**NYU Stern School of Business & The Hong Kong University of Science and Technology (HKUST)**

**Doing Business in China (Hong Kong)**  
Syllabus  
B86.3307.OA

![Map of China with Hong Kong highlighted]

**Hong Kong, China**  
**January 2011**

**Dates**
- Wednesday, December 1, 2011 (5:00-5:45 p.m.)
  - Mandatory Pre-Departure Class Session at Stern
- Sunday, January 2, 2011 - Saturday, January 14, 2011
  - 13-day program including: 10 days of academic programming; 2 days of optional non-academic programming; and 1 free day.

**Course Description**
The primary objective of this course is to give an insightful and detailed understanding of China’s business environment today and tomorrow. There are five professors for this course. They are Professor Cassian Cheung, Professor Danyang Xie, Professor David Zweig, and Professor Heli Wang.

Specific objectives are:
- to give an overview of the China context;
- to give an understanding of what is going on (from a Western and a Chinese perspective);
- to discuss business opportunities and a framework to evaluate them;
- to highlight structural problems.
Course Requirements

- Attend the mandatory Pre-Departure meeting.
- Attend all lectures, presentations and site visits in Hong Kong and in China during the academic program.
- Active participation in class discussions and cases. *Students are expected to be prepared for each activity and participate in all discussions. Active and thoughtful participation is an essential and integral part of your performance appraisal.*
- Complete all deliverables.

Course Deliverables and Grading

Deliverables

- Pre-Departure Assignment
  - Due: January 3, 2011 @ 9:30 a.m. at Orientation
- Three Case Write-Ups
  - Due: January 31, 2011

Course Materials

1. The Pre-Departure Materials consist of two case studies which are posted on the HKUST portal (see web instructions below).
   a) Case Studies: EachNet and Wanxiang
   b) Site: [http://lmes2.ust.hk/portal](http://lmes2.ust.hk/portal)
      a. Login: dbi2009
      b. Password: dbi2009
2. Upon arrival, students will receive *LEADERSHIP EXPERIENCES IN CHINA*, edited by Steven J. DeKrey and David M. Messick, publisher: John Wiley & Sons – Book, which will be used as a part of the lecture conducted by Professor Cassian Cheung.
3. Other Articles and cases will be uploaded to the HKUST website. Check frequently.

Mandatory Pre-Departure Class Session

A mandatory pre-departure class session will be held on Tuesday, December 1, 2009 from 5:00-5:45PM at Stern to meet in study groups, review logistics, and discuss pre-trip work. *Students that are unable to attend the pre-departure meeting will not be permitted to participate in the DBi China (Hong Kong) program.*
Grading
HKUST professors will grade the students based on the following:

- **Class Participation**: 10%
- **Pre-Departure Assignment**: 36%
  
  *The pre-departure assignment is completed individually. A one to two-page write-up on two cases will be due on the first day of class. Hardcopy should be submitted during the Orientation before 9:30 a.m.*
  
  - EachNet and Wanxiang group will be used for pre-departure assignment
- **Three Case Write Ups**: 54%
  
  *Each student will turn in three 3-page write ups and submit in PDF by e-mail to Professor Cassian Cheung via MBA Office mbastu@ust.hk. Details and cases provided at the orientation at HKUST. Deadline: February 2, 2011*

- **Attendance at all required sessions**: Required

  | Total: | 100% |

*Attendance is mandatory at all classroom lectures and corporate visits. Lateness to sessions and/or not attending a required session will result in a failing grade.*

**Letter Grades**: DBi courses are developed by Stern in collaboration with the partner school. As such, DBi courses follow the same grading policies as all Stern courses. Letter grades are given and recorded on the student’s Stern transcript. The final grade is calculated into the Stern GPA. All course requirements stated on the syllabus must be met to receive a passing letter grade. Assignments are graded by the host school faculty. Final credit will be awarded once the official transcript is received from the school abroad. **Students who fail a DBi course will not receive credit and must make up these credits through additional coursework at Stern, if needed.**

**Assessment criteria used for the cases write up:**

- overall understanding of the core issues in the case
- critical thinking in the analysis of the issues
- use of learning from the course to support arguments for solutions

**Study Groups**
Study groups will be pre-assigned before the December 2010 Pre-departure meeting in groups of 5 students. There are eight study groups.
Laptop policy
Laptops, blackberries and videotaping are not permitted in the classroom at HKUST. Please adhere to the school’s request on this policy. MBA International Programs encourages students to bring their laptop to work on assignments outside of the classroom.

