

## Business Research Project 593: China Study Tour

SEMESTER 1 2008 STUDY TOUR				
<b>Unit Index No</b>	12025			
<b>Credits</b>	25			
<b>Pre-Requisites</b>	None			
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<b>Travel Leader</b>	Mr Kim Lee			
<b>Lecture times</b>	Hong Kong Poly University & Shanghai University of Finance & Economics (21 <sup>st</sup> – 30 <sup>th</sup> April)			
IMPORTANT NOTICE				
<p>A book called "Mr China" by Tim Clissold will be sent to you shortly. GSB will be covering the cost for this text and will mail it to you in week 2. Further links to readings will also be made available through the Blackboard site.</p> <p>This unit will be supported through Blackboard. Students are requested to submit assessments via the online facility within Blackboard. Comments will also be distributed through this medium. Links to readings will also be made available through the Blackboard site.</p>				
METHOD OF ASSESSMENT				
Assessment	Learning Outcome	Type of Assessment	Marks	Submission Dates
<b>Assessment 1: Online Participation</b> Home Page and Initial Discussion Discussion 1 Discussion 2	1,2	Individual, online	(-5 penalty) 15% 15%	Finish by 9 March 10 to 23 March 24 March to 6 April
<b>Assessment 2:</b> Research Plan	2,3,4.	Individual, written	10%	13 April
<b>Assessment 3:</b> Feasibility Study	1,2,3,4.	Individual, written	60%	26 May

Full information on assessment is under the heading "Assessment Overview". This unit outline should be read in conjunction with the GSB's Student Guidebook available from the "quick links" under the GSB homepage: <http://www.cbs.curtin.edu.au/gsb>

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## INTRODUCTION TO THE UNIT

Welcome to this China Study Tour. The China Study Tour offers a valuable opportunity for students to learn about China from first hand experience. A variety of perspectives will be explored including economic reform, markets and marketing, business strategy, leadership and organisational and business culture.

The unit involves a 10 day study tour in Hong Kong, Guang Zhou, ShenZhen and Shanghai and incorporates industry visits, business meetings, networking with local Chambers of Commerce and lectures from Professors at the Shanghai University of Finance and Economics.

Students who successfully complete this unit will understand dimensions of the business culture in China and have a good appreciation of the opportunities and limitations of doing business in China.

## AIMS, ATTRIBUTES AND OUTCOMES

Learning outcomes within the China Study Tour (CST) will contribute to the achievement of the overarching learning outcomes sought for graduates from the Graduate School of Business. The unit seeks to deliver on four of the nine key graduate attributes. (For further details on the set of 9 Graduate Attributes please refer to the GSB student guidebook available from [www.gsb.curtin.edu.au](http://www.gsb.curtin.edu.au))

Attributes	Learning Outcomes	Assessment
1	<ul style="list-style-type: none"> <li>• Students will have an understanding of China's               <ul style="list-style-type: none"> <li>○ Historical, political and social developments.</li> <li>○ Entry to WTO and its impact on companies operating in China</li> </ul> </li> <li>• Students will be able to describe aspects of Chinese culture and impacts on cultural change.</li> </ul>	Online Discussion Feasibility Report
2	<ul style="list-style-type: none"> <li>• Students will be able to combine industry and practitioners' insights on challenges of doing business in China with their own personal experience and understanding of complexities of doing business in China, to formulate a feasible business entry or expansion strategy.</li> </ul>	Feasibility Report
3	<ul style="list-style-type: none"> <li>• Students will be able to assess the Chinese business operating environment – legal issues, accounting concerns, marketing, human resources management and market entry strategies through evaluation of a wide range of data sources.</li> </ul>	Feasibility Report
7	<ul style="list-style-type: none"> <li>• Students will have an insight into Chinese culture and subculture and will be able to explain their significance to the business environment.</li> <li>• Students will demonstrate a knowledge of the operations and development of Chinese MNCs.</li> </ul>	Online Discussion Feasibility Report

## INTRODUCTION TO UNIT CONTROLLER & TRAVEL LEADER

In 2008 the China Study Tour (CST) academic (unit) controller and learning facilitator is Professor Robert Evans. Professor Evans has a background in accounting and finance and is currently Director of the GSB where he also lectures strategic cost management. Rob has been closely involved in starting up off-shore programs and partnerships and very familiar with the challenges of doing business in Asia.

Mr Kim Lee is the Travel Leader and administrative (unit) controller. Kim, a Curtin MBA graduate, is of Chinese descent and, aside from his Chinese language abilities brings a wealth of experience and contacts in China. This will be Kim's second year organising the successful China Study Tour. Amongst other things he will be responsible for co-ordinating the industry visits, off-shore visiting lectures and student travel plans (including visas, insurance etc.).

