



IN 395 INTERNSHIP SEMINAR
IES Abroad Shanghai

DESCRIPTION:

As China ascends to its place as a leading economy in the world, multi-national companies and firms throughout the world have a growing need for senior personnel with high-quality management skills and special knowledge of China.

This seminar course and practicum provide students with a first-hand opportunity to learn about the development and special features of the business activities in the city of Shanghai, the economic capital of China. The combination of classroom learning with a weekly internship placement or a meaningful project will help students gain a broader understanding both of their respective internship institutions and the institutions' role in the larger context of the economy of China.

Students will also keep a journal, study research methods, and write a short dissertation and presentation integrating their personal experience with contemporary Chinese economic or social issues and classroom discussions.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Nathan Wang, PhD.

PREREQUISITES: Basic knowledge in business management

ADDITIONAL COST: None

METHOD OF PRESENTATION:

This seminar is intended to provide a robust learning environment with active discussion of readings, integration of internship or group project experiences, and field studies. The seminar meets 2.5 hours for a total of 9 sessions for 22.5 contact hours. Students spend 160-256 clock hours at the internship placement site, depending on the needs of the host company.

Outside speakers may be introduced from time to time to add relevance to the discussion.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Active participation in seminar based on assigned reading and classroom presentations - 10%
- Weekly Internship Journal including directed essays - 30%
- Short analytical paper based on a seminar topic and related to the internship experience - 15%
- Class presentation of analytical paper results (hypothesis, research methodology, findings, recommendation, and implications) - 15%
- Interns: On-site evaluation by work supervisor via midpoint progress meeting and final internship evaluation / Project Groups: Written paper and presentation on the project methodology and results - 30%

Course Element

Internship or Group Project - Students are placed in a Shanghai-based business, NGO, or other types of agency for 8 hours or more a week for the duration of the semester. Placements will emphasize work on a specific project with discreet deliverables. Chinese language competence will play a significant role in placements and may limit the ability to place a student in his or her desired industry. The total of placement hours will vary according to the intern's schedule but should be at least 80 hours.

The success of a student's internship placement requires regular communication with and feedback between the student and the internship supervisor. Learning and skills stressed in the internship include deepening one understanding of contemporary China and the ways in which political, social, and economic changes underway in the country manifest themselves in the workplace.

Students who are not in internships will be required to perform a group project in an actual business such as a process improvement project or business plan development. Students will be introduced to a local company that needs some assistance in some aspect of their business. They will develop a scope of service statement, a project plan, and then devise a solution or recommendation which will then be presented to the senior management of the business outside of class time. They will be evaluated on their approach, their written report, and the presentation as well as teamwork.

Internship Journal - Weekly Journal entries track your learning and development at the placement. Entries should include work activities, critical incidents that gave you insight into the work environment, observations of how leadership is exercised, and reading responses. Four of the writing assignments are 'directed.' Each entry should be 2-3 typewritten pages, double-spaced (500-750 words), and submitted weekly to the Instructor and Internship Coordinator.

Analytical Paper - An analysis of how one of the topics discussed during the seminar (communication, national economy, labor market, teamwork, conflict negotiation, mediation, etc.) was evident in your workplace. The paper should include a description of your observations, differences noted between your home and host cultures that may have played a role in the situation, and what you learned from the experience. The internship report is expected to be analytical rather than descriptive and to integrate classroom learning with knowledge gained from readings, speakers, and daily life. It should contain accurate, factual information together with sound arguments and conclusions.

Each student will also make a presentation at the end of the course regarding their paper.

LEARNING OUTCOMES:

Besides internship experiences, students are expected to gain knowledge about Chinese markets and business cultures. The goal is to begin the student's journey towards becoming a knowledgeable and effective international business executive.

By the end of the course, students will be able to:

- Apply written and oral communication skills that are appropriate for the work environment.
- Demonstrate career search skills including resume and cover letter creation, participating in interviews, and developing a professional network, both in-person and using social media
- Demonstrate the ability to analyze personal professional strengths and weaknesses
- Demonstrate knowledge and skills required to work on cross-cultural teams
- Synthesize the experiences of the internship placement in a revised résumé
- Demonstrate an understanding of the differences and similarities between US and Chinese business cultures and business strategies and of the Chinese economy and market evolution during the past two decades including market segmentation, urbanization, integration into the global market, and legal/culture system

ATTENDANCE POLICY:

See IES Abroad Shanghai attendance policy

CONTENT:

