

To: Alan Sweedler, OIP Director
From: Y. Helio Yang, Professor of Operations and Supply Chain Management
Information and Decision Systems Department, College of Business Administration
Re: International Programs Grant Report
Date: May 27, 2008
Cc: Gail Naughton, Dean, College of Business
Jim Lackritz, Associate Dean, College of Business
Teresa Donahue, Study Abroad Office, College of Business

Dates of Travel: 5/10/08-5/19/08

Place of Travel: Guangzhou, China

Universities Visited: Sun Yat-Sen University and Jinan University

This project is to develop study abroad programs and partnerships with two universities in mainland China. The program specifically focuses on high quality schools that can deliver general education and business courses in English and satisfy undergraduate and/or graduate curricula in the College of Business Administration. After initial screening, I identified two schools in Guangzhou, Guangdong province in mainland China.

I have chosen this location because Guangzhou has always been the gateway of China's opening to the world and the bridge connecting the inland with the oversea. Guangdong province is situated in the southern part of China, adjacent to Hong Kong and Macao. Guangdong was the homeland and base of operations of Dr. Sun Yat-Sen, the widely accepted founder of modern China. Its Pearl River Delta is one of China's most densely cultivated areas. Guangzhou is the capital city of Guangdong. The city has a metropolitan population of roughly 12 million, making it the most populous city in the province and the third most populous metropolitan area in mainland China. Guangzhou is the economic centre of the Pearl River Delta and is the heart of one of mainland China's leading commercial and manufacturing regions. In fact, the economy in this region accounts for 1/8 of the GDP in China. Guangzhou is conveniently connected to Hong Kong by train, bus, and ferry services.

Sun Yat-Sen University (SYSU)

The first school I have visited is the School of Business at Sun Yat-Sen University (SYSU). My first meeting was with Associate Dean Zheng Ping Fu, Director of International Exchange & Programs Guang You Liu, Director of Education Center William Wang, and Coordinator of International Exchange & Programs Connie Yan. They gave me a thorough presentation on the University and the School of Business.

SYSU was founded in 1924 by Dr. Sun Yat-Sen. It is a comprehensive university including 28 schools and colleges and has four campuses with a total area of 6.17 square kilometers. The university has over 80,000 graduate and undergraduate students, including 1,418 international students.

The School of Business at SYSU is a young school. It was founded in 1985. It is one of the earliest schools specializing in modern business administration education and research in China. The School of Business is one of the five schools in the nation to be recognized as the National-

supported Key program in Business Management. It is a member of AACSB International and its MBA program is ranked top five in China. The school has six departments, 97 faculties, and 7152 students—mostly graduate students including 650 EMBA students. They also offer Ph.D. programs in nine areas. In addition to degree programs, the School has its unique geographical advantage to train executives and managers in nearby Dongguan, Shenzhen, and Zhuhair special economic zones. The school puts great emphasis on students' computer skill and language skill. Their MBA programs use bilingual approach (English course materials with Mandarin lectures) and some courses are completely taught in English.

Their international student exchange program was started in 2001. Since then it has developed partnerships with 21 prestigious business schools in different countries. This year they are sending three MBA students to the University of Florida, Wichita State University, and Hawaii University. I also met with four exchange students from the United States. They are pleased with SYSU programs. In fact one student-Mike Schierhorn from Florida has decided to extend his stay in SYSU. The School is very interested in expanding its partnership network in the United States.

My second meeting was with faculties from the Management Science Department including Chair Fan Wang, Professor Dongshen Xu, and Professor Ning Shi. Management Science Department was established three years ago in 2005. It is the champion department in offering Master of Project Management program. This program degree has several concentrations including IT, Supply Chain and Logistics, Exhibition, and Real Estates. They see a great market growth in this program.

Ms. Connie Yan, the coordinator of International Exchange Programs, gave me a tour on main (south) campus and east campus. I saw the classrooms, libraries, student dormitories, dining facilities, etc. They have the state-of-the-art teaching facilities, totally comparable to our smart classrooms. There are also nearby apartments providing more western style housing with reasonable costs and convenient subway or bus access.

I sat in Professor Rongwei Ren's Business Plan class. This class has 140 undergraduate students. Three teams made presentations on their business plans and the class voted for the favorite one. I later met with Professor Ren and Professor Zhiyuan Fang the next day. They told me that SOB students often participate in business plan competition. Their team was the champion of the 2007 Global Management Challenge Competition (GMC) GMC in China and the champion of IIBD New Business Venture Competition in 2006. I motioned our Venture Challenge at CBA and they are very interested in sending their students.

I also gave a guest lecture in an International MBA Operations Management course on Global Supply Chain Outlook. The class had 45 students. Students were very attentive and asked good questions. They found my topic interesting and relevant to their program. Several students approached me after the talk for more discussions.

