Unit Outline

MGMT8618
Industry Study Program

China Study Tour

Quarter 2, 2006

Singapore Campus
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<tr>
<th>Lecturer</th>
<th>Ms. Joo Lay Sim</th>
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<tbody>
<tr>
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<td>Fax</td>
<td>+618 6488 1072</td>
</tr>
<tr>
<td>Consultation Hours</td>
<td>By appointment</td>
</tr>
<tr>
<td>Lecture Times</td>
<td>See Timetable attached</td>
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<tr>
<td>Lecture Venue</td>
<td>PSB Academy</td>
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**Your Lecturer**

**Joolay SIM**  
BA *NU Singapore*, MCom MBA *Qld*

Joolay joined the Graduate School of Management at UWA as a Lecturer in January 2003. She teaches the Economic Management and Strategy unit both in Perth as well as Singapore. Prior to her full-time appointment at the GSM, she was teaching part-time for the MBA programme in Singapore.

Joolay has worked in management, business development and consulting positions in industries including electronics, multi-media, real estate, investment management, as well as the not-for-profit sector. She has extensive university teaching experience in accounting, economics, finance and real estate related subjects.

Joolay has Bachelor of Arts degree from the National University of Singapore. She has completed both Master of Business Administration and Master of Commerce (Applied Finance) from the University of Queensland. She is currently working on her doctorate, researching in the area of corporate governance.

Joolay's research interests lie in the area of corporate finance and investment management.
UNIT DESCRIPTION

Introduction

The industry study tour to China is an elective unit. It aims to provide students with both the general knowledge as well as the personal experience of learning how to do business in China.

Academically, the students will be receiving lectures from lecturers from both GSM-University of Western Australia and Shanghai JiaoTong University. This unit also includes an 11-day study tour to Shanghai, Suzhou and Hangzhou. Beside industry and company visits, students will be visiting famous historical and cultural sights in that region.

The Goal of the Unit

The goal of this unit is to provide students with an understanding of the challenges of doing business in China. Hence, there are 2 components to this unit – academic and practical components.

In the academic component, the syllabus to be covered include:

- Introduction to the China’s economy
  - Impact of Chinese membership to WTO
  - Privatisation – Chinese development of the private sector.

- Challenges of doing business in China
  - JV and partnering with Chinese companies
  - Accounting and Legal Issues
  - Market entry strategies into China
  - Human resource Management

For the practical component, students are required to undertake an 11-day study tour in China. The study tour provides students an opportunity to understand the practical aspects of how to do business in China. Students will personally experience living and working in China.
Learning Outcomes

On completion of this unit, you will have:

- Personal experience and understanding of social and cultural aspects of doing business in China
- General understanding of China’s economic policy
- Overview of business operating environment in China – legal, accounting, marketing and human resources
- Knowledge of market entry strategies and challenges in managing joint ventures in China, and
- Understanding of how China’s entry to WTO will impact on companies operating in China.

Prerequisites

There are no prerequisites for this unit.
### Key Dates

#### China Study Tour - Provisional Timetable
(As at 3\(^{rd}\) April 2006)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat 29-Apr</td>
<td>Pre Departure Seminars (Perth Students)</td>
</tr>
<tr>
<td>Sun 30-Apr</td>
<td>Pre Departure Seminars (Perth Students)</td>
</tr>
<tr>
<td>Mon 01-May</td>
<td>Pre Departure Seminars (Singapore Students)</td>
</tr>
<tr>
<td>Tues 02-May</td>
<td>Pre Departure Seminars (Singapore Students)</td>
</tr>
</tbody>
</table>
| Sun 07 May | - Arrive Shanghai, travel onward to Hangzhou.  
- Welcome Dinner |
| Mon 08-May | - Yiwu City – largest consumer market in Asia.  
- Visit to Tea Factory |
| Tues 09-May | - Hangzhou cultural tour – West Lake.  
- Shanghai city tour – The Bund and Pearl Tower |
| Wed 10-May | - Shanghai company visits – TNT and YUM!  
- Huangpu River Cruise |
| Thurs 11-May | - Shanghai company visits – Bao-steel and Volkswagen  
- Acrobatic Show |
| Fri 12-May | - Shanghai company visit - Shanghai Stock Exchange |
| Sat 13-May | Lectures at Shanghai JiaoTong University |
| Sun 14-May | - Shanghai cultural tour – Yu Garden and Old Shanghai  
- Travel to Suzhou  
- Visit to Silk Factory |
| Mon 15-May | - Suzhou Company Visits:  
Gul Technologies and Suzhou Industrial Park Authority  
- Humble Administrator’s Garden  
- Farewell Dinner |
| Tues 16-May | - Suzhou cultural tour - Zhouzhang  
- Suzhou to Shanghai  
- Maglev Ride  
Midnight flight to Singapore and arrival Perth on 17 May |
| Fri 26-May | Post Tour Seminar and Presentations (Singapore Students) |
| Sun 28-May | Post Tour Seminar and Presentations (Perth Students) |
| Fri 10-June | Final Written Project Due (ALL Students) |
Lecture Time-Table

