

ABOUT TSINGHUA UNIVERSITY, CHINA

Tsinghua University is one of the top universities in China. Currently, the university consists of 44 departments distributed in 11 schools. Tsinghua is developing into a comprehensive university at a breathtaking pace. Tsinghua School of Economics and Management, founded in 1984, is one of the first and best business schools in China. Tsinghua SEM is acclaimed by Fortune Magazine as "China's best business school" and "is rewriting the nation's economy". (May 2004 issue)

ABOUT BEIJING, CHINA

Beijing, the capital of the People's Republic of China, is the center of the nation's politics, culture and international exchange and an old city with thousands of years of history and a modern metropolis full of vitality. From the beginning of the 10th century, the city has been the capital of the Liao, Jin, Yuan, Ming and Qing dynasties till 1911. A long history has left numerous famous historical and cultural sites which possess great aesthetic and cultural value, such as The Great Wall, a project which began more than 2000 years ago and the Forbidden City, the largest ancient architectural complex extant today. Tian'anmen Square, located in the city center, is a symbol of both Beijing and China. The solemn flag-raising ceremony has become a sacred daily celebration. Standing in the world's largest city square and looking east and west up and down the Chang'an Avenue, one can see a centuries-old architectural complex standing side by side with newly-built modern-style buildings. Beijing is a mix of modern and ancient.



The University of Sydney
Faculty of Economics and Business

FACULTY OF
ECONOMICS
AND **BUSINESS**

International Business Special Project:

Winning in China

IBUS 6007
International Business Special Project:
Winning in China

Winter School, 2009
Unit of Study Outline

Coordinator & Program Director
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Consultation hours:
Monday 3-4pm

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IBUS 6007
Winter School, 2009
Discipline of INTERNATIONAL BUSINESS



Date	Morning 9:00- 12:00	Afternoon 13:30-16:30	Evening
Wednesday, 1 July	Arrive	Check in hotel	Briefing session
Thursday, 2 July	Introduction and Campus Tour	Chinese Cultures and Values	Welcome lunch with Tsinghua MBAs
Friday, 3 July	Legal Environment in China	The Chinese Economy: Current Status and Challenges	
Saturday, 4 July	Impact of FDI on China	Talk with Tsinghua Professors (Insights from Chinese academics)	LaoSheTeahouse
Sunday, 5 July	Banking and Capital Market in China	Talk with Tsinghua MBAs (Insights from Chinese managers)	
Monday, 6 July	Human Resource Management in China	Sightseeing – The Forbidden City	
Tuesday, 7 July	Cross Cultural Communication	Chinese Consumers and Marketing (Understand Chinese consumer behavior, branding, channel, communication, etc., in China)	
Wednesday, 8 July	Corporate Strategy in China	Managing Competition in China	Acrobat show
Thursday, 9 July	Foreign Personal Experience in China	Chinese company visit : How Chinese firms survive the competition	
Friday, 10 July		Sightseeing – Mutianyu of the Great Wall	
Saturday, 11 July		Free (work on project)	
Sunday, 12 July		Free (work on project)	
Monday, 13 July	A Day's life in an MNC Beijing Office (The transformation and strategies of foreign firms in China)		Farewell Dinner
Tuesday, 14 July	Check out and Depart		

* Schedule correct at time of printing but may be subject to late changes.

Program Overview

The opening-up of the largest developing, transition, and emerging economy in the world, China, is allowing companies around the globe to tap into huge a pent-up appetite. Added to this is China's ability to attract billions of dollars of foreign investment, the steady deregulation of its industries, and China's projected annual growth rate over the next five to ten years of eight to ten percent. To foreign business students, the Chinese market presents both opportunities and challenges. As China is increasingly integrated with the world economy and has been continuing a strong economic growth over the past two decades, many multinational companies typically regard winning in China as critical to their worldwide business. Nonetheless, surviving and winning in China can be challenging. Managers and executives of multinational companies who are already, or soon to be, on a China assignment need special skills and knowledge, China-savvy, and flexibility in order to adapt to the very different and complex business environment.

IBUS 6007 International Business Special Project – Winning in China is designed to address a set of vital issues that managers or executives of multinational firms must know in order to be effective when competing and collaborating, directly and indirectly, with Chinese firms both in and outside China. In this intensive 2-week program, students will be introduced to the "ecology" of this environment through in-depth sessions on China-specific topics taught by prominent experts. Over the program, students will develop an in-depth understanding of China and insights into the winning strategy in China!

Theory and practice will be integrated through special sessions, company site visits and experience, and exchange and interaction with Chinese MBAs and academics. As well as exploring the critical issues of doing business in China, the program integrates social, cultural, and institutional issues. The program includes three modules – academic, business and social. The program will involve the completion of a special project requiring independent and individual research.

Learning Objective

- In-depth understanding of Chinese culture, politics, and economy evolution
- First-hand knowledge of business opportunities and operational challenges facing managers of foreign firms in China and Chinese firms
- Knowledge of the competitive dynamics of the Chinese marketplace
- Field-trip to successful local and international companies in Beijing
- Interaction with top Chinese MBAs and scholars
- Development of strategic thinking on a fast-changing, and dynamic market environment

Teaching Program

The teaching program will typically include special courses in the morning and afternoon led by scholars of The School of Economics and Management, Tsinghua University, which is China's "MIT". The courses will be supported and complemented by special sessions, field trip, social and cultural events. In addition, students will undertake their individual project work

Assessment

Students will be required to attend all scheduled courses and events on locations in Tsinghua University and Beijing.

The individual project will involve a self-reflection of the business strategy in China of the companies for which students currently or potentially work. The central question is: why and how does your company need to change, modify, and re-design its strategy in China, no matter whether the company has been in China or is ready to compete in China. In your project, you must focus on the company for which you currently or potentially work and identify the success factors for your company to win in China! Your project could focus on either "grand strategy" or specific strategic issues. The project should start with the analysis of the company prior to the program. You need to discuss the critical issues and re-think its strategy in China during the program. You are expected to reflect on the winning strategy of your company in China after the program. An individual reflective essay of up to 5000 words will be submitted one week following the program.

Fees

Two fees are payable to The University of Sydney:

1. Course fees: The Faculty of Economics and Business PG tuition fee which varies depending on your enrolment.

The latest tuition fee information is available at: www.econ.usyd.edu.au/pgfees

2. In-China costs, \$2750: includes ground transport, accommodation, most meals, social and tour, etc.

Application

1. There are limited places available so students are encouraged to apply as soon as possible. Expression of interests should be sent as soon as possible to Bronte Moran (b.moran@econ.usyd.edu.au). This should include confirmation of successful completion of the equivalent of one full time semester of a Master's degree, with a credit average performance.

Closing date for expression of interests is April 30, 2009.

2. The second stage of the application requires an interview with the Program Director. Individual interviews will be held from February to May 2009.

3. Successful applicants will be notified and required to pay a non-refundable deposit of \$400 to secure their accommodation.

4. The balance of the In-China costs is due 16 May, 2009.

5. Students are responsible for the following:

- a. Booking and paying for their own airfares to and from Beijing
- b. Ensuring they have a valid passport, visa and appropriate travel insurance
- c. Seeking appropriate medical advice prior to travel to China.