Session	Content	Assignments
Session 1	<p>Cultural Fabric of the Chinese Workplace</p> <ul style="list-style-type: none"> • Student introductions • Review of the syllabus and the course requirements. • Discussion of the journal entries and pre-readings • Presentation and discussion of daily life in Shanghai and how to experience the city safely. • Cultural aspects of Chinese workplaces, including several unique Chinese perspectives, such as “Mianzi” (face) and “Guanxi” (connections). We will explore the importance and manifestation of those issues, and how those issues affect individual behavior, organizational culture, decision-making, and cultural clashes between Chinese and Westerners. • Professional expectations in the host country (dress, punctuality, office behavior, use of internet & technology) will also be discussed. 	<p>Directed Journal Entry 1 <i>(prepare before class and be prepared to share):</i></p> <p>Describe your learning goals for the internship and how you believe the experience may contribute to your future career.</p> <p>Pre-Readings (see the reading list for reference)</p>
Session 2	<p>Communications in Business, Presentations, Networking, and Report Writing & Preparation for the Internship Research Report - Guidelines for Writing Internship Reports</p> <ul style="list-style-type: none"> • Discussion of the importance of effective verbal and written skills to business and life success. They underlie the ability to interact with others, to communicate information, and to analyze and to persuade. • Presentation and discussion of the why and “How to’s” of business networking and practice of some of the basic skills • Presentation and discussion of the importance of business reports and how to develop and write them with the guidelines for the Analytical Report used as a model. • Selection of individual research topics 	<p>Weekly Journal entry tracking the student's learning and development at the placement</p> <ul style="list-style-type: none"> • Pre-Readings (see the reading list for reference)

Session	Content	Assignments
Session 3	Communicating Across Cultures <ul style="list-style-type: none"> • Presentation and discussion regarding communication styles and how to communicate effectively with supervisors, peers, and subordinates across cultures • Discussion of Journal Entries • Practice in communicating 	Directed Journal Entry 2: <i>(prepare before class and be prepared to share):</i> Describe your own communication style and what you can do to adapt to the communication style of your supervisor and host culture. Pre-Readings (see the reading list for reference)
Session 4	Working in Teams and Negotiation <ul style="list-style-type: none"> • The impact of cultural values and beliefs, including leadership styles, on creating a successful team. • Conflict negotiation and mediation in the local cultural environment: role play of mediating a conflict at the workplace, using appropriate communication style and influence. 	Weekly Journal Entry Tracking the student's learning and development at the placement Pre-Readings (see the reading list for reference)
Session 5	China's Economic history and China's Current Economic and Financial Development Lesson Plan: <ul style="list-style-type: none"> • Presentation regarding the ongoing evolutionary process from the Chinese centrally planned economy to the market economy, with comparisons of the current SOE's to foreign-funded companies and Chinese private companies. Once simply treated as the historical legacies of the inefficient, Mao-era command economy, and then abandoned with Deng's reforms in the 1990s, SOE's have been reinvented as new and, to some extent, highly competitive economic players. • Presentation of "Understanding China's Economic and Financial Development" will delve into Chinese financial markets and issues and provide a general perspective on the effects of financial reform on fundamental economics and economic development. 	Weekly Journal entry tracking the student's learning and development at the placement

Session	Content	Assignments
Session 6	<p>Entrepreneurship and Innovation in China</p> <p>Lesson Plan:</p> <ul style="list-style-type: none"> • Presentation and discussion of the emergence of entrepreneurship in China, and then focus on the newly emerging characteristics of State-Owned Enterprises (SOE). • Presentation and exploration of Chinese innovation. In historical time, China was a world leader in innovation and invention: gunpowder, moveable type, and spaghetti, to name a few. Today, China is widely regarded as lacking this trait and it is considered one of the roadblocks to China’s ability to truly take its place as a leader of the commercial world. We will explore the veracity of this claim and its historical antecedents, its current status, and efforts to re-kindle invention in China. • Speaker or panel discussion on innovation and/or entrepreneurship • Speaker: TBA (Chinese Entrepreneur) 	<p>Weekly Journal entry tracking the student’s learning and development at the placement</p> <p>Pre-Readings (see the reading list for reference)</p>
Session 7	<p>Demographics of China and Cultural Ethics</p> <p>Lesson Plan</p> <ul style="list-style-type: none"> • Overview of Chinese demographics changes in the national economy and labor market and their combined impact on job opportunities • Ethics as an absolute and a cultural construct: identifying ethical positions that are common across cultures and culture-specific views on ethical challenges. 	<p>Directed Journal Entry 3: <i>(prepare before class and be prepared to share):</i></p> <p>Describe an ethical challenge you have observed in your internship and differences in the way your home and host culture perceive the situation.</p>
Session 8	<p>Urbanization & Market Segmentation</p> <p>Lesson Plan:</p> <ol style="list-style-type: none"> 1. The impact of urbanization on the market potential and urban-rural disparities and the unique features of market segmentation in China 2. How the Chinese market has been segmented due to its on-going market polarization, cultural changes, and new market policies. <p>Speaker: TBA</p>	<p>Weekly Journal Entry Tracking the student’s learning and development at the placement</p> <p>Pre-Readings (see the reading list for reference)</p>