## TEXTBOOK

“Mr China” by Tim Clissold (1<sup>st</sup> edition, Random House publishers) – to be supplied by the GSB. The unit is, however, supported through Blackboard where there are links to recommended readings.

## ASSESSMENT OVERVIEW

METHOD OF ASSESSMENT				
Assessment	Learning Outcome	Type of Assessment	Marks	Submission Dates
<b>Assessment 1: Online Participation</b> Home Page and Initial Discussion Discussion 1 Discussion 2	1,2	Individual, online	(-5 penalty) 15% 15%	Finish by 9 March 10 to 23 March 24 March to 6 April
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## Assessment Details

The unit assessment consists of three major elements:

Firstly, through contribution to the online discussion -the online assessment consists of completion of your online home page and participation in two online discussion around Chinese culture (specifically guanxi) and economics.

Secondly, completion of a written research plan outlining the product/industry you have chosen to research including specific questions you have identified requiring answers, how and from which sources you intend to collect your data and a project time-line. The research topic may be either a product or industry of your choosing aimed at evaluating China's potential as either a market (for a product or service) or as a potential manufacturing site. Some students may be

employed within organisations currently considering such a move and may wish to utilise this 'real life' business consideration as their project. Others may wish to develop and investigate a hypothetical business plan – e.g. the market for skate boards in China. This is to be completed prior to the study tour.

Thirdly, completion of a written feasibility report including your recommendations. Detailed requirements follow.

To assist you in your research for your written assignments and contribution to the online discussion we have prepared relevant reference materials covering Chinese culture, marketing, economics and international business. These are available through Blackboard.

## Assessment 1: Online Participation (Total of 30%)

### Part 1: Developing your Homepage and Initial Discussion

When developing your **Homepage** in Blackboard some information is mandatory, like your personal information and a small (details on formatting below) photo of **you** (not your pet or someone famous - unless you are present also!). Other background information about your likes and dislikes, work, family etc allow your peers to gain some insight into you as a person and your achievements. These can be actual or metaphorical! Your homepage is not a CV, rather something a bit more personal; information you are happy to share with your fellow students.

#### **Here is how to make sure your picture is of the right size and configuration:**

Open up your photo with Microsoft Office Picture Manager (it is found in Microsoft Office - Microsoft Office Tools). In the "Picture" menu, select "Crop" in drop down menu if you need to get rid of any excess background. You then use the cropping tool on the picture by dragging the corners to the proportions you require. After cropping the photo, click on "Picture" again and select "Compress pictures" and click on the 'Web pages' option. This function will reduce the photo to a size appropriate for your webpage. Click OK.

**VERY IMPORTANT:** When saving the photo, use the 'Save as' function and give it another name, eg. 'Gerry Blank for web.jpg' as all the changes made will override your original photo and you will not be able to reverse the changes.

You will then be able to attach the photo to your Home Page.

Keep the information on your homepage current and update it regularly. If important changes are happening in your life i.e. a new job or shifting homes, remember to change the information in your home page and advise GSB Administration - you can use **OASIS** to update your university personal records. See <http://oasis.curtin.edu.au>. For instructions on completing your Homepage see the **Technical Tips** section in your online unit.

For the Initial Discussion ("Module 1: Why are you studying this unit, and what do you expect to learn from it?"), you need to outline what you hope to achieve by studying the unit. This discussion will help you to explore the software, as well as managing your learning expectation. The detailed information on how to take part in the discussion is in Technical Tips in your online unit. Everybody is expected to make at least one contribution and encouraged to comment constructively on the contributions of others.

**NOTE:** Completion of the homepage and one posting into the Initial Discussion by the due date is essential. Failure to complete these two activities will result in the deduction of 5% from your overall grade for the unit.

**Part 2: Online Discussions 1 and 2 (2 x 15%)**

A significant amount of learning takes place with peer interaction; therefore, online discussions and reviews are an important part of your learning. Although you are not able to see one another, as in a traditional classroom situation, the same format and rules apply – an exchange of ideas where there is no “right” answer, while adhering to classroom courtesy.

There are two set online discussions in this unit, each worth 15%. You will be assessed on the degree to which you contribute to online discussions. The following guidelines will underpin your contributions:-

- demonstrate your knowledge of the topic in relation to relevant strategies, theories, concept and standards;
- effectively convey your thoughts, opinions and ideas;
- provide evidence of relevant further readings;
- incorporate your own work and personal experience; and
- adhere to the minimum contribution guidelines presented below.

