

# MANAGING CHINA CROSS-BORDER DEVELOPMENT (MGT 541)

## Course Syllabus

Module 3; 2 March – 30 April 2015

MS-Graduate-Level; Elective (Management)

36 Contact Hrs.; 9 Weeks; Meetings 2x/week; 3.0 credits

Language: English



## **Course**

Days: Monday & Thursday

Time: 1:30pm-3:20pm

Classroom: 209

Website URL: <http://cx15.phbs.info>

## **Instructor**

Name: Terrill L. Frantz

Office: Room 761

Email: [terrill@phbs.pku.edu.cn](mailto:terrill@phbs.pku.edu.cn)

Website: <http://scholar.terrillfrantz.com>

Office Hours: By appointment (send email)

## **Course Description**

This course fortifies students' global perspective of management and deepens their appreciation of the real-world complexities of business activity crossing Mainland China's geopolitical border—inbound and outbound. The presentation of topics has an applied and current-events orientation. Nearly every conceivable business-related field is touched upon, e.g., economics, finance, strategy, marketing, operations, technology, governance, human resources, law, capital markets, public policy, governments, foreign exchange, organization behavior, etc. The course exposes students to the real-world events by exploring the past and ongoing "The China Story" leading to an emphasis on its present-day cross-border business activities with its neighbors and countries in Africa, Europe, and the Americas. From a much broader learning perspective, students will practice and develop their business analysis, decision-making, and presentation skills in this hands-on course.

## **Learning Outcomes**

After successfully completing this course, the student will be able to:

- Identify, analyze, think critical of, and effectively communicate, global management-related business matters—such as multifaceted risks and benefits of multicultural business situations—, and
- Stylize and describe profiles of counterparties to China commerce, such as its 14 immediate neighbors, African countries, and other active nation-state partners, and
- Identify and recognize potential cross-border opportunities between business and customers in China and those of other countries, and
- Expound on how management and business is conducted in the context of business activity crossing China's borders, as it differs from purely domestic business activity, and
- Diagnose the multi-faceted intricacies of China cross-border management and business development, and then creatively craft specific solutions and opportunities for benefiting from the complexity.

## **Course & Instructor Objectives**

The course is designed to, and the instructor endeavors to:

- Facilitate an energized classroom environment and an overall productive course experience so that every student achieves each of the Learning Outcomes, and
- Cultivate the professional development of every student so that, post-graduation, each becomes better prepared and a more productive, visionary and principled leader in their chosen profession and industry, for China and the world.

## **Student Success Factors**

To be successful in this course, the student is expected to attend every class meeting, participate in discussions, and conscientiously complete assignments when due. Course and classroom engagement is a key driver and a critical factor for prosperous learning in this course.

## Course Topics

The course is comprised of topics such as:

- The evolutionary history of China leading to today's "Go-Out" strategy,
- Outbound Investment into Africa
- Flow of Assets: goods (Customs) / flow of money (banking) / people (visa)
- Global Corporate havens
- World Trade Organization
- CEPA: Hong Kong & CEPA Macau & ECFA (Taiwan)
- Competition Laws
- Offshore Renminbi (CNH)
- Regional Economic Communities: NAFTA; European Union; ASEAN/AEC; African Union
- China Special Economic Zones
- China into Africa

## Instructional Methods

This course involves regular lectures and is comprehensively activity-based. Students will be introduced to the ideas through lecture, case-study, and numerous readings. Instructor will reinforce the learning via in-class and outside-of-class activities.

## Prerequisites

Non-required prerequisites for this class include undergraduate-level courses such as: (a) Financial Accounting, (b) Introduction to Management, (c) Organizational Behavior, (d) Macro Economics, and (e) Corporate Finance. Graduate-level experience in such courses would situate the student for deeper learning and understanding of the course material.

## Course Text

There is no required text for this course. Individual readings will be provided by the course instructor.

## Student Expectations & Course Policies

This is a graduate-level course; each student must take responsibility for the quality of their own personal learning. The instructor's role is to provide relevant and insightful information to advance the course objectives and facilitate the learning outcomes; therefore, the student engages and does the learning. Attendance is taken every class meeting. Assignments submitted after being due will not be accepted (see the grading policy below).

## Grading/Evaluation

Final course grade will be based according to the follow weighting:

Take-home short-answer quiz #1 (due 30 Mar.):	15%
Take-home short-answer quiz #2 (due 20 Apr.):	20%
Individual-Project Paper (due 30 Apr):	45%
Group Project #1 (Sess: 15-18; 20-30 Apr; oral presentation):	20%

Assignments submitted after the time due are penalized 10% of the base assignment-grade for each 24-hours late. Group project presentations will be delivered to the class over four class meetings. Presentation date assignments will be random—determined on the delivery day. Presentation grade handicapping will be given to early delivery (to max 100pt): 20 Apr +15%; 23 Apr +10%; 27 Apr +5%; 30 Apr. +0%. All course students will be part of the project-presentation grading process.

Note that assignment grading is not personal; it is an unqualified reflection of the merit of the individual students' submitted work, often viewed relative to the work others. The course final grade is a straightforward computation. For this instructor, grading is not a negotiation. Instructor's decisions are final. Plagiarism results in a zero score for the particular deliverable at a minimum, and possibly school-level disciplinary action. Attendance-sheet fraud will result in course failure and likely, school-level disciplinary action for all involved.

## Course Website

The course website is the primary communications vehicle for outside-of-class communications and course documentation. The student is expected to routinely check the site for information and class-related announcements—perhaps daily. The website is the sole vehicle for students to submit assignments. The website URL is listed at the top of this syllabus. If the Website URL is blocked by authorities, then try the backup URL. Instructions on using the website will be provided on the first day of class.

## Instructional Program

Unit	Unit Title
1	Introduction; Know Thy Owns' Story: Examining China
2	Fundamentals of Cross-Border Business
3	Structural Complexities and Challenging Practicalities
4	China Going-Out: SOEs to Distant Lands
5	China Going-Out: SMEs to China's Neighbors
6	China's Special Economic Zones (SEZs): Domestic and Foreign
7	Back Stories: China-Greenland, China-Canada, Sino-Africa

## About the Instructor

Dr. Terrill Frantz is an Assistant Professor of Management. He joined the faculty of PHBS in 2010. He has 20 years of corporate experience in global investment banks (Morgan Stanley and JP Morgan) in New York, London, and Hong Kong, and in consulting for organizations in industries, such as chemicals, US presidential politics, and numerous SMEs. His academic specialty is in Organization Behavior during M&A, with a primary research focus on Post-Merger Integration—he has published numerous academic articles and book chapters on the subject. Dr. Frantz has a life-long orientation in software technology, finance, and international business management, buttressed by both work experience (Asia-Pacific Operations Officer for Technology at Morgan Stanley, Assistant to the CIO at Morgan Stanley, etc.) and advanced degrees from the Stern Business School, New York Univ., and two Doctorate degrees (Computer Science from Carnegie Mellon Univ., and Organization Change from Pepperdine Univ.). His first Doctorate dissertation (Pepperdine University) is entitled, “Patterns of Change in Organization Performance.” And the second doctorate thesis (Carnegie Mellon University) is entitled, “A Behavioral Theory of the Merger: Dynamics of the Post-Merger Integration Process.” Prof. Frantz has lived in China (Hong Kong & Shenzhen) for 11 years.