Honor code/Code of Conduct
It is a requirement that students adhere to the MBA Honor Code and Code of Conduct and the DBi Code of Conduct. Every student is should report to the Stern administrator in charge on the DBi program any suspected violation of the code that he or she has observed. http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797 Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

Lecture Outline

Session 1:
Topic: Contemporary Issues in Chinese Politics  Prof. David Zweig
Outlines:
- Introduction: Characterizing the Chinese System
- Political Structure and Political Power in China
- Elite Politics
- Internationalizing China: The Decision to Open to the World
- China’s Resource Diplomacy: Its Global Implications
- Political Culture, Political Participation and China’s Future

Session 2:
Topic: China’s Macroeconomic Policy  Prof. Danyang Xie
Outlines:
- China’s recent economic development highlights the global risks that it faces
- Help students to develop ability to anticipate China’s macroeconomic policies

Session 3:
Topic: Business Environment in China  Prof. Heli Wang
Outlines:
- Use a Chinese startup in the on-line auction market as an example, the section discusses China’ unique business environment
- Cover issues about the strategies that companies adopt to overcome the challenges in the Market, and their implications for the competition between the local companies and multinationals operating in China
Session 4:
Topic: Globalization of China Companies  
Prof. Heli Wang

Outlines:
- Discuss issues related to the internationalization strategy of Chinese companies and the common challenges that they face in the process of internationalization

Session 5:
Topic: Marketing Challenges in China  
Prof. Cassian Cheung

Outlines:
- The China Market: Trends, Opportunities and Challenges and The Consumers
- Marketing Strategy: Key Concepts and Crucial Points
- Branding
- Market development and Innovation
- Marketing Mix: China Context
- Insights by Wah Chu, Chairman, PepsiCo Asia

Session 6:
Topic: The Retail Industry in China  
Prof. Cassian Cheung

Outlines:
- The China Retail Market: Trends and Opportunities
- The Chinese shoppers: Overall characteristics and Geographic and regional differences
- Retailer Strategies: Key Concepts and Crucial Points; Opportunities and challenges Implications for Marketers

Session 7:
Topic: Leadership in China  
Prof. Cassian Cheung

Outlines:
- The Chinese culture: Values and behavior & Contrast with western culture
- Profile of a Chinese Lao Ban
- Understand Contexts: Time and space; Short vs. long term; Rules and situations; Saying no and resolving conflicts; Communication
- Live case discussion
- Conclusion
LOGISTICS

**DBi China (Hong Kong) Program Website**
Useful information about Hong Kong and HKUST could be found at: [http://lmes2.ust.hk/portal](http://lmes2.ust.hk/portal) (HKUST will upload their reading materials to this link) and the password will be provided soon.

**Meeting Point on first day of class**
Please meet in the lobby of the hotel at 8:15 am on the first day of class, January 3, 2011. Students will travel by bus to the HKUST campus.

**Access to computer labs, library and research facilities**
Wireless computer access is available on the HKUST campus from Monday-Thursday. Students will be provided with a guest account to log in to the school’s network. There is wireless internet access at the hotel. The cost for internet access at the hotel during January 4-15, 2010 is included in the DBi program fee.

**Accommodations**
Lodging and breakfast is included in the DBi program fee. Hotel information will be provided shortly. Lodging is for arrival on January 2, 2011 and for departure on the morning of January 14, 2011.

**Meals**
13 breakfasts at the hotel are included. There are 5 dinners included in the program fee: a welcome lunch; Jockey Club, the Peak, the lunch at Cathy Pacific City and a farewell dinner. The welcome and farewell dinners are hosted by HKUST (their MBA students will be invited to attend for networking and socializing opportunities.) All lunches and other dinners are on your own and are not included in the DBi program fee. Other meals are readily available for students to buy either on campus (there are several catering outlets for lunch) or the surrounding area of the hotel. More information about meals in Hong Kong could be found on our website.

**Group Events**
Fees and transportation for the corporate events are included in the DBi program fee.

**Transportation to/from Hong Kong**
Students must arrange and pay for their transportation to/from Hong Kong, China and to/from the airport. Airport shuttle service is available at HK$140.00 net per person one way. Prior booking with hotel from December 5-17, 2010 is required.