**Minimum/Maximum Contribution Guidelines**

Plan your time to ensure you contribute to the discussion as close as possible to the commencement date. Don't make it a last minute thing. Take the three-step approach outlined below and the discussion will be a dynamic and lively learning experience.

**Prior to the discussion opening,**

- research the topic,
- look for examples from current events.

**Initial Discussion Comments - must be submitted in the first week of the discussion**

For each discussion room topic, you are required to make one original contribution. This contribution must be made by the end of the first week of the discussion period or you will forfeit your 10% (two thirds of your discussion mark) for that particular discussion room topic. Your contribution doesn't have to be an essay, nor should it be a one line answer. Look at the questions that are being asked, make an informed judgment about what would constitute a reasonable answer, and then make your entry. You may want to type this up first in a word document and then cut and paste it in the discussion room. Quality is important and is one of the criteria that is used to assess your contribution. Long rambling entries are discouraged. BE SUCCINCT.

Your initial comments are a short, sharp synopsis (aim for around 600 words) of your research and your views/thoughts on that research as they relate to the topic. Your comments can be

- Provocative (always good to stir the pot!),
- Questioning (if the theory says this, why is XYZ organisation doing that and it works for them?) or maybe just...
- Sharing something you have discovered in your reading related to the topic.

**Responses - are to be submitted in the second week of the discussion**

For each discussion room topic, you are also **required to comment on an original contribution of at least two other students**. This should be completed in the second week of the discussion once everyone has entered their original contributions. Again, be succinct when commenting on the contributions of others (aim at 200 words per comment). Quality is the focus of our entries, not quantity.

The second week is less structured; you are responding to other students' comments. Do you agree with them or not - provide some justification for your responses - this would be based on your initial research and any other relevant material and experiences.

- Respond to the comments of at least **two** other students (**absolute minimum requirement**).

Quality is measured by how well you are able to integrate course materials and your own personal experience into the discussion board conversations.

### Marking criteria

The following criteria will help you understand how grades are allocated for the discussion room.

- 85-100% - outstanding original contribution with both original and insightful thought as well as good integration of reference material and critical evaluation. Responses offer considered insight and analysis and are succinct.
- 70 – 80% - a very good score - the original contribution is of a high quality including having researched the topic and providing references and the responses to at least two others were insightful and offered food for thought and are succinct.
- 60 – 65% - average score - the original contribution met the requirements of the brief, there is some reference to other material, responses offer some insight to further expand or enhance learning. Contribution could be more succinct.
- 50 – 55% below average score – reference to unit material or other references is poor, original contribution and responses to others offer some insight, albeit small, to expand or enhance learning. Does not necessarily write succinctly.
- 10 – 45% inadequate – mostly opinion provided without any significant linkage to unit material or outside reference material. Contributions are superficial and add very little to expand learning. Writing is not succinct.

The reasons for the emphasis on quality and being succinct is that entries can become too long, convoluted and distract from the key points trying to be brought out in the discussion. Try and keep your entries focused on the questions and your contributions. Avoid general comments.

While you may want to read everyone's ideas to support your learning, depending upon the class size, this can be an unwieldy process. Therefore, at a minimum you need to pick '5' students that you will monitor for each discussion room topic. These '5' students may be the same ones throughout this unit or you may change for each discussion topic. Please use your own judgment.

Each discussion is opened for two weeks.

## Assessment 2: Research Plan (10%)

### Word Limit for paper: 500 words (+/- 10%)

Prepare a written research plan outlining the product/industry you have chosen to research including specific questions you have identified requiring answers, how and from which sources

you intend to collect your data and a project time-line. The research topic may be either a product or industry of your choosing aimed at evaluating China's potential as either a market (for a product or service) or as a potential manufacturing site. Some students may be employed within organisations currently considering such a move and may wish to utilise this 'real life' business consideration as their project. Others may wish to develop and investigate a hypothetical business plan – e.g. the market for skate boards in China. This is to be completed prior to the study tour.

As a minimum your plan should contain the following;

1. The proposed research topic
2. Proposed research questions – i.e. what do you need answered?
3. Preliminary review of literature and related databases
4. Research Design –how do you intend to gather the necessary information for your report?
5. Proposed deadlines for on-time completion.

### **Assessment 3: Feasibility Report (60%)**

**Word Limit for paper: maximum 3500 words (+/10%) (there is no minimum)**

This assignment builds on the knowledge you acquired in Assessment 2 (Research Plan), combined with in-country experience. Use facts or contacts acquired during the study to substantiate your claims, along with more established data sources (reference materials, databases, etc.).

