

Tongji SEM – WU Joint International Summer University China 2019 (Joint ISU China)



Course Outline

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| Course Title | Doing Business in China and International Strategies in Emerging Markets |
| Language of instruction | <i>English</i> |
| Course level | <i>Undergraduate/Bachelor: Intermediate to advanced level</i> |
| Instructors | <i>Jonas Puck, WU Vienna Vera Kunczer, WU Vienna Tongji-SEM Faculty</i> |
| Total hours | <i>200 hrs/8 ECTS-Credits</i> |
| Location | <i>Tongji University, Shanghai</i> |

Aim of the course

The main objective of the courses offered at Joint ISU China is to prepare students for the management of cross-border business activities originating from and going towards emerging markets. Students will develop a profound understanding of emerging markets and their idiosyncrasies – China is our host country during the Joint ISU and one of the most significant emerging markets in international business will serve as key example during the course (among other cases). Furthermore, students will be introduced to internationalization strategies and the challenges businesses face with regard to internationalizing in emerging market-regions, as well as emerging market businesses broadening their activities into advanced markets. Additionally, students will learn how to apply the theoretical concepts taught in class by explaining the internationalization strategy of firms enlarging cross-border activities with focus on emerging markets in the course of a group project.

Course Structure

The Joint International Summer University will be taught by Tongji SEM and WU Faculty. During the first part of the program (week 1) Tongji Faculty will give an insight into "Doing Business in China". In the second part of the program (week 2+3) WU faculty will focus on International Strategies in Emerging Markets, also by highlighting the differences between emerging and advanced markets.

Besides lectures in the morning, students will work on group projects.

The four main pillars of the Joint ISU China are seminars/lectures, company visits, culture events and networking with international students.

Learning Objectives

The course will cover the following topics and will provide students with deeper insights into:

Week 1 (Tongji-SEM Faculty):

- Lectures on Doing Business in China

Week 2-3 (WU Faculty):

- Differences between emerging and advanced markets
- Emerging markets: Market specific challenges, risks, and potential
- Internationalization and entry strategies in emerging markets
- Marketing, finance, and risk management strategies in emerging markets
- Applied theory: Analyze and explain internationalization strategies on the basis of companies internationalizing into emerging markets

Intended Learning Outcomes

After this course, students will have improved in

- Their ability to develop and critically assess internationalization strategies into and from emerging markets
- Their ability to defend their points of view regarding global strategy
- Their ability to develop practical solutions for specific problems based on theoretical concepts
- Their ability to develop solutions for a given problem in a team and under time pressure
- Their ability to present solutions in a logic, sound, and persuasive manner
- Their ability to provide and receive feedback

Teaching Methods

Lecture, reading assignments, group discussions, group work, group presentations.

Pre-course assignment

Prior to the Joint ISU China participants will receive a pre-course assignment, which will consist of a reading assignment, followed by an exam. The exam for WU students is expected to take place in late May.

Group project assignment

- The group project is the main milestone of the Joint ISU and will make up 40% of your grade
- Teams consisting of no more than five students will be assigned a case company that has faced a particular issue relating to the management of an Austrian MNC in China and will prepare a 20mins management presentation followed by 10mins Q&A – the actual assignments will be shared with the ISU participants in due course
- In the presentation, you should:
 - identify and discuss the nature of the situation faced by the company in your own words
 - provide necessary detail on the company, industry, country, and the situation it faces
 - assess the contending forces faced by the firm
 - suggest at least two possible strategic options addressing the key questions given, by means the tools and theories discussed in class and others you deem valuable

- assess the choice made (or make a recommendation)
- and outline sources and references
- Presentations should be written and delivered in a clear and concise manner and integrate material from multiple sources including local press accounts, company documents, local analysis, potentially interviews, etc.

Attendance (applicable to all students)

Attendance:

- Mandatory in all sessions
- Doctor's note required in case of sickness (if more than 1 day)
- One unexcused absence can negatively affect the grade and can even lead to withholding of the certificate for the ISU

Punctuality: Expected and required at all times

Grading

Students will be assessed on:

| Assessment | % of Grade |
|--|------------|
| • Pre-course assignment | 20 |
| • In-class participation | 40 |
| • Group project – case analysis and presentation | 40 |

The following evaluation scheme is applied (for WU-students):

| Grade | Points |
|--------|---------|
| 1 | 100-90% |
| 2 | 89-80% |
| 3 | 79-70% |
| 4 | 69-60% |
| Failed | 59-0% |

Course material

Literature for the entry-exam

Johanson, J., & Vahlne, J. E. (1977). The internationalization process of the firm—a model of knowledge development and increasing foreign market commitments. *Journal of International Business Studies*, 23-32.

Johanson, J., & Vahlne, J. E. (2009). The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. *Journal of International Business Studies*, 40(9), 1411-1431.

Cavusgil, Knight & Riesenberger (2014). *International Business: The New Realities*. Chapter 6, pp. 177 – 205.

Course literature

Power Point presentations

In-class cases and articles announced prior to each respective session