Pre departure seminars

Session 1 & 2
Date: Monday, 01 May (Please note: 1st May is a Public Holiday)
Session 1
Time: 10am to 1pm; Lecturer – A/Prof. L.C. Seet
Session 2
Time: 2 pm to 5pm; Lecturer -Joolay SIM

Session 3
Date: Tuesday, 02 May
Time: 7pm to 10pm; Lecturer: Ms. Joolay Sim

Post Tour Seminar
Session 4
Date: Friday, 26 May
Time: 7pm to 10 pm; Lecturer: Ms. Joolay Sim
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and Learning Strategies

For the academic component of their learning, students will receive:

- 2 days of pre-departure seminars by lecturers from UWA
- 1 day of lectures by business faculty in Shanghai JiaoTong University in China.

For the practical component of their learning, students will undertake:

- 11 days of study tour to Shanghai, Hangzhou and Suzhou. Industry visits, cultural visits and social visits are included in the travel plan.

Students have to prepare for their lectures as well as industry/ company visits in China. They are provided with pre-lecture reading materials and are expected to complete their reading before the seminar sessions.

Students will be provided with the industry/ company visit booklets before their study tour. The booklet will provide some basic information of the company/ industry that they will be visiting. Students are expected to do further pre-trip research and preparation, on their own.

Charter of Student Rights

This Charter of Student Rights upholds the fundamental rights of students who undertake their education at the University of Western Australia.

It recognizes that excellence in teaching and learning requires students to be active participants in their educational experience. It upholds the ethos that in addition to the University’s role of awarding formal academic qualifications to students, the University must strive to instill in all students independent scholarly learning, critical judgment, academic integrity and ethical sensitivity. The charter outlines the rights and responsibilities for both students and staff of the University and you are encouraged to refer to the charter at:


Use of Student Feedback

The unit co-coordinator and China study tour organizers welcome students’ feedback. Students’ comments regarding the usefulness and benefits of each part of the unit will be requested. Their suggestions and comments will be used to improve on the organization of future China study tours.

The student’s learning experience is the key focus for this unit. Students will be required to keep a learning journal to capture their personal experience during the tour and reflect on what they learn from the unit.
ASSESSMENT MECHANISM

The Purpose of Assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work then gives you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

There will be no examination for this unit. The focus of this unit is on the practical aspects of doing business in China. There will be both individual and group assessments in this unit. The breakdown of the unit’s assessments will be 40% individual assessment and 60% group work.

Assessment Details

The unit’s individual and group assignments, their weight and due date are presented as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due Date</th>
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<tbody>
<tr>
<td><strong>Assignment 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Case Study</td>
<td>10%</td>
<td>26 May 2006</td>
</tr>
<tr>
<td>(Assessor : Prof. Seet)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Assignment 2</strong></td>
<td></td>
<td></td>
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<tr>
<td>Group Assignment – Presentation</td>
<td>20%</td>
<td>26 May 2006</td>
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<tr>
<td>to the Board of Directors on</td>
<td></td>
<td></td>
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<tr>
<td>the feasibility of setting up</td>
<td></td>
<td></td>
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<tr>
<td>business in China</td>
<td></td>
<td></td>
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<tr>
<td>(Assessor : Joolay)</td>
<td></td>
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<tr>
<td><strong>Assignment 4</strong></td>
<td></td>
<td></td>
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<tr>
<td>Group Assignment – Report on</td>
<td>30%</td>
<td>10 June 2006</td>
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<tr>
<td>market entry preparation.</td>
<td></td>
<td></td>
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<tr>
<td>(Assessor : Prof. Seet)</td>
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<td></td>
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<tr>
<td><strong>Assignment 4</strong></td>
<td></td>
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</tr>
<tr>
<td>Individual Learning Journal</td>
<td>40%</td>
<td>10 June 2006</td>
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<tr>
<td>(Assessor : Joolay)</td>
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The Standard of Assessment