As part of the feasibility report include a brief update on the political, legal and economic situation in China. Then elaborate on either a product or industry you have chosen in the research plan to build your feasibility report. As an example of the likely contents of such a report, Curtin University is keen to increase its share of the market of high quality Chinese MBA students (i.e. market the Curtin MBA to students in China). In increasing our share of the Chinese MBA student market we may wish to attract more students' on-shore to the Curtin campus and/or promote our online MBA to Chinese students within China. A business feasibility report for this project would likely report on the economic climate (eg. expected growth, income levels, exchange rate expectations, price elasticity (affordability)), the market (target market, consumer behaviour and preferences (eg. importance of brand) and cultural considerations), industry analysis (costs of entry, who are the competitors), how the plan fits with existing business strategy (is there a strategic fit), revenue considerations (eg. cost of entry, expected profit margins), country environmental considerations (eg. government policy and regulations), cross cultural management considerations (eg. if partnerships are involved), possible entry modes.

The time (and word count) available will not permit a comprehensive feasibility report covering all of these considerations. Given this, in the introduction you should clearly scope your feasibility report; i.e. detail what it will cover and why these have been selected for particular focus. Identifying appropriate foci (eg. economics, marketing, country environmental considerations) and illustrating how they integrate will produce a much more focussed and useful essay than a broad-ranging effort.

Quite clearly there are a number of considerations and it would be beyond your scope to cover them all in the time (and word count) available. To do justice to this project you, therefore, need to clearly articulate the business proposal (giving necessary context where appropriate – eg. how

it fits in with existing business strategy of your organisation). This can be included in a background appendix and not included in your word count.

Finally you should include a set of recommendations at the end of your paper.

Your written paper should be no more than 3500 words. It should be well structured, include an introduction, a main body (containing the main argument / discussion) and a conclusion (the conclusion should not contain anything that has not been covered in the main body of the text). It should also be well researched and include a *minimum* of six academic references (i.e. published journal articles).

You are also requested to complete a 250 word summary (abstract). This abstract or summary should not be counted in your 3500 word count limit. Please post your summary to Blackboard so that others may share in your learning and perhaps engage in discussion.

Completed papers should be prepared using Microsoft Word (XP version) and submitted electronically via Blackboard by the due date.

See below for additional important assignment style and other submission requirements.

## Submission Guidelines for Assignments in e-Learning

All assignments for this Unit are to be submitted online in Blackboard. All assignments should be completed using the Assignments facility available in your online unit. You are not required to submit a hard copy. However, as your assignments will be printed out for the lecturer to mark, we would appreciate them being typed using the following specifications:

- The assignment itself:
  - Font: Times Roman 12
  - Spacing: 1.5 spacing or double spacing
  - Margins: at least 2.5 cm top/bottom/right/left
  - Please number the pages.
- Please include a cover-sheet setting out:
  - your name
  - student number
  - unit title
  - the title of the assignment, and
  - a word count.
- Papers will not be marked beyond the page limit/word count. A **word count must be provided** on the coversheet of your paper. Your word count may exclude footnotes, appendices, references etc. (Please note that appendices will not be read or assessed). Assignments with a word count within + 10% of the stated limit will be accepted for grading. Assignments outside these limits may be returned with a zero grade.
- Your assignment should be thoroughly checked for typing, spelling and grammatical errors. It should also be structured appropriately:
- Make sure you acknowledge all sources used to write your assignment – eg. journals, books, articles etc...

- Provide a list of references at the end of your assignment in the Chicago Style. Marks will be deducted for poor referencing. Further details on this method may be found at <http://library.curtin.edu.au/referencing/index.html>. It will be assumed that students are familiar with this source.
- Use a range of scholarly material...eg. Peer-reviewed articles from the scholarly databases, textbooks and material from the Internet. Material from the Internet often, however, does not have the same peer review mechanisms in place so you must be wary what you use as literature to support your reviews.

**Please retain a copy of every assignment submitted for marking for your own records. This copy will be required in the event of an assignment being misplaced or unaccounted for. The onus is on the student to make available another copy of the assignment for marking.**

### **Please Note:**

In the preparation of individual written assignments students are encouraged to discuss and exchange information. However, the various papers will be treated as an individual exercise and plagiarism is to be avoided. Where there is evidence of plagiarism the student will be awarded a fail grade for the unit.

Acknowledge not only direct quotes but also the source of ideas, examples and materials which are not a direct quote, but which have been paraphrased from another source. All tables and charts must be sourced. For the University's policy on plagiarism, please refer to the GSB Student Guidebook available from the GSB homepage under Quick Links.