Overall I found many similarities between SOB SYSU and CBA SDSU—in geographic location, academic strength, enthusiastic faculty and students, and contribution to regional economic development. I would recommend a broader agreement between SYSU and SDSU, including both faculty exchange and student exchange. I have gathered a list of courses (delivered in

English) offered in Spring and Fall. There are typically 18 MBA courses each semester. I have also gathered the syllabi of 15 courses. Currently the international exchange students are limited to selected courses only the School of Business. However Connie usually arranges tutors for Chinese and peer Buddy program. They may find internship opportunity for exchange students. I am confident that our graduate students will find study abroad at SYSU an excellent learning experience.

Jinan University

The second school I have visited is Jinan University. I visited two schools and one college—International School, College of Chinese Language and Culture, and Management School. I was first greeted by Ms. Emma Li, the Coordinator for Study Abroad Program at the International Affairs Office for the whole university. She presented the school program and toured me around the campus. Jinan University was founded in 1906, which makes it one of the oldest universities in China. This University has the largest number of overseas students and is the first university in China that recruits foreign students, which make the school unique. Jinan University is the only school in China under the supervision of the Ministry of Education and the Ministry of Foreign Affairs. Currently it has 32,408 students at four campuses, including 12,108 international students from 81 countries.

Among the twenty colleges and schools, International School was established in 2001 with the distinctive purpose to serve overseas Chinese and foreign students. There are about 1000 students studying at the School from more than 30 countries and regions. All the courses offered in the International School are delivered in English with all textbooks and teaching materials introduced from abroad. International School offers eight degree programs; three of them are related to CBA. They are Accounting, Finance, and International Economics and Trade. Ms. Emma showed me the classrooms, library, foreign journal and book collections, dining facilities, dormitory, and grocery stores. Their campus facility design is more westernized and is very easy to go around. The University has a Muslim restaurant.

I had a nice meeting with International School Dean Shuze Tang, Director of Teaching Affairs Office Josh Chen, Professor Xi-Yang Wu, and Professor Yu-Fan Liu. This meeting helped me understand the school structure and course structure. Dean Tang shared his vision and some new initiatives with me. His goals are to make the International School curriculum comparable to international standards and to create more unique programs for regional and global markets. For example, they developed the Accounting curriculum in cooperation with CGA in Canada so the courses and materials help their students become Canadian certified accountants.

I gave a guest lecture in one of the management courses at International School. Dean Tang and some faculties/staffs sat among 80 undergraduate students for my speech. My speech was advertised at its school web site so some community people were also present. I introduced SDSU and CBA to them and gave them an overview on operations and supply chain. My speech was well received. Since English is their first language, students' response was very active. Many asked for more study abroad information right after my speech. Dean Tang presented a certificate to thank me for the talk.

Different from SYSU, international exchange students can take courses from other colleges/schools. One of the popular colleges/schools is the College of Chinese Language and Culture. The College is a national base of teaching Chinese as a foreign language appointed the Ministry of Education as well as an overseas Chinese education base appointed by the Overseas Chinese Affairs Office of the State Council. I visited the College and the student affairs coordinator Xiangkai Kong gave me a tour around the College. They offer language courses and cultural courses at various levels in small size classes. Teachers are very experienced. They have two language labs and on site dining and dormitory. Their facilities are used as one the few HSK (Chinese Proficiency Test) centers for all levels. There are free shuttle buses between the main campus and the College.

I obtained the course catalogs from both International School and the College of Chinese Language and Culture. Currently the course appropriated for CBA students are at the undergraduate level. These catalogs provide course syllabi for convenient references. It is also possible to find internship opportunity for exchange students.

I also have the opportunity to visit School of Management. The School just had a new building from a private donor. The facility looks very good. I met with Associate Dean Yao Hui Zhang and Professor Rui Tong. The School currently does not offer international MBA. However Professor Tong teaches project management in English. The meeting was mainly on its new entrepreneur incubator located in the College. They see the opportunity to become more internationalized and the opportunity to create new programs.

Overall I find Jinan University to be an excellent choice for CBA undergraduate student to do study abroad. The International School and the College of Chinese Language and Culture can provide a good choice of courses and a unique experience. I think they will feel very welcome on campus and can be immersed in the environment quickly. I would recommend signing an agreement for student exchange in support of study abroad program for CBA undergraduate students.

