

BUS-330 Modern Business Affairs in China

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DESCRIPTION:

Students who have enrolled in this course have been both non-business and business major students and were usually 3rd or 4th or 5th year students. Class size varies from one year to another, but it is usually small and less than 8. A few foreign students also enroll. If the class size is small, I may move class hours to another mutually convenient time.

What is common to all students who have taken this class is their interest in China – China's history, politics, cinema, music, business, language, apparel, athletics, etc. This course examines China through the eyes of Chinese and foreign business [Japanese, American, European, Asian] women and men. We try to uncover the latest trend and practices of making business in China and explore the impact such changes are having on Chinese and foreign businessmen.

For anyone to claim to he/she understands China economy is preposterous because the changes are occurring at lightning speed. For example, if someone says that he knows China because he had visited China on business prior to Year 2000, he only exhibits ignorance. I lived in Shanghai from 2000 to 2004, in Hong Kong, 1994-1997 (turnover of Hong Kong to China), still visit China every year just to keep up with the changes in this complex society. And I still can't comprehend many things. Thus, we must rely on difference sources including live talks or interviews with people who are actually working in China or just returned from China.

COURSE OBJECTIVES: One important objective is to broaden your previously held view of China and people living there. A person may be an expert now, but environment in China, such as law changes so fast, his/her view and advice maybe of little use a few years from now. Having said this, I still believe that some intrinsic characteristics of Chinese people and society do not change. And you should try to grasp these, too.

REPRESENTATIVE STUDY MATERIALS

Videos: "China From the Inside", PBS [US], a documentary on modern history of China, 2006
"China in the Red," PBS [*Frontline*, US], 2006
R. Buderl, G. Huang, "Guanxi: Microsoft, China and Bill Gates' Plan ", MIT, 2006
K.. Li, CEO of Google China, Carnegie Mellon University, 2008 [in English]
J. Ma, CEO of Alibaba, 2008 [in English]
L. Thurow, "The Emergence of China in the Global Economy", MIT, 2004
Z. Wenzhong, Ambassador to the US, "China's Development", MIT, 2009

Clips from CCTV-9

Books & Journals

"Unmasking Risk in China", *Nikkei biz Tech*, 2005 [in Japanese]
"Doing Business in China", *Harvard Business Review*, 2004
"The China Impact", K. Ohmae, 2002 [in Japanese]

Articles on China from *McKinsey Quarterly*

- Is China recession proof?, 2009
- Checking China's vital signs; the social change, 2006
- What executives are asking: from entry to execution, 2006
- Governing China's board of directors [役員会]、2006

Other journals and newspapers used in class: *Wall Street Journal*, *New York Times*, *Nikkei*, *Nikkei MJ*, *Nikkei Business Journal*

Outside speakers:

The list of speakers changes from year to year. Last time, either in person or via SKYPE, we had: a 65 year old Taiwanese executive, who was running a joint venture in Tianjin for 15 years; a 44 year old, Hong Kong based woman executive of a manufacturing outsourcing company and ZOJIRUSHI (象印) was one of her clients; a 45 year old Hong Kong man, who ran a factory in Beijing for a US company; a 25 year old engineer from Beijing, working for Huawei, the largest telecom equipment manufacturer in China.

ASSESSMENT:

2 midterms 60%; presentations 25%; assignments 15%; no final

ACADEMIC PREPARATION: The most important preparation for a student is a lot of curiosity about China and some knowledge of history of China.

COURSE FORMAT AND ACTIVITIES:

As a rule classes run with a seminar format. They are divided into lectures and presentations/discussion sessions. On lecture days, I (or guest speaker) will review theories and key concepts related to a particular theme. Before the lecture, students are expected to have completed the assigned reading. On student group presentation days, students who are assigned a specific topic and background material (which may include video clips, newspaper articles), will give a Power Point presentation. Midterm exams are based on lectures and presentation materials.

In addition, each time we meet, each student must bring along an article related to present China society and speak briefly on it for a few minutes.

Because this course is open to non-business majors, where needed I will give tutorials on basic concepts in economics and business. After taking this course, even if you are not a business major, you will become more comfortable reading business related articles in newspapers and listening to business news on TV.

SCHEDULE:

The following is a representative schedule but I will change some parts of the program to reflect the interest of the students.

Week 1-3: Modern history of China: After 1949; China before and after Year 2000

Week 4: Entry of foreign firms into China in 1980's and 1990's; role of Hong Kong

Week 5: Evolution of UNIQLO business model in China

Week 6: AT&T manufacturing in Tianjin

Week 7: Managing Chinese workers

Week 8: CIMIC: Challenges of bringing best practices into China:

Week 9: Entrepreneur in Hong Kong

Week 10: AEON and Ito-yokado, Japanese retailers in China

Week 11: Wal-mart & Carrefour in China

Week 12: Intellectual property rights in China

Week 13: Hai-er, a Chinese house hold appliance giant, who operates outside of Japan as well.

Week 14: Japan outsourcing to China