The GSB is committed to undertaking plagiarism audits on assessments submitted for its units.

## **Chicago Author-Date Referencing Style**

It is a requirement of the Curtin Graduate School of Business that all assignments submitted for assessment must be referenced using the Chicago Author-Date Referencing Style. Details of Chicago referencing style can be found online at <http://library.curtin.edu.au/referencing/chicago.pdf>

Assignments submitted without Chicago Referencing **will not be marked**. It is strongly suggested that students learn and use EndNote software to ensure compliance with the Chicago System. Copies of EndNote are free to all GSB students from here: <http://startup.curtin.edu.au/software/endnote.cfm> and some Curtin EndNote style downloads and training are available here: <http://library.curtin.edu.au/referencing/endnote.html>

## **Grading and Return Of Assignments in e-Learning**

Please ensure you use the unit outline specifics to check that you have addressed all of the criteria before handing in your assignment.

Assignments are not returned to students after they are received online. You will be able to review your mark (for Discussions 1 and 2) and mark and feedback (for Assessments 2 and 3) in your Blackboard unit (under **Tools – View Grades**).

Students may expect the marks (and feedback, where appropriate) to be posted online by the end of fifteen (15) working days after submission (unless otherwise negotiated between the lecturer and students). We endeavour to do our best to meet this deadline.

## Late Submission of Assignments

Assignments are expected to be submitted before or on due dates. Only in *critical* circumstances (acute sickness of self or close family – verified by medical certificate), may students negotiate for an extension of time. Please note that heavy employment-related workloads or deadlines will not normally warrant the granting of an extension. Only one extension will normally be given within this Unit. Reason/s for request for extension must be submitted in writing (postal or email) **A MINIMUM OF FOUR (4) DAYS BEFORE THE DUE DATE OF THE ASSIGNMENT**. Please note that an extension will not be given for reason of pressure of workload.

In the case of assignments being submitted after the due date, without permission for extension by the lecturer, the assignments will be graded:

20% lower if submitted 1 - 7 days late;

40% lower if submitted 8 - 14 days late;

after 14 days, the assignment will not be accepted for marking.

## GSB STUDENT GUIDEBOOK 2008

Please refer to this publication online for essential information regarding the following:

GSB Graduate Attributes and Learning Outcomes

Assessment and Results which includes information on the GSB Grading System, Assessment Guidelines and the Appeals Process.

The Student Feedback system and Student Representatives (see below).

Referencing and Malpractice

Plagiarism

Ethics

Emergency Procedures.

Please make sure you obtain a copy of this publication which is found on the **GSB Student Guidebook** available from the **GSB homepage** under **Quick Links**.

## Student Representative

A student representative must be elected by the class by the end of the second week of the unit (or second day in the case of an intensive). The student representative is responsible for collecting feedback from the other students and forwarding this to the lecturer and/or unit controller. The student representative also represents the class at the Student - Staff Committee meetings. Once a student representative is elected, the name and contact details should be directed to the Student Academic Advisor. For full details on the student

representative role refer to the **GSB Student Guidebook** available from the **GSB homepage** under **Quick Links**.

## Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation and policies and procedures relating to their rights and responsibilities as a student. These include:

the Student Charter

the University's Guiding Ethical Principles

the University's policy and statements on plagiarism and academic integrity

copyright principles and responsibilities

the University's policies on appropriate use of software and computer facilities

Information on all these things is available through the University's "Student Rights and Responsibilities" web page at: <http://students.curtin.edu.au/rights/>.

## GSB Student Feedback via e-Valuate

Curtin University has introduced a confidential unit specific student feedback system called e-VALUate. This system provides the unit coordinator, lecturer and Head of School with important information about student's learning experiences and the achievement of learning outcomes during their enrolment in this unit. You are strongly encouraged to log onto e-Valuate at the end of this unit and provide your valuable feedback. Further information on how and when to do this will be posted during the trimester.

The Curtin Business School values student feedback as one of the many ways to continuously inform improvement to this unit. **Recent improvements have included:**

- Reduction in assessment load.
- Clarification of learning outcomes and graduate attributes
- Review of set textbook.

Recent student feedback on this Unit is available at <https://evaluate.curtin.edu.au/login.cfm>

Once you have logged in click the reports tab at the top and search for the unit summary report (USR) for your unit.

## INFORMATION ABOUT THE CHINA STUDY TOUR

Please refer to Blackboard for current information.

## UNIT PLAN

Please refer to Blackboard for current information.

