



Spring/Summer 2016  
INBU 4940/5940  
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## INBU 4940/5940 Developing Business Strategy for SE Asia : Vietnam and Hong Kong

**Course Description:** This course is geared to students who want to learn about the reality of China as a business opportunity as well as a threat, together with China's state of market development. Building on over two decades of direct experience and recent interviews with 200 CEOs of foreign invested enterprises (FIEs) in China, CEOs of privatized Chinese companies as well as government officials and other experts.

China is changing almost by the day so we will rely heavily on contemporary readings as well as some recent research-based texts and other highly readable material.

### Course Learning Objectives:

1. China's competitive environment
2. China's rapid development
3. The Role of the state
4. SE – China interdependence
5. Frictions in the Region
6. The challenge for government
7. Development of infrastructure
8. State Owned Enterprises

On successful completion of this course (i.e. by passing this course), you will be able to discuss

1. Privatized and corporatized companies
2. The competitive advantage of Chinese companies
3. Competencies for foreign companies to succeed
4. Foreign direct investment into China
5. Outward China investment and round-tripping

**Methodology:** We will have three virtual pre-departure meetings via Zoom in spring quarter 2016 in which we will introduce the course, help students understand the course requirements, the study tour schedule, and their responsibilities. They will also learn about the Asia culture, business etiquette, and political and economic status, and about the places and institutions we will visit. A Canvas course will be developed in spring quarter 2016 for students to get access to course materials, online discussion forum, etc.

During the study tour, students are required to participate in all company and institutional visits and to write an integrative report on international economic topics appropriate to the course they are taking on the study tour. After the study tour, we plan to have a debriefing and collect the final papers.

**Daily Journal:** Students are required to keep a daily journal beginning from the day of departure from Seattle and continuing to the day of return. We will grade the journals for integration and reflection. The journal should emphasize what you learned from our visits to the various firms, agencies, institutions, and from travel and cultural experiences, and well as class discussions. Leisure activities may be included if they have cultural significance, but the journal should primarily reflect the purpose of the study tour.

**Final Group Project:** Students enrolled in **Developing Business Strategy for SE Asia** are required to write a final report **Final Group Project:** The final project is to be done in your allocated groups. The assignment is as follows: Select a company in an arena that you believe is either threatened by China's advantages, or underutilizing the opportunity to serve China and SE Asia especially Vietnam and its hinterland. Prepare a written report to address three issues: (1) the company's current strategy, (2) the reasons for underperformance, and (3) your recommendations for strategic change to meet the China threat and provide a more robust competitive response. Be sure to explain why the change in strategy that you propose is likely to improve performance. Your report should be not much more than 20 double-spaced pages of text (11pt or higher font) with additional exhibits attached.

The emphasis of the project is on **analysis** rather than **description**. With this in mind, students must provide an analysis using relevant data and supporting evidence.

**Recommended Textbook:**

1. Clissold, T. Mr China\*
2. Kynge, J. China Shakes the World\*

**Additional Readings:** Selected articles from journals, newspapers and magazines will be assigned to complement the textbook.

**Grading Criteria:**

- Final report: 50%
- Active participation in organizational visits and discussions: 20%
- Presentations (pre-departure meeting, and debriefing): 10%
- Daily journal: 10%
- Online group discussions: 10%

**Grade:** Letter grades are assigned as follows.

Points	Grade
95-100	A
90-94	A-
85-89	B+
80-84	B
75-79	B-
70-74	C+
67-69	C
65-66	C-
60-64	D+
57-59	D

55-56 D-  
0-54 F