Session	Content	Assignments
Session 9	<p>Student Presentations and Career Discussion</p> <p>Lesson Plan:</p> <ol style="list-style-type: none"> 1. Student Presentations (PPT regarding individual research topics) 2. Group Presentations 3. Discussion of incorporating your internship experience into your résumé and describing it in a job application and during an interview (from Journal Entry) <p>Hand in Final Papers (individual and group)</p>	<p>Directed Journal Entry 4: (prepare before class and be prepared to share):</p> <ol style="list-style-type: none"> 1. What do you think are the three main new skills you have acquired from your internship? Think critically. These may be hard skills such as learning how to use social media for an organization or they may be "soft skills" such as working with people from different cultures. 2. How have you changed as a person? Contrast this with your initial input regarding your goals for this experience from Session 1

REQUIRED READINGS:

- ***China Threat?: The Challenges, Myths, and Realities of China's Rise***
Hardcover by [Lionel Vairon](#) (Author)
- ***What the US can learn from China***
Hardcover by Ann Lee (Author)

Session 1	<p>Cultural Fabric of the Chinese Workplace</p> <ul style="list-style-type: none"> • <i>How to avoid being the ugly American when doing business abroad</i> Case study by Andrew Rosenbaum. Harvard Business School http://hbswk.hbs.edu/archive/3250.html • http://www.gwu.edu/~rpsol/cultural_orientations/216s06_Wuhan_Orientation_fact_Sheet.pdf
Session 2	<p>Communications in Business, Presentations, Networking, and Report Writing</p> <ul style="list-style-type: none"> • <i>Building a Network</i> • Auzenne, M., & Horstman, M. (2006). • http://www.manager-tools.com/2006/05/building-a-network • <i>Managing Yourself: A Smarter Way to Network</i> • Rob Cross and Robert Thomas (HBR July-August 2011) • http://hbr.org/2011/07/managing-yourself-a-smarter-way-to-network • http://socialmedia.biz/2009/11/03/5-ways-to-improve-your-presentation-skills/ • http://www.kellogg.northwestern.edu/faculty/uzzi/ftp/uzzi's_research_papers/uzzi_dunlap%20hbr.pdf <p>Brian Uzzi and Shannon Dunlap (HBR December 2005)</p>
Session 3	<p>Communicating Across Cultures</p>