Conclusion

The personal experience at the schools has helped me understand each school's characteristics and strengths, and established direct connections with the key persons at each school. Upon returning from the trip, I have compiled all course materials beneficial to CBA students, and provided them to the CBA Study Abroad Office. In addition to SYSU and Jinan University, I have also established an agreement with National Cheng Kung University (NCKU) in Taiwan for faculty and student exchange. Details about these three schools are attached to this report. I will help Teresa Cisneros Donahue and the CBA Study Abroad Office to promote the exchange programs with these three partners in Taiwan and China to CBA students.

Attachment: Exchange Programs in Taiwan and China

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MBA Courses delivered in English are offered by the Institute of International Management (IIM) (<http://www.imba.ncku.edu.tw>). Below are the descriptions of courses delivered in English.

Managerial Economics

The objective of this course is to provide a precise foundation in economic theory for analyzing the key managerial decision problems of firms and other economic organizations. The course develops the analytic tools of microeconomic theory for modeling the economic behavior of economic agents and the functioning of the markets, and shows how these tools can be applied to deal with problems of the practicality to managers. The course employs the contemporary approach incorporating the latest developments such as transaction cost theory, market with asymmetric information, principle-agent models to enhance the students' appreciation of the analytical power and the practical application of economic theory.

Managerial Accounting

This course is to make students familiar with various cost and management accounting concepts and techniques useful for effective managerial planning, control and decision-making. The course puts the emphasis on the managerial application of accounting and other information in decision-making, rather than on the mechanisms of management accounting measures.

Statistic Methods

This course is emphasized on the various techniques such as chi-square, multiple regression analysis, t-test, ANOVA, MANOVA, analysis of variance, reliability assignment, and factor analysis to analyze the research data.

Business Research Methods

This course is designed to allow students to be able to conduct business research and especially write their thesis effectively. The course focuses on the data collection methods, sampling, and scaling. Furthermore, the course is covered the various methods such as questionnaire design, sampling procedure, and report writing.

Human Resources Management

The primary focus of this course is on human resource strategies in multinational firms. This course should enable you to understand and review: 1.the strategies and choices of human resource management that confront multinational firms; 2.the key factors in designing and implementing human resource strategies and practices; 3.the comparison between the theories and practices in human resource management field.

Financial Management

Students will gain knowledge of financial resource management and the role of financial manager in maximizing the value of the firms. This course includes basic concepts and principles of financial management, the standard techniques of financial analysis and control, the financial markets and environment in which firms operate, valuation and capital budgeting, capital structure and cost of capital, the choice of sources of financing, and the management of current assets and liabilities of the firm.

Marketing Management

The objective of this course is to provide students the understanding of basic marketing concepts, tools and techniques and their application in analyzing marketing problems. The concentration of this course is on creativity and appreciation of the role of marketing in a firm and its relations with other business functions. The course addresses a combination of teaching methods, including lectures, cases, exercises and projects and covers topics such as the marketing concept, analysis of marketing environment, buyer behavior, segmentation and targeting, development of marketing program and specific features of marketing mix of product, pricing, promotion and distribution. Issues in integrating the marketing mix and implementing, evaluating, and controlling the marketing program are also addressed.

Business Decision Methods

Introduction of quantitative methods/models, Fundamentals of decision theory model, Forecasting, Linear programming, the transportation and assignment problem, Integer and goal programming, Game Theory and Project management for solving miscellaneous business problems under certain and uncertain environments. This is a quantitative management course for decision making.

Organizational Behavior

This course is built on the rich history of OB at HBS and focuses squarely on the organizational challenges posed by today's globally competitive economy: pressure to eliminate unnecessary costs, to introduce better products and services at a faster pace, and to transform organizations into less bureaucratic, more responsive entities. It is our strategy to research these issues at the cutting edge and to teach about them in our courses.

Seminar in Business Management

Process innovation aims to achieve order-of-magnitude improvements in business performance: lower cycle times, better quality, enhanced customer service, and lower costs. Participants will be equipped with core reengineering concepts and related techniques to model, analyze and redesign business processes. Specifically, we will take a closer look at customer-interfacing, operational, support, knowledge, and network processes. Corresponding implementation and change management issues will also be addressed. Seminar illustrations and discussions will center on process transformation in the context of e-Commerce.

Production and Operations Management

This course will address a broad-spectrum of issues related to the design, planning, control, and improvements of business operations for both manufacturing and service organizations. The focus is on providing a basic understanding of the operations management function. The coverage encompasses understanding the operations management function in different contexts, analyzing typical decision problems in business operations, and enhancing linkages with other business functions. Topics covered include operations strategy, analysis and design of business processes, forecasting, inventory and supply chain management, quality management and decision tools for management including tools for understanding and managing uncertainty in business. A variety of pedagogical tools are employed and key tactical and strategic imperatives that concern managers are emphasized throughout the course.

