

## DMSB 727 China Business Issues

Spring, 2007

Instructor : Professor Chuck C.Y. Kwok

Office : BA 565 (777-3606)

Office Hours:

MW 4:00-5:15 p.m.

& By Appointment

### Objective:

This course is intended to provide students with a basic understanding of the business environment of China and how multinational corporations manage their business functions in this transition economy.

### Textbook:

Harvard Business Review on Doing Business in China, Boston: Harvard Business School Press (ISBN 1-59139-638-7) , 2004.

### Cases:

|   |        |
|---|--------|
| <i>Intel in China</i>                                 | 99C007 |
| <i>Torrington Wuxi Bearings</i>                       | HKU083 |
| <i>CSFB's China Unicom Incident</i>                   | HKU187 |
| <i>Rougemont Fruit Nectar – Distributing in China</i> | 99A016 |

These cases may be ordered using the following link:

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c04918>

The course ID# is c04918. If you have not registered with Harvard Business Online, you will be required to do so. This URL will provide you with a list of required materials for use in this course. For technical assistance, please view the [Quick Tips](#) section or contact Harvard Business School Publishing at 1~800~810~8858 or 617~783~7700. They are open 8am~6pm Eastern Standard Time. They can also be reached at [techhelp@hbsp.harvard.edu](mailto:techhelp@hbsp.harvard.edu).

### Lecture Notes:

Class notes are available on the Blackboard. Please download the files and print a copy for the classroom use. You will need to fill in additional information on the handout as you listen to the lectures.

### Evaluation:

|                     |           | Grading Scheme |    |
|---------------------|-----------|----------------|----|
| Class Participation | 20        | 90% or above   | A  |
| Case Reports        | 40        | 87-89.99       | B+ |
| Final Examination   | <u>40</u> | 80-86.99       | B  |
| Total               | 100%      | 77-79.99       | C+ |
|                     |           | 70-76.99       | C  |

*Format of Exam.:* A variety of question types such as multiple-choices, fill-in-the-blanks, short explanations and essay questions will be seen.

## Assignments:

Find three other fellow students in your class to form a team of four people. There will be four discussion cases in class. Choose two of the cases to write a double-spaced, typewritten report (maximum 10 pages, tables included). There is a sign up sheet at the secretary of the International Business (BA572). For the sake of even distribution, there is a limit on the number of teams who can work on the same case.

The report should be handed in at the beginning of the class session when the case will be discussed. There are some suggested questions for each case included in the notes packet to stimulate your thinking. But your analysis should not be confined to these questions. Furthermore, DO NOT answer the questions one by one in your report. Instead, the report should be an integrated piece.

## Tentative Class Schedule

|      | <b>Topics</b>  | <b>Readings</b>     | <b>Dates</b> |
|------|--|---------------------|--------------|
| I.   | Introduction   | pp. 1-30            | 1/8          |
| II.  | Foreign Direct Investment in and out of China            | pp. 105-122; 57-78  | 1/10         |
| III. | Chinese Culture and International Personnel Management   | pp. 31-56           | 1/15         |
|      | Case Discussion: "Intel in China" (99C007)               |                     | 1/17         |
| IV.  | Challenges in Managing Joint Ventures in China           | pp. 79-104; 141-163 | 1/17         |
|      | Case Discussion: "Torrington Wuxi Bearings..." (HKU083)  |                     | 1/22         |
| V.   | Chinese Financial System and Political Risk              |                     | 1/24         |
|      | Case Discussion: "CSFB's China Unicom Incident" (HKU187) |                     | 1/29         |
| VI.  | Marketing Distribution in China                          | pp. 123-140         | 1/31         |
|      | Case Discussion: "Rougemont Fruit Nectar" (99A016)       |                     | 2/5          |
| VII. | Conclusions  |                     | 2/5          |
|      | Final Examination  |                     | 2/7          |

## Brief Biography of Professor Chuck C.Y. Kwok

Professor Kwok is Charles W. Coker, Sr. Distinguished Moore Fellow and Professor of International Business at the University of South Carolina. He received his undergraduate and master degrees in Sociology at the Chinese University of Hong Kong. He came to the United States in 1981 to study at the University of Texas at Austin, receiving a Ph.D. degree with a major in International Business in 1984.

He has been teaching various international finance courses at both master and doctoral levels at the University of South Carolina since Fall, 1984. He is the Coordinating Director of the Ph.D. International Finance program. He received the College of Business Administration's Alfred Smith Award for Excellence in Teaching in 1991, Outstanding Professor Award of the Master of International Business Program (USC) in 1993, 1994 and 1995, and the Outstanding Professor Award of the Professional MBA Program in 1996, 1999 and 2000. He also received the Outstanding Faculty Award of the International MBA-Vienna program in 2000 and 2003. He was elected "Teacher of the Year 2002/2003" of the Vienna Executive MBA program jointly offered by the University of Minnesota and Wirtschaftsuniversitat Wien. He was given the International Professional Award by the South Carolina Governor, David Beasley, at the Governor's International Gala in 1998. In December 1999, he was awarded the honor of Guest Professorship by the Peking University, PRC.



Professor Kwok actively helps colleagues of other universities develop their international finance courses. In 1991, under a United Nations project (UNCTAD/GATT), he helped a colleague at the University of International Business and Economics (UIBE, Beijing, PRC) develop an international finance course there. Alternatively, he has been a visiting professor at the Peking University (Beijing University, PRC), the Chinese University of Hong Kong (Hong Kong, PRC), Jiaotong University (Shanghai, PRC), Wirtschaftsuniversitat Wien (Austria), the Czech Management Center (the Czech Republic), and the Monterrey Institute of Technology (ITESM, Mexico). Besides teaching academics and students, he offers business seminars to executives in different parts of the world.

He was Vice President-Administration of the Academy of International Business for the two-year term of 1995 to 1996. He has served on five journal editorial boards, including that of the *Journal of International Business Studies*. He has been consistently serving on the conference program committees of various academic associations such as the Academy of International Business, the Financial Management Association, the Academy of Management, the Global Finance Association, and the Decision Sciences Institute. He also reviews articles for other journals such as the *American Economic Review*, *Journal of Banking and Finance*, *Financial Management*, *Journal of Financial Research*, *Pacific Basin Finance Journal*, *Canadian Journal of Administrative Science* and so forth.

Professor Kwok's research concentrates on international finance and international business education, with a geographical interest in the Pacific Rim. He has published over forty-five refereed journal articles as well as five books and monographs. He was ranked among the list of top 25 most-published scholars contributing to the *Journal of International Business Studies* (the leading journal in international business) for the twenty-five-year period of 1970-94.