Students must arrive at the hotel on Sunday, January 2, 2011 and plan to depart from the program on the morning of Saturday, January 14, 2011. Students are free to travel independently before or after the course at their own expense.
Program Transportation in Country:

- **To Corporate Visits:** Transportation to and from all corporate presentations is included in the DBi program fee.
- **To Group Events:** Group program activities (lunches and dinners) include transportation, and it is included in the DBi program fee.
- **To/from Class at HKUST/Hong Kong Downtown Hotel:** Included in the program fee. Details will be provided to participants at the pre-departure meeting on December 2.
- **To Personal Activities:** *Not* included in the DBi program fee. At student’s expense.

Costs for Program
1. Stern tuition for 3 Credits
2. DBi Program Fee for China
   - Includes:
     - HKUST expenses
     - Hotel accommodation with breakfast for 13 nights (Jan 3 – 16, both dates inclusive)
     - Corporate visits with transportation
     - Transportation between hotel and campus (30 minutes trip each way)
     - 5 group meals: Welcome lunch, Jockey Club, the Peak, Lunch at Cathay Pacific, and the Farewell Dinner. (Welcome and farewell dinners hosted by HKUST).
     - 1 Kung Fu Lesson
3. Additional Expenses to be Covered by Student (EXCLUDED from DBi Program Fee):
   - Airfare
   - Transport to/from airports
   - 13 lunches
   - 9 dinners
   - Transit fare
   - Entertainment
   - Personal expenses

Visa Information

*It is the student’s responsibility to apply and receive the appropriate visas for their passports* in a timely manner for the course. Stern is not responsible for determining your country’s visa requirements or securing your visa for you. Refunds are not provided for those students who fail to secure their visas.
HONG KONG: U.S. Citizens do not need a visa to visit Hong Kong. Since students will be in the country for only a short course, they are considered to be visiting HKUST. Some students may hold a passport (i.e., U.S) which allows them to enter Hong Kong as a tourist without a visa and they do not need to apply for a visa to Hong Kong. Check to see if your country requires a visa to Hong Kong: 
http://www.china-embassy.org/eng/hzqz/xgqz/t84250.htm

INTERNATIONAL STUDENTS: It is your responsibility to research what the regulations and visa requirements are for your country and to adhere to them. Contact your embassy with any questions.

MACAO - Special Note: U.S. citizens do not need a visa to visit Macao. Macao is an SAR like Hong Kong. Many students visited Macao on their own during our past DBi China (Hong Kong) trips and this was a common question. Macao is a 50 minute high-speed ferry ride from Hong Kong. The hotel concierge can provide you with the ferry information. Any visit to Macao would be on your own time and expense.

MAINLAND CHINA: We are not visiting mainland China as a part of this course. If you plan to visit on your own, you will need to check out the visa regulations for your country. U.S. citizens are required to have a visa to visit mainland China (e.g., Beijing, Shanghai). You will need to bring your visa application form along with your passport to the Chinese Consulate in New York. The Consulate is located at 520 12th Avenue at 42nd Street.

China Tourist Visa Information: 
http://www.china-embassy.org/eng/hzqz/zgqz/t84246.htm

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**Academic and Classroom Information**

**Study Groups**
Study groups of 5 students and any pre-trip assignment topics will be pre-assigned before the December 2010 Pre-Departure Meeting.

**Laptop and Wireless Handheld Devices Policy**
While students are encouraged to bring their laptops to work on their presentation, laptops are not allowed in the classrooms. Wireless Handheld Devices (Blackberry, Palm, Cell Phones, etc.) are not permitted in the classrooms. Students are not permitted to videotape class sessions or corporate visits without the permission of the individual professor and HKUST. Please respect the professors and the partner school by adhering to this policy.
Access to computer labs, library and research facilities
Wireless computer access is available on the HKUST campus from Monday-Thursday. Students will be provided with a guest account to log in to the school’s network. There is wireless internet access at the hotel. The cost for internet access at the hotel during January 3-16, 2010 is included in the DBi program fee. The cost for internet access beyond the above period is HK$80 net per room during the stay which will be on your own account.

Honor Code/Code of Conduct
It is a requirement that students adhere to the MBA Honor Code and Code of Conduct. Every student is obligated to report to the Academic Affairs administrator in charge on the DBi program any suspected violation of the code that he or she has observed. http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797 Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

Student with disabilities
If you have a qualified disability and will require academic accommodations during this course, please contact the Moses Center for Students with Disabilities (CSD, 212-998-4980) and provide MBA International Programs with a letter verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form at least one week prior to the scheduled exam time to be guaranteed accommodation.