The Graduate School must ensure that the processes of assessment are fair and are designed to maintain the standards of the School and its students. The School follows the University of Western Australia’s grading system.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>HD (Higher Distinction)</td>
<td>80-100%</td>
</tr>
<tr>
<td>D (Distinction)</td>
<td>70-79%</td>
</tr>
<tr>
<td>CR (credit Pass)</td>
<td>60-69%</td>
</tr>
<tr>
<td>P (Pass)</td>
<td>50-59%</td>
</tr>
<tr>
<td>N+ (Fail)</td>
<td>45-49%</td>
</tr>
<tr>
<td>N (Fail)</td>
<td>0-44%</td>
</tr>
</tbody>
</table>

The School awards marks leading to these grades by using the following general criteria which are presented here as an indication of the School’s expectations. These general criteria may be supplemented by specific standards provided with regard to a particular assignment.

**HD** The student has a clear understanding of theory, concepts and issues relating to the subject and is able to adopt a critical perspective. The student is able to clearly identify the most critical aspects of the task and is able to offer a logically consistent and well-articulated analysis within the analytical framework presented in the course. The student is able to draw widely from the academic literature and elsewhere, but maintains relevance.

**D** The student has a clear understanding of theory, concepts and issues relating to the subject. The student is able to develop an analysis of an issue using the analytic framework presented in the course and is able to identify and evaluate the critical issues. The student is able to draw upon relevant academic and other material.

**CR** The student demonstrates an understanding of the analytic framework developed in the course and a partial understanding of concepts and issues. The student is able to identify some key issues and is able to present a logical discussion, but with some conceptual errors or gaps between analysis and conclusions shortcoming. The student is able to draw upon an adequate range of references and other materials.

**P** The student generally takes a descriptive rather than analytic approach to the subject. The student is able to demonstrate some understanding of the issues involved but does not demonstrate the ability to apply the analytical framework which had been developed in the course. Draws primarily upon course materials for referencing.

**N+** The student is unable to demonstrate that he or she understands the core elements of the subject matter. The student is able to provide some insight into issues but misapplies analytic framework developed in the course, omitting key factors and, for example, drawing conclusions which are not related to the preceding discussion.

**N** The student is unable to demonstrate any understanding of the subject matter. Material presented for assessment is unrelated to course framework and shows no effort to identify or address critical aspects of the topic.

The scaling of marks to ensure comparability between classes is an acceptable academic practice. The GSM and Board of Examiners has the right to scale marks where it is considered necessary to maintain consistency and fairness.
**Assessment Components**

**Assessment 1- Case Study**
- Group assignment, 10%,
- Due 26 May 2006

See case attached. Prof. Seet will guide you through the requirements during class.

**Assignment 2 and Assignment 3 – Major Project**

Your company's board has decided to internationalize the company's business operation and intends to expand into China. You and your team have been sent on a business study mission to understand the China business environment and to assess the feasibility of setting up business in China.

You and your team are required to:
- Present to the Board of Directors on the feasibility of setting up business in China
- Write a report on market entry preparation.

**Assessment 2- Group Presentation**
- Group assignment, 20%,
- **Presentation to the Board of Directors**
  - 20 minutes presentation on the feasibility of setting up business in China.
  - 10 minutes question and answer time
  - Presentation handouts required.
- Due 26 May 2006

The following are some guidelines to help you think about the content of your presentation to the Board:

**Introduction:**
- What type of industry is the company in?
- What is the rationale for the company to enter into the China market?
- Risk Assessment
- What is the market potential?
- What is the local competition like?
- What are the available market entry modes? What is the preferred option and why?
- What are some of issues that the company needs to tackle if they decide to set up business in China?
- What is the recommended option?
  - Go ahead with setting up the business operation, or
  - Wait and see, or
  - Not to enter market.
Assessment 3- Group Report

- Group assignment, 30%,
- Company report to the Board of Directors on market entry preparation
  - For framework/guideline, see pre-departure seminar reading on market entry
  - The report should be not longer than 25 pages (1.5 line spaced, Times Roman font size 12). This excludes cover page, table of content, executive summary, tables & figures and appendices.
- Due 10 June 2006

Before any company decides to enter into new market, they need to spend time and resources to understand the market and prepare for market entry.

