc.) (Approx. \$150)

## Estimated Budget 2016\*

Note: Consulting 7 days; Business Meetings + 2 days sightseeing = 6 days:

Transportation:			
	International Flight		1800
	Domestic Flight: Beijing to Shanghai		250
	Misc Local Transportation		300
Hotels			
	Comfort Inn 7 days (double occupancy)		400
	4* Beijing and Shanghai hotels- 6 da (double)		700
Per Diem	13 da * \$30		400
Vendor			400
Gifts			40
Translators			150
IOA Fee			75
Sightseeing Fees 2 days			300
Banquet			30
visa			140
Vaccinations			100
Health Insurance			40
IU Kelley charge			500
		Total	
		Estimate approx	5700

\* Does not include tuition for the course.