Please Review All DBi Program Policies
Please review all of the DBi Program policies and procedures posted online at the MBA International Programs’ website at:
http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_Overview.htm

Internet

Hotel: There is wireless internet access at the hotel. You can access the broadband internet with your own laptop computer in your hotel room free of charge. Alternatively, you can access the Internet in the 24-hour Business Centre at US$10 for an hour. Desktop computer and printer are available in the Centre. Please contact the hotel front desk for registration. The cost for internet access at the hotel during January 3-16, 2010 is included in the DBi program fee.

HKUST School: Wireless computer access is available on the HKUST campus from Monday-Thursday. Students will be provided with a guest account to log in to the school’s network.
Royal Park Hotel,
8 Pak Hok Ting Street,
Shatin, Hong Kong
Phone: (852) 2601 2111
Fax: (852) 2601 3666
Website: http://www.royalpark.com.hk/

In Chinese: 香港新界沙田帝都酒店

Breakfast: Breakfast Buffet will be served at the 2+2 Café on the second floor of the hotel from 6:30 to 11:00 a.m. daily. Please sign and state your room number on the bill before you leave the restaurant and the master bill will take care of the expenses.

Room facilities include: Individually controlled air-conditioning, tea/coffee making facilities, in-room safe, alarm clock and radio, high speed broadband access, personal bar and refrigerator, guest laundry, iron and ironing board, hairdryer and toiletries.

Hotel facilities include: 24 hour reception, concierge and room service, valet parking, complimentary shuttle bus to Tsim Sha Tsui (based on hotel schedule and subject to availability), daily housekeeping service, business services, valet dry cleaning and laundry.

Other facilities: Health Club, gymnasium & swimming pool.

Extending your Stay: It is possible to check in early or stay a few days after the program ends at the hotel. Students may contact the hotel with the information provided below directly for extra nights on their own.

Hotel information to Extend Your Stay:
- The cost per night to extend your stay is HK$390 per person for double-occupancy and HK$780 per person for single-occupancy.
- Booking for extended stay should be made through Chris Tong by December 14, 2009:
  - Email christong@royalpark.com.hk
  - Direct Line: 2694 3895
  - Fax no.: 2695 9291

Airport Shuttle: See schedule on Blackboard site. Pre-booking is required. Please contact Chris Tong for booking.
Proximity to Hong Kong CBD: The hotel is only 20 minutes by MTR to Kowloon and the CBD. It starts running at 5:45 a.m. and runs until 1 a.m. It is very reliable and safe. The hotel is approximately close to the Chinese University of Hong Kong campus so that morning and afternoon commutes to school are not long and involved with downtown traffic but it is also not far from everything that Hong Kong has to offer. (SEE MTR UNDER TRANSPORTATION BELOW FOR MORE INFORMATION)

Transportation

Airport to Hotel:

Public Bus: No.A41 Public Airport Bus from the airport and stops right outside the Royal Park Hotel. It operates 0600-2330 Monday to Sunday. Adult one way tickets cost USD 2.5 (HKD 20). Please prepare exact changes to tender before you board. It takes about 60 minutes.

Airport Express Plus Taxis: Take the airport express to Tsing Yi Station USD 8 (HKD 60) per person per trip and Taxi from Tsing Yi to the hotel around USD 22-26, (HKD 150-200). It takes about 35 minutes.

Taxis: (maximum of 5 people, usually take fewer people with luggage) are available from the ground floor level of Hong Kong International. Expect to pay around USD 40 (HKD 300-330) for a one way trip between the Royal Park Hotel and Hong Kong International Airport. They only accept Hong Kong Dollar for payment. It takes about 45 minutes.

To/From Hotel/School and Visits:

Bus transportation is included in the program fee to take participants between the hotel and class, to site visits, and to the group activities listed in the schedule. One bus will pick up students to shuttle students between the hotel and the campus for class as well as their return to hotel. In the morning, it will pick up and leave promptly at 8:45 am daily (Monday – Friday) from the hotel and leave HKUST at 5:00 p.m. unless stated otherwise (in the case of evening group work or special briefing sessions as marked on the schedule). The trip is approximately 25-30 minutes from the hotel to HKUST. There are 49 seats on the bus. A HKUST representative will provide meet and greet service to the group on the first Monday morning at the hotel to accompany their first visit to HKUST.

Meeting Point on first day of class: Hotel Lobby @ 8:15 a.m.
Please meet in the lobby of the hotel at 8:15 am on the first day of class, January 3, 2011. Students will travel by bus to the HKUST campus accompanied by a HKUST representative.