	<ul style="list-style-type: none"> • <i>Cultural Analysis Toolkit: Navigating International Business Culture</i> • Mendez, Deirdre (2013)., • The University of Texas at Austin CIBER: 3-44 • http://www.mindtools.com/pages/article/seven-dimensions.htm • <i>Best Practice: Cultural Intelligence</i> • Early, P. Christopher and Mosakowski, Elaine (2004). in Harvard Business Review: 139-146 • <i>How we manage time</i> • Adler, Nancy, J. (2002). • In International Dimensions of Organizational Behavior: 120-139. Cincinnati: South Western.
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Session 4	Working in Teams and Negotiation <ul style="list-style-type: none"> • http://businesstalentdna.com/pdf/Eight_Ways_to_Build_Collaborative_Teams%5B1%5D%5B1%5D.pdf • Linda Grafton and Tamara J. Erickson, HBR December 2007 • <i>Culture and organization</i> • Schneider, Susan C. & Barsoux, Jean- Louis (2002).. • In <i>Managing Across Cultures</i>: 77-91. Harlow: Prentice Hall Europe • <i>Meeting the Challenge of Global Leadership</i> (2010) • Coghill and Beery International • <i>Chapter 5: Negotiation across Cultures</i> • Lewicki, Roy J., Saunders, David M. & Barry, Bruce (2009), <i>Negotiation: Readings, Exercises & Cases</i>, McGraw-Hill/Irwin; 6th edition
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Session 5	China's Economic history and China's Current Economic and Financial Development <ul style="list-style-type: none"> • http://www.bbc.co.uk/news/world-asia-pacific-13017877 • http://www.arts.cornell.edu/poverty/kanbur/China'sGrowthStrategies.pdf • http://faculty.arts.ubc.ca/tiberg/MPA_Asia_Apr_2010_readings/Brandt%20and%20Rawski.%20China's%20Great%20Economic%20Transformation.pdf • http://www.ln.edu.hk/econ/staff/plin/CER-04.pdf
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Session 6	Entrepreneurship and Innovation in China <ul style="list-style-type: none"> • http://online.wsj.com/news/articles/SB10001424052702304795804579099640843773148 • http://www.economist.com/node/21549938 • http://www.fastcodesign.com/1672078/whats-the-roadmap-for-innovation-in-china • http://usa.chinadaily.com.cn/epaper/2013-08/08/content_16880016.htm • http://www.mckinsey.com/insights/asia-pacific/a_ceos_guide_to_innovation_in_china • http://www.mckinsey.com/insights/asia-pacific/three_snapshots_of_chinese_innovation • http://knowledge.insead.edu/world/china/upstart-chinas-emergence-in-technology-and-innovation-1180 • Journal • http://pubs.e-contentmanagement.com/toc/impp/11/1?prg140729=09accceb-0c58-4ca9-96f1-307b44c7f0ee&
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Session 6	Demographics of China and Cultural Ethics
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	<ul style="list-style-type: none"> • http://www.indexmundi.com/china/demographics_profile.html • http://www.imf.org/external/pubs/ft/wp/2013/wp1382.pdf • http://www.brookings.edu/research/articles/2012/06/china-demographics-wang • http://www.mckinsey.com/insights/asia-pacific/chinas_rising_consumer_class(Series) • http://ezinearticles.com/?Importance-of-Ethics-in-Business&id=1212419 • Rupal, J. (2008), Importance of Ethics in Business, <i>Atharva Institute of Management Studies</i>. Mumbai. • http://www.scu.edu/ethics/publications/ethicalperspectives/business-china.html • Business Ethics in China, Miriam Schulman
Session 7	
Session 8	Urbanization & Market Segmentation <ul style="list-style-type: none"> • http://www.mckinsey.com/insights/asia-pacific/chinas_next_chapter(Series) • http://www.bbc.co.uk/news/world-asia-pacific-13017877 • http://www.arts.cornell.edu/poverty/kanbur/China'sGrowthStrategies.pdf • http://faculty.arts.ubc.ca/tiberg/MPA_Asia_Apr_2010_readings/Brandt%20and%20Rawski.%20China's%20Great%20Economic%20Transformation.pdf • http://www.knowledgeatwharton.com.cn/index.cfm?fa=article&articleid=2724&language=1&languageid=1 • http://www.knowledgeatwharton.com.cn/index.cfm?fa=article&articleid=2725&language=1 • http://www.knowledgeatwharton.com.cn/index.cfm?fa=article&articleid=2726&language=1 • http://www.knowledgeatwharton.com.cn/index.cfm?fa=article&articleid=2727&language=1
Session 9	Wrap-up and Presentations

INSTRUCTOR BIOGRAPHY:

Dr. Nathan Wang has more than twenty years’ experience in product development and business management, including turning multiple troubled businesses into profits. Besides Dr. Wang’s accomplishments in the high tech industry, he is also a visiting professor of several universities, such as Fudan University and *Hult International Business School*. He has taught on *Global Supply Chain Management*, *Doing Business in China*, and *Business Strategy* for years.

Dr. Wang was Asia General Manager of End-to-End Solutions in *Motorola*; Senior Vice President of *Inventec Corp.*; and Vice President of *Hybrid Networks*. Besides, Wang served as vice chairman of the *InfoComm committee*, the *American Chamber of Commerce* in Shanghai (2004).

Dr. Wang led the teams to design and to launch the world's first smartphone (1999), the world's first mobile internet server (2002), and the world's first Linux smartphone (2003). Dr. Wang was also named as the “*Father of Smart Phones*” when he worked in *Motorola*.

Wang obtained his M.Sc. and Ph.D. in Electrical Engineering from *Michigan State University*, USA.