The market entry preparation is the first step for any company planning international expansion. It is part of a feasibility study. A feasibility study is NOT a business plan. A business plan is a more detailed document on how to set up and operate the business after the board’s in principle approval to go ahead with the project or when finance for the project is secured.

This market entry preparation report includes both internal audit and external audit. The internal audit is an assessment of internal capabilities and resources needed for market entry into new market. The external audit includes:

- Assessment of the market potential
- Political, economic and financial risk assessment
- Understanding the business environment – legal, accounting, finance, human resources management, marketing and distribution
- China’s entry to WTO - Implications for businesses operating in China.

Upon completion of the external and internal audit, the team needs to provide recommendations to the board regarding:

- the preferred mode of market entry,
- how to overcome the challenges of doing business in China, and
- the feasibility of setting up business in China.
Assessment 4- Learning Journal

- **Individual assignment, 40%,**
- **Learning Journal**
  - 30 typed pages of 1.5 line spaced, Times Roman font size 12 OR –
  - For hand written diaries, the limit is 40 hand written pages of regular A4 sized and lined paper
- **Due 10 June 2006**

The following are some guidelines to help you think about, plan and write up your Learning Journal. Your Journal could include:

- Key points from the pre-departure seminar readings

- Key points and lessons learnt from the pre-departure seminars (1\textsuperscript{st} and 2\textsuperscript{nd} May) with specific reference to:
  1. Practical Aspects of Doing business in China
  2. Broader macroeconomic, political and legal forces

- Key points and lessons learnt from the seminars at Shanghai JiaoTong University. What were the similarities and perhaps, differences to some of the lessons learnt from the pre-departure seminars i.e. compare, contrast and analyze Australian and Chinese perspectives where possible.

- Key experiences and lessons learnt in China about social and business etiquette

- Key lessons learnt from all the Industry Visits. Perhaps, you can highlight some of the strategic and organizational challenges facing the organizations/industry. What were some of the practical differences for these organizations compared to doing business within Australia?

- Summary lessons learnt from the whole experience

The diary will be assessed according to a number of criteria such as: depth of analysis; insight; quality, reflective thinking; ability of the student to relate lessons learnt from the whole experience to his / her role as a manager contemplating doing business in China.

The maximum word length for the Learning Journal is 30 typed pages of 1.5 line spaced, Times Roman font size 12. For hand written diaries, the limit is 40 hand written pages of regular A4 sized and lined paper. These page limits do not include figures or tables. You can write / present your journal in any format / structure you prefer. It is expected that a very high quality piece of work will be produced.
Submission of Assignments

Assignments should be submitted in class on the due date or if handed into the office, a standard cover sheet should be used and a receipt issued.

Late assignments will attract a penalty of 5% per day. This penalty will be waived by the lecturer only in exceptional circumstances. No marks will be awarded to assignments submitted after other students in the class have had their assignments returned.

Papers of excessive length will also attract a penalty. The penalty will be 5% for each 300 words, or part thereof, over the word limit.

Assignments will be returned in class or through the GSM reception.

It is the intention that the marked assignments will be returned within two weeks of submission.

Ethical Scholarship, Academic Literacy and Academic Misconduct

Ethical Scholarship is the pursuit of scholarly enquiry marked by honesty and integrity.

Academic Literacy is the capacity to undertake study and research, and to communicate findings and knowledge, in a manner appropriate to the particular disciplinary conventions and scholarly standards expected at university level.

Academic misconduct is any activity or practice engaged in by a student that breaches explicit guidelines relating to the production of work for assessment, in a manner that compromises or defeats the purpose of that assessment. Students must not engage in academic misconduct. Any such activity undermines an ethos of ethical scholarship. Academic misconduct includes, but is not limited to cheating, or attempting to cheat, through:

- collusion
- inappropriate collaboration
- plagiarism (see more details below)
- misrepresenting or fabricating data or results or other assessable work
- inappropriate electronic data sourcing/collection
- breaching rules specified for the conduct of examinations in a way that may compromise or defeat the purposes of assessment.