Business Policy and Strategy

This course examines issues related to the allocation of resources that enables firms to improve their performance. It focuses on the classical foundations and the cutting edge research in strategic management. This course covers strategy content (strategies used by firms and their effect on performance) as well as strategy process and implementation (organizational structure, control, and process issues whereby strategies are executed).

Management Information System

This is an introductory Information Systems course to enhance students' IS literacy. As a literacy course, it covers comprehensive IS topics in a wide range but not to dig in deep on each topic. The goal of this course is to let students understand why IT and IS are important. Furthermore, students, after learning this course, should be able to know how important the role that people play in using IT and IS within organizations.

Qualitative Research Methods

This course promises to acquaint students with elements of both the theory and practice of ethnographic research. The course will emphasize the practical with the hope that students can employ these methods as they conduct research necessary for thesis work in the AFL program.

International Trade

In this course students will be taught economic explanations of why trade occurs, of the pattern of trade, and of the implication of trade for the distribution of income. Particular attention will be paid to tariffs, quotas and other types of government.

The Investment and Regulation of Derivatives

A good knowledge of international financial markets and investment decision-making process is important for everyone these days. Being business and finance professionals, you are expected

to understand the issues related to international investments in depth. This course will introduce you to the different kinds of financial markets, instruments in the world and their characteristics. It will give you some quantitative and analytical tools to value the securities. Since there is so much uncertainty and noise in the financial markets, it is impossible to determine the true values of securities with any confidence. Therefore, most investors are better forming diversified portfolios. This course will present some tools for designing diversified will be expected to hedge against specified sources of risks. You will learn how to use options and futures contracts for hedging in this course.

E-business and Supply Chain Management

This course will cover both strategic as well as operational issues in supply chain and logistics management. Topics covered include strategic principles in logistics management, supply chain and logistic system design, demand and inventory management, logistics customer service, logistics information systems, order processing, transportation management, warehousing and materials handling. Recent developments in supply chain management such as third party logistics, quick response/efficient consumer response, vendor managed inventory, the bull-whip effect, cross docking, etc will also be covered.

Cross-Cultural Management

This course will introduce graduate students of international business to the cross-cultural dynamics they are sure to encounter in an increasingly global business environment. After a brief introduction to cultural theory, emphasis will be placed on emerging cross-cultural trends in the Asia/Pacific region.

Consumer Behavior

This course traces the evolution of the literature on consumer behavior, which has traditionally thrived on theories borrowed from psychology, sociology and anthropology that are adapted to the unique needs of marketing. It examines the various streams of literature such as relationship marketing, industrial purchase behavior, consumer behavior, communication theory and the impact of technology on marketing thoughts and practice. A unique aspect of this seminar is the focus on the cross-cultural aspects of consumer behavior and the development of thought in the Eastern context, paralleling development of the body of knowledge that has largely been developed within the Western context.

Service Marketing

The course is designed to explore the concepts involved with services marketing, a major part of the world economy today and a growing part of Asian economies. A previous understanding of marketing's core concepts is required as this class will use these ideas but not repeat them. This course will continue to emphasize on the consumer and actually deepen that emphasis through a detailed description of what satisfaction is and the numerous issues that can lead to dissatisfaction.

2. Sun Yat-Sen University, Guangzhou, China

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One study abroad student Mike Schierhorn from University of Florida is also available for assistance. He may be working for Connie for a short term. Mike can be reached by e-mail shorncorp@gmail.com or by cell phone 15920427611.

Courses are offered at its IMBA program and undergraduate students are also accepted (<http://202.116.65.105:8088/intercourse/welcome.do>). Examples of SYSU Courses delivered in English are listed below. Syllabi of fifteen courses are provided to CBA Study Abroad Office.

2007 Courses - Spring semester

- Strategic Management
- Finance Accounting
- International Trade
- Fundamental accounting
- Marketing Channel Management
- Operations Management
- Corporate Finance
- Human Resource Management
- Strategic Management
- Management Information System
- Business Communication
- Sales Management
- Advertising and Branding Management
- Managing Organizational Change and Development
- Logistic Management
- Supply chain Management
- Investment Valuation
- Social marketing

2007 Courses - Fall Semester

- Management Information Systems
- Investment
- International Accounting Standards
- International Accounting
- Management of Decision Making
- Corporate Finance

Productions Management
Communication and Leadership
HR Planning-Performance Management
Business English
Business Communication
Financial Accounting
Organizational Behavior
Marketing Management
Managerial Economics
Sales Management
Advertising and Branding Management
Data Model and Decision
Tourism

3. Jinan University, Guangzhou, China

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Undergraduate courses (all in English) are offered by the International School (<http://ischool.jnu.edu.cn>) and the College of Chinese Language and Culture. Course bulletins of these two schools are provided to CBA Study Abroad Office.