

## **MANA 7397**

### **International Environment of Business**

**Spring Session 4, 2018: February 20, 2018 - March 21, 2018**

Professor: Daniel Currie  
 Office: 402C UCBB  
 WeChat: dc8326479623  
 Phone: 713-743-4806  
 Email: dcurrie@uh.edu  
 Office Hours: Arrange online at <https://calendly.com/ddcurrie/30min>

### **COURSE OBJECTIVE**

This course is designed to provide a working framework for understanding the underlying structures and resultant forces acting on global businesses. Through this framework, you will be encouraged to develop your own insights and relate it to future opportunities whether personal or professional. Through the trip to Hong Kong and Shenzhen, our goal is to bring to life the elements covered in assigned materials with a view to sensitizing and awakening you to the opportunities and pitfalls of going global. Lastly, through the integration of what you read, see, hear and experience you will produce a report that includes reflection upon the study abroad experience and the answer to the question for Amazon: Hong Kong or Shenzhen?

### **COURSE EVALUATION**

<b>Assignment</b>	<b>Points</b>
Contribution and Department	
- On trip to China	50
- On Blackboard Discussions	15
Pre-trip questions	10
Post-trip questions	10
Final Paper: Reflections on the trip and Recommendation to Amazon	15
Total	100 points

### **GRADE DISTRIBUTION**

Grades for this class will be determined by the total number of points that you earn during the semester based on the following scale:

A	100-93	C+	79-77
A-	92-90	C	76-73
B+	89-87	C-	72-70
B	86-83	D	69-60
B-	82-80	F	59- 0

## **CLASSROOM AND TRIP CIVILITY**

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link -

<http://www.bauer.uh.edu/BCBE/BauerCode.htm>. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student's website at <http://www.uh.edu/dos/pub.html>. Students are expected to conduct themselves as follows:

- Timely arrivals and departures – It is expected that you arrive on time and be prepared to depart on any excursions on time. Further, it is expected that you be at the designated meeting place to return to the hotel on time.
- Attention during lectures and visits – It is expected that you participate and provide your full attention during tours, lectures and company visits. This means that you should avoid unnecessary discussions with fellow students; taking photographs, read newspapers or magazines; or other activities that may be disruptive. You should also make sure that you get enough sleep the previous evening, so that your attention is not impaired during program activities.
- Unauthorized use of cell phones or beepers during trip activities – Please turn your cell phones and beepers off before coming to any course activities. If you find it necessary to keep your phone turned on, please put it on vibrate mode.
- Respect for hosts, guest lecturers, other students, and other hotel guests – Students should treat hosts, guest lecturers, other students, and other hotel guests in a respectful manner.
- Preparation for class – You are expected to prepare for the trip by completing all assignments and researching each organization visited. Your preparation will show by the quality of your questions and comments.

## **ASSIGNMENTS AND ACCOUNTABILITIES**

### **Contribution and Department (65 points total)**

#### *Trip to China (50 points)*

The Hong Kong/Shenzhen trip is a vital part of this course. Students are expected to positively represent the University of Houston, act professionally, abide all the laws of the country being visited, participate in all excursions and seminars (unless they are deemed optional), and to attend all classes. Violating the Bauer Code, delaying the group, being disruptive, being inattentive, drinking alcohol during program activities, missing activities, and bringing along guests are examples of behaviors that will negatively affect the contribution grade. Students' behaviors on the trip counts 50 points.

### *Blackboard Discussion (15 points)*

Blackboard discussion contribution counts 15 points. The Blackboard discussion will be based on the week's readings as specified on the schedule. Blackboard discussion contribution points will be based on the quality and quantity of each student's postings, as well as the quantity of postings each student has read. High quality postings will be more than just opinions; they will include references and links to material that supports the opinions. Students are expected to contribute two quality posts per week, for a minimum total of 8 quality posts. To get full credit, students are expected to read at least 90% of the posts.

### **Note re: Pre and Post-trip questions**

Dr. Werner and I are sharing this assignment on pre and post-trip questions and answers. If you are taking both classes, you may submit your questions and answers for one class to the other without modification for full credit. The due dates are the same for both classes.

### **Pre-trip Questions (10 points)**

Students will be give the name of three companies we will be visiting in Asia. Each student should research these companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative.

The questions should show considerable thought, a basic knowledge of the company, and be course related. **That is, the questions should be related to some aspect of doing business in Asia, not just how that company does business in general.** Questions that can be answered in one word (or a short sentence), that are not course related, and questions that might be embarrassing to company employees are not appropriate. In such cases, students may be asked to submit new questions so that they can still get full credit for the next assignment (post-trip answers). These 3 paragraphs and 9 questions are **due by 11:59 pm pm, Monday, February 26<sup>th</sup>**, and should be turned in via blackboard assignments. The questions are worth 10 points, with 1 point off for every day late.