Penalties for academic misconduct vary according to seriousness of the case, and may include the requirement to do further work or repeat work; deduction of marks; the award of zero marks for the assessment; failure of one or more units; suspension from a course of study; exclusion from the University; non-conferral of a degree, diploma or other award to which the student would otherwise have been entitled. Refer to the Ethical Scholarship, Academic Literacy and Academic Misconduct and individual Faculty policies. For further information on the rules and procedures in respect of appropriate academic conduct you should visit: http://www.teachingandlearning.uwa.edu.au/tl/academic-conduct
Acknowledgements of Plagiarism

In the course of your individual and group work assignments, you will encounter ideas from many sources. These will include journal and newspaper articles, commentaries, books, web sites and other electronic sources, original case sources, lecture materials. All MBA assignments that you submit must acknowledge all the different sources you have used. Not to acknowledge your sources is plagiarism, a form of dishonesty. Plagiarism is the misappropriation of the work or ideas of others and presenting them as your own. This is reprehensible from both an ethical and legal viewpoint. Neither the School nor the University accepts ignorance or the fact that a student’s previous acts of plagiarism had been undetected as a defence.

In order to avoid engaging in plagiarism it is your responsibility to acknowledge all of your sources in any work submitted for assessment and it is essential that you reference the work of others correctly. Where you quote directly from a source, you must ensure that any direct quotations are placed in quotation marks and are fully referenced. Even when you do not quote directly and are just referring to or expanding on the work of others, you must still acknowledge the sources of your information and ideas. Close paraphrasing in which you change a few phrases around, leave a clause out of a long sentence or put the original sentences in a different order is still plagiarism. To mark words as a quotation the entire text that has been copied should be enclosed within the quotation marks. If the copied text is four or more lines in length, it may be more appropriate to set it as a separate and indented paragraph. Each time that text is copied, the source must be acknowledged with a reference citation, including the page number.

Advice on proper referencing is given below. If you have any doubts concerning appropriate referencing formats or how to acknowledge the work of others correctly, you should seek the advice of your lecturer.

Referencing

It is important that the referencing of any sources used in your written work is done properly, if only to substantiate the points you are making in your assignment or project. The Harvard style is the preferred and there are some notes for guidance which have been prepared by the library staff: ‘Citing your Sources Harvard Style’

EndNote is a really good system for building up a database of references. Not everyone will want to invest the time in using this system but you should consider it if you intend to build up resource materials or plan to undertake extensive research in a particular area. The library staff have also developed a tutoring package: A Quick Guide to Using EndNote’ which provides the basics for using EndNote with an essay

This is linked to the ‘How to Use’EndNote page www.library.uwa.edu.au/guides/endnote/ which provides more comprehensive information.

Taping of Lectures

The Graduate School does not provide tape recordings of lectures, however if you do wish to tape record a lecture, then as a matter of courtesy you should obtain the permission of the lecturer first.


**Appeals Against Academic Assessment**

In the first instance, students are strongly advised to talk informally to the lecturer about the grade awarded. The University provides the opportunity for students to lodge an appeal against any mark which he or she feels is unfair. Any student making an appeal is under an obligation to establish a prima facie case by providing particular and substantial reasons for the appeal.

There is a 12 day time limit for making any such appeal. An appeal against academic assessment may result, as appropriate, in an increase or decrease in the mark originally awarded. The University regulations relating to appeals and the form on which the appeal should be lodged can be found in the GSM website or at [http://www.publishing.uwa.edu.au/handbooks/interfaculty/PFAAAA.html](http://www.publishing.uwa.edu.au/handbooks/interfaculty/PFAAAA.html)
TEXTBOOKS AND RESOURCES

Unit Web Site

http://web.biz.uwa.edu.au/units/shanghai2006/

Textbook(s)

The text is for general reading on doing business in China:


Other Recommended Text(s)


Additional Resources and Reading Material

Two other additional reading materials:

- Pre-departure seminar reading pack
  Students will be issued with a reading pack. They are required to do their pre-reading before the seminars.

- Articles from The China Business Review.
  Students are welcome to access electronic journal articles available in The China Business Review via ProQuest for more recent business developments.

Additional/Suggested/Alternate Text(s)

Doing Business in China

History, Politics, Culture and Social Change in China

Chinese Economy and Implications for Businesses
Marketing

Strategy

Attendance
Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process. For this reason the GSM has decided not to move to on-line teaching. It is, therefore, important that you attend classes (and be on time).

More formally, the University regulations state that ‘to complete a course or unit, students shall attend prescribed classes, lectures, seminars and tutorials’. Students should not expect to obtain approval to miss more than two classes per unit, unless there are exceptional circumstances.