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Columbia Business School

**B8706: China Global Immersion Program:
Growth Opportunities in a China at Crossroads**

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Course Objectives:

This course can be viewed as a giant case study, perhaps the most significant one during your MBA education – the case of doing business in China.

China is at cross roads. After more than three decades of rapid growth featuring massive exports, a high investment rate and a savings rate, it is attempting to adapt its growth model to be driven more by consumption, innovation, and domestic demand in general. What has motivated the talk of the transformation is a rising wage rate, pollution, and pushback from some trading partners. In such an environment, how should one identify growth opportunities for the future?

In this short course, we will investigate the extent to which the transformation of the Chinese economy is taking place and its implications for new growth opportunities for both international and domestic investors. We will discuss factors that could influence the chance of success/failure of doing business in China, including laws and regulations toward foreign investors, local financial and macroeconomic environment, and corruption and expropriation risks.

About the Global Immersion Program in General:

Global Immersion Program classes bridge classroom lessons and business practices in another country. These three credit classes meet for half a term in New York prior to a one week visit to the country of focus where students will meet with business executives or government

officials while working on team projects. Upon return from the travel portion of the class, students will have a wrap up meeting at Columbia Business School. The 2013-14 Global Immersion program fee for all 6 night courses is \$1800 and provides students with double occupancy lodging, ground transportation and some meals. It does not cover roundtrip international airfare. Attendance both in New York and in-country and regular participation are a crucial part of the learning experience and as such attendance is mandatory. Students who miss the first class meeting may be removed from the course and will not have their program fee refunded to them. No program fee refunds will be given after the add/drop period has closed.

Course Features:

We will spend a week (March 16-22, 2014) in Shanghai, China, visiting corporations, listening to and discussing with local guest speakers, and finding out the general business environment in person. The Shanghai portion starts with a dinner on Sunday, March 16, and ends with a stock-taking session on March 21. You are asked to arrive in Shanghai no later than the afternoon of March 16, and you should plan to leave Shanghai no earlier than the evening of March 21. In addition, the class meets several times in New York before the trip, and one time after the trip.

Enrollment limit: 30 students.

Short Research Report:

A short report is due by **9 pm, April 5**, via a drop box on the course website (the first item under “content”). It should be in a virus-free pdf form.

Students are asked to do one of two types of reports. A Type 1 report will describe a business plan or an investment idea that takes advantage of salient features of the Chinese economy and satisfy an unmet demand. A Type 2 report will be akin to a consulting report that analyzes an aspect of a corporate strategy for an international firm with a China business: What challenges is the corporate strategy designed to address? Has it been successful? How would you improve it?

The report should make use of materials discussed in the class, information learned from the company visits, as well as your own additional research. It should be written with clarity, illustrated with tables and graphs when appropriate, and in a way that is interesting to read. *You should clearly indicate all sources of your information.*

The report should be 8-12 pages long, including any tables and graphs. You are encouraged to form a team to work on the report (with up to 3 coauthors). All team members will get the same grade on the report. I will judge the report both by its absolute quality and by its quality relative to all others in the class.

Solicitations for Company Contacts

An important component of our week in Shanghai is company visits. My experience suggests that we can sometimes get very interesting and productive visits if the companies have a connection with a member of the class. For this reason, I would like to encourage you to suggest and reach out to possible companies in Shanghai you may have some connection with. This can be a company that you have worked for, or one whose parent company is owned by your uncle, or a client of your uncle's company, etc.

An ideal company for our visit is one that is located in Shanghai and has an English-speaking senior executive who is willing to spend some time with us discussing frankly both the opportunities and challenges for doing business in China. The particular topic can depend on the expertise or the line of responsibilities of the executive. In the past, we found discussions with a CEO, CFO, head of marketing or head of Human Resources to be particularly interesting and helpful. We welcome companies in a variety of industries. If it is a manufacturing company, it will also be interesting to have a chance to tour the factory floor; this will give us a concrete idea about how a factory in China is similar to or different from factories in the United States or elsewhere. A typical company visit lasts somewhere between 1.5 -2.5 hours.

To provide incentive for making the contacts, I will offer some bonus points to anyone who succeeds in arranging for a company visit that makes onto our official agenda for the week in Shanghai. If you have a possible company contact that you think may be interesting, please let Jennifer Tromba Morisco at the Chazen Institute or me know.

Grading:

Class participation (including corporate visits)	40 points
Quiz	10 points
Course report	50 points
Bonus points	5 points
<i>Maximum points in the class</i>	<i>105 points</i>

Expectations:

- Class participation is mandatory, and you should not schedule job interviews and other events that will conflict with the class schedule. There is a 10-points reduction for each class missed. If you have to schedule an interview or other event, please do so during a time when this class does not meet.
- You should do assigned readings ahead of each session.
- Laptops, smart phones, or other electronic gadgets should not be used in the class unless expressly permitted by the instructor.

Textbooks:

The Chinese Economy: Transitions and Growth, by Barry Naughton, Massachusetts Institute of Technology Press, 2007. (Required)

Billions: Selling to the New Chinese Consumer, by Tom Doctoroff, Palgrave MacMillan, 2005. (Optional)