



Course Itinerary Collaboration Series

BA 499/799: BUSINESS & CULTURE IN CHINA



This is a travel study course designed to immerse students in the fastest growing economy in world.

During the course students will explore the three most important commercial, cultural and governmental cities in China: Beijing, Shanghai and Hong Kong. Through a combination of readings, students will investigate 20th and 21st century Chinese history, economics, culture and political philosophy. The course will also involve visits to major multinational corporations, cultural activities and lectures from Chinese University business faculty. The course will also have two pre-trip class sessions with readings and one post-course session to reflect on the experience and discuss the student travel logs.

DR. TOM FITZPATRICK

Director of the School of Business & Management
Husson University College of Business

- Course title: BA 499/799: Business & Culture in China
- Spring Semester 2014: 12-day study abroad to China, May 12–May 23
- Credit: Interdisciplinary

REFLECTION EXERCISES ABROAD

1. Be mindful of your presence as an American visitor.
2. Pay attention to the poverty in hutongs and how it is regarded.
3. Likewise, be aware of the polarizing wealth in the downtown areas.
4. Investigate how Chinese students perceive the US.
5. Consider cultural and economic differences (such as government incentives for citizens to buy local).

COURSE OBJECTIVES

During this integrated business course, students will:

1. Gain firsthand knowledge of the Chinese economy, culture and political system.
2. Become familiar with 20th and 21st Chinese history, politics and economic changes.
3. Step inside Chinese and foreign multinational factories and corporate offices and learn about 21st century business practices in China firsthand.
4. Explore museums and other cultural venues to deepen their appreciation for Chinese culture and history.
5. Leave the course with a deepened understanding of what doing business in China means.
6. Understand the significance of China's role in a 21st century global economy.

SYLLABUS OVERVIEW



AT HUSSON UNIVERSITY

February–May

- Online Q&A
- Book review due: *China Street Smarts* by John Chan
- Book review due: *Stumbling Giant* by Timothy Beardson
- China research paper due
- Departure meeting

IN CHINA

May

- Visit to Beijing Yanjing Beer brewery, the third largest brewery in China
- Exclusive Huainan bank visit lead by Chairman Chang, including a conference session, overview of his bank and the history of Huainan city
- Visits to Hyundai and Volkswagen automotive plants
- Language institute visit with one-on-one time spent with Chinese students
- University of Macau visit including lecture by Associate Dean, Michael Gift
- Exploring the Great Wall, Summer Palace and Forbidden City

BACK ON CAMPUS

June

- Individual experience and journal sharing via online blog
- Assessments on how students traveled, as a large aspect of business travel is attitude



ABOUT THE PROFESSOR:

Dr. Tom Fitzpatrick is the Director of the School of Business & Management at Husson University. The information above is an excerpt from his comprehensive course syllabus.