If you do not show up at the departure time, you must find your own way to the school, hotel or site visit. If you miss the bus, the address of HKUST and the hotel is:
Hong Kong University of Science & Technology  
Room 5601, School of Business and Management  
Clearwater Bay  
Kowloon  
HONG KONG  
Phone: 852.2358.8349

Royal Park Hotel: 8 Pak Hok Ting Street, Shatin, Hong Kong  
香港新界沙田帝都酒店

It’s a 30 minute bus ride from the Hotel to the School. On the first day of class, HKUST will provide you with an emergency card that shows address of the class venue and the mobile telephone numbers of the HKUST program team members. You can present this to a taxi driver to contact in case there is any difficulty in communication.

Around Town:

Hong Kong has one of the world's most efficient, safe, affordable and frequent public transport systems. You can get around easily by train, underground (MTR), taxi, bus, ferry or tram. Each mode of public transport in the territory has its own fare system and therefore a new ticket is required each time when you transfer from one mode of transport to another. You need coins and exact change to pay for the bus and tram. See above for Taxi instructions.


A train station is near the hotel, about 3-5 minutes’ walk to the MTR Shatin station from the hotel. The MTR station name is “Shatin”. The Royal Park Hotel is located adjacent to New Town Plaza, a residential, shopping and entertainment venue, only 20 minutes by train from the Hong Kong City Centre. The hotel will offer regular complimentary shuttle bus to HKUST room guests to/from hotel & Tsim Sha Tsui.

Octopus storage card

You may consider purchasing the Octopus to use in major transportation means and avoid keeping exact coins for them. In addition, the Octopus can be used for purchases at all 7-Eleven convenience stores and in some vending machines. Octopus is an electronic smart card that allows users to hop on and off trains, trams, subways, buses and ferries without worrying about purchasing tickets each time or fumbling for exact change. It also gives a slight discount over regular fares. The Octopus card is sold at all train and MTR subway stations which costs a minimum of HK$150, including a HK$50 refundable deposit, and can be reloaded in HK$100 units. Alternatively, you can also buy an Octopus valid for 3 days of unlimited travel for HK$300, including the trip from and to the airport on the Airport Express Line.
Cultural Events and Corporate Visits

**Hong Kong Sightseeing:** An English speaking tour guide (including coach driver) will escort the group throughout the tour depending on the finalized itinerary of the tour. HKUST representatives will not attend this trip. The tour will take us to the magnificent temple, Wong Tai Sin Temple. The temple is, apart from being an important religious centre, a scenic attraction full of beautifully ornamented traditional buildings. Surrounding the temple, fortune tellers will look into your future for a price. Drive along the coastline enroute pass through Repulse Bay which over looks at the South China Sea where the living is easy and stop at Stanley Market where you can bargain cheerfully for clothes, Chinese arts and crafts, porcelain and abundant souvenir items. The last stop at the Victoria Peak, you will be amazed by a panoramic view of the city and world renowned Victoria Harbour.

**Hong Kong Jockey Club, Happy Valley Racecourse**
http://racecourses.hkjc.com/english/come_racing/racecourses/happy_valley/

Nothing beats the excitement of mid-week racing under the lights at Happy Valley. Surrounded by skyscrapers and looped by Hong Kong Island's famous tramline, Happy Valley racing is so popular that thousands of race-goers will come to enjoy the party atmosphere. Whether in the Public Enclosure or a private box, the views are excellent; the atmosphere is electric and the racing is first-class.

**Chinese Kung Fu Lesson**
Although it is optional, HKUST encourages everyone to join in and give it a try. It is for beginners and will be fun! The reason they would like to deliver the practice session is to encourage foreign appreciation of the Chinese Kungfu and culture… and have fun!

**The Peak, Café Deco**
http://www.12hk.com/area/VictoriaPeak/VictoriaPeak.shtml

**Victoria Peak** is a mountain in Hong Kong. It is also known as **Mount Austin**, and locally as **The Peak**. The mountain is located in the western half of Hong Kong Island. With an altitude of 552 m (1,810 ft), it is the highest mountain on the island proper, but not in the entirety of Hong Kong, an honor which belongs to Tai Mo Shan. Because of its view, history and spectacular location, Victoria Peak is strongly attached to an air of prestige. We will be having dinner at the Café Deco on the top of the Peak with spectacular views of the city of Hong Kong below us.

**Ocean Park**
Ocean Park Hong Kong celebrated its 30th birthