

**Course Name: Doing Business in China**  
**School of Economics Fudan University**

Term: 11 September 2019 - 13 December 2019

Study Level: Graduate

Instructor: Profesor James Yuann, D. Sc.

Email: jkyuann@hotmail.com

Class hours: 1330 - 1705 Friday, 215 minutes each day (Except September 11:  
1800-2115)

Teaching Assistant: TBD

Email: jkyuann@hotmail.com

Discussion Session:

**Course Description:**

The rapid economy growth in China has changed the dynamics of global business. Irrevocably every company today must face the challenges as well as opportunities from China almost in every phase of its business operations. As the second largest economy in the world and the center of the fastest growing Asian regional economy, China has become crucial to the global strategy for most companies in the world. Global competition will hurt companies that do not leverage Chinese possibilities effectively for manufacturing, service provision, markets, and knowledge.

This course takes an integrated and comprehensive approach to the management of China business through enhancing students' understanding to a broad range of China business issues and their strategies. Class topics will reflect the current realities and agenda of China business today. In order to acquire in-depth knowledge, a full range of business environment in China shall be explored, analyzed and/or compared in the following areas,

- opportunities and challenges that foreign companies face today,
- strength and weakness of the foreign and their local companies,
- local business leader profiles/leadership styles vs the westerners' ,
- Chinese government role and its impact on business,
- the fast growing middle- and affluent- class consumers, their mind/behavior and their huge market, and,
- the fast surging e- commerce, trends and other surging opportunities.

In addition, the class shall analyze and compare the determinants of business models through which foreign and indigenous companies, small or large, old or new economy, have successfully or poorly develop their China business. The perspectives and challenges involved when doing business in this fast changing yet complex market will be deep-dive analyzed and discussed in-class from both theoretical and practical standpoints under the guidance of the course instructor who has immensely enriched hand-on experience of doing business in China.

Position papers, Field examples, Personal Experience\*, Film clips and Cases reviewed will include:

- China' s Miracle Economy: Causes, Consequences, and Current Status
- China and the world: Inside a changing economic relationship
- What is next for China economy
- Alibaba vs Amazon, e-Bay
- the Three Kingdom of China e commerce, Baideu, Alibaba and Tencents
- Uber vs DiDi
  - Facebook vs Tencent
  - Apple vs Xiao Mi, Oppo, Vivo
  - Dell vs Lenovo
  - Cisco vs Huawei
- Whirlpool vs Haier
- Tesla, BMW and VW in China
- O' Real, Zara, Mark Spencer
- McDonald, KFC and Starbucks
- Dajiang, Drone' s success

\*External guest speakers have been invited but exact dates need to be confirmed later. One speaker is the chairman of an advanced manufacturing company listed on Shanghai Stock Exchange. The second speaker is the owner of a tech Startup in Silicon Valley and the third one is the General Manager of a German company based in Singapore/Malaysia. They have all generously agreed to share their experience of doing business in China with my class if our class date can fit in their travel schedule.

The key success (failure) factors of those foreign companies along with their business models will be reviewed and compared with their Chinese competitors' in the current China business environment. Facing today' s geopolitics, the on-going trade dispute between China and the US shall be discussed. Ten major trends of China along with the business opportunities can then be developed during the class discussion for students' practical use. The course will be taught by Professor James Yuann who has been successfully directing China business as Asian leaders in several Global 100 multinational companies, coaching foreign and local CEOs and a business consultant in Asia (especially in China) for over thirty years. (Please see attached Dr. Yuann' s bio.)

### **Course Goals: After good learning from this course, the students shall**

- Be able to assess the need and potential for doing business in China.
- Understand the considerations involved in developing a China business strategy and operations in China.
- Be able to make **practical and intelligent** decisions regarding the organization of China business efforts.
- Understand the mindset, skills and experience necessary to become a China business leader.

### **Required Texts:**

#### Reference Book:

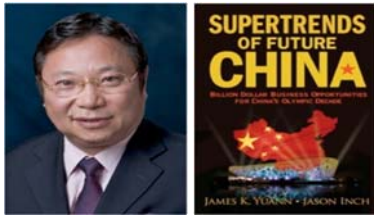
1. Super Trends in China by James K Yuann and Jason Inch, World Scientific, August 1, 2008
2. How to Manage a Successful Business in China by Johan Bjorksten and Anders Hagglund, ISBN 981-4287-82-2, Publisher: World Scientific
3. From the Great Wall to Wall Street, A Cross-Cultural Look at Leadership and Management in China and the US 1st ed. 2017 Edition, by Wei Yen, ISBN: 978-3-319-33007-5 or 978-3-319-33008-2 (eBook). Publisher: Springer Nature

**Assessment:**

**Class Participation: 40%, In-class Presentation: 30%, Final Exam: 30% (in presentation and oral/written format)**

**Course Schedule: TBD**

### Attachment: Biography of Dr. James K Yuann



Dr. James K. Yuann (Jim) is a Visiting Professor in the IMBA program of MIT Sloan - Fudan University and the EMBA program of Tsinghua University (Taiwan and Beijing) lecturing on 'Leadership and Corporate Politics' and "China Business Practice - Business Model Comparisons between Multinational and Indigenous Companies in China" . A member of the Fudan faculty since 2006, he has been elected by the student body as "The Most Welcomed Professor" for his focus on combining theory with industry practice.

During the period of 2010 and April 2013, in addition to his teaching activities, Dr. Yuann was also a Vistage China Chair coaching 15 multinational and local CEO' s in China. He was also an Independent Board Director of Haike Chemicals Group, a London AIM Stock Exchange listed company with revenues of \$3B based in Shengli, the second largest oil field in China. Previously, Dr. Yuann was President of Asia Pacific for Honeywell Specialty Materials. During his tenure, he built the Asia Leadership team, doubled revenues to US\$820M with 1,200 employees, relocated Honeywell Asia headquarters from Singapore to Shanghai, and established a global technology center. Prior to Honeywell, Jim was General Manager of Asia for PolyOne Corporation, the world' s largest specialty polymer manufacturing company. During his 10 year' s tenure, PolyOne Asia expanded from a one-

man operation with US\$2M of import sales to a 500 employees' operation with over US\$100M in revenue with five manufacturing plants located in China, Singapore and Thailand. The Shanghai Mayor honored Dr. Yuann with the Magnolia Award, identifying PolyOne Asia as one of the best performing foreign enterprises in 2000.

Jim was an early pioneer in Asian business starting in the early 1980' s. He was instrumental in establishing Standard Oil Co. (later acquired by BP) in China by successfully marketing products, licensing technology to six major petrochemical complexes in China, and subsequently establishing ten manufacturing sites in Asia. Earlier in his career, Jim held responsibilities in engineering, marketing, technology licensing and general management in the US for Monsanto Co, Occidental Oil Company and BP America.

Dr. Yuann has been on the McDonnell Academy Advisory Board of Washington University at St. Louis and as an Asian Council member of the American Management Association since 2006. He is a frequent speaker at international conferences and business schools. He is the author of the recently published best-selling book 'Super Trends of Future China' and is writing his second book on 'Leadership Practices in Asia and Western Countries' .

Jim has a D.Sc. degree in Chemical Engineering from Washington University in St. Louis, Missouri, a M.S. in Materials Science from University of Cincinnati and a B.S. degree in Chemical Engineering from National Taiwan University. Contact: Email:jkyuann@hotmail.com; Tel: 86.13901887826.