### **Post-trip Answers (10 points)**

Students should seek the answers to their questions during our Asia trip. The questions should be thoroughly answered. If you cannot find the answer to your specific questions from company representatives, research the issue and answer it for Chinese companies in general. The nine questions and their answers in word format should be **turned in on Blackboard (assignments) by 11:59 pm, March 20<sup>th</sup>**. The answers are worth 10 points, with 1 point off for every day late.

### **Final Paper: Reflections and Recommendations (15 points)**

This paper is meant to be the final integrating component of your experience on this study abroad trip. It consists of two parts:

1. Your own thoughtful reflection on the trip, your experience and how it might connect to your future endeavors, personal or professional; and
2. Your reasoned recommendation to Amazon for the choice of Hong Kong or Shenzhen for their head office number 2. For this element, you should provide summary data that illuminates the reasons for your choice. The paper should be between 3 and 5 pages, with component #1 making up no more than 60% of the paper in total. Double

spacing is acceptable with 1 inch margins. All work should be professionally written and formatted, free of errors, and with suitable references where needed. This paper is due **March 21 by 11:59 pm**. There will be a Turnitin link in Blackboard to which this will be submitted.

### **ASSIGNMENT SCHEDULE**

Mandatory Orientation in Hong Kong	March 11, 2018 @ 6 pm at HK Hotel
Trip to HK/Shenzhen	March 11 - 17, 2018
<p>Topic 1: opens Tuesday February 20, 2018</p> <p><i>Blackboard Discussion posts should be based on the Harvard case or article as well as the general assigned readings.</i></p> <p><b>due Feb 24 by 11:59 pm</b></p>	<p>Readings</p> <ul style="list-style-type: none"> <li>- From Harvard coursepack: China's State-Owned Enterprise Reforms: Then and Now</li> <li>- Online Text: International Trade (chapters as noted)</li> <li>- Podcast: Kishore Mahbubani on China's rise and America's myopia</li> </ul>
<p>Pre –trip questions</p> <p>Submit to Blackboard</p> <p><b>due Feb 26 by 11:59 pm</b></p>	<p>Students will be give the name of three companies we will be visiting in Asia. Each student should research these companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative.</p>
<p>Topic 2: opens Tuesday February 27, 2018</p> <p>Blackboard discussions</p> <p><b>due March 5 by 11:59 pm</b></p>	<p>Readings:</p> <ul style="list-style-type: none"> <li>- From Harvard coursepack: The Edificio Espana: A Global Investor Meets Local Politics</li> <li>- Online Text: Building Bridges Across Cultural Differences (Culture)</li> </ul>

<p>Topic 3: opens Tuesday March 6, 2018</p> <p>Blackboard discussions</p> <p><b>due March 19</b> by 11:59 pm</p>	<p>Readings:</p> <ul style="list-style-type: none"> <li>- From Harvard coursepack: Fiat and Fairness: Why China Can Build Cities Overnight and India Cannot</li> <li>- From Harvard coursepack: Why is Property Right Protection Lacking in China? An Institutional Explanation</li> <li>- Online Text: Fair Trade, Sweat Shops and Corruption</li> </ul>
<p>Topic 4: opens Tuesday, March 20, 2018</p> <p><b>due March 20</b> by 11:59 pm</p>	<p>Readings:</p> <ul style="list-style-type: none"> <li>- From Harvard coursepack: One Belt, One Road: Chinese Strategic Investment in the 21<sup>st</sup> Century</li> <li>- East Asia: Where Eastern and Western Ambitions Meet (article)</li> <li>- Hong Kong's Elections: Testing Democratic Reform in China</li> <li>- Podcast: China's One Belt, One Road: Will it reshape global trade?</li> </ul>
<p>Post-trip Answers</p> <p>Submit to Blackboard:</p> <p><b>due March 20</b> by <b>11:59 pm</b></p>	<p>Students should seek the answers to their questions during our Asia trip. The questions should be thoroughly answered. If you cannot find the answer to your specific questions from company representatives, research the issue and answer it for Chinese companies in general.</p>
<p>Reflections and Recommendations</p> <p>Due <b>March 21</b>, by 11:59 pm</p>	<p>Final paper due by 11:59 pm via Turnitin/Blackboard.</p> <p>Amazon's RFP can be found on Blackboard.</p>

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

The Center for Students with Disabilities provides a wide variety of academic support services to all currently-enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, registration,

handicapped parking, accessible housing and transportation, as well as many other<sup>6</sup> needs. If you feel you may need assistance of this nature, you should call the Center at 743-5400. In addition, you should let me know about any special needs as soon as possible.

### **ACADEMIC HONESTY POLICY**

The Bauer College of Business is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the Student Handbook. The staff of the Dean of Students Office are also available to answer questions.

### **COURSE EVALUATIONS**

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the Bauer College of Business through the evaluation process.

### **UH COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)**

CAPS can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS ([www.uh.edu/caps](http://www.uh.edu/caps)<<http://www.uh.edu/caps>>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program ([http://www.uh.edu/caps/outreach/lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html)), a drop-in consultation service at convenient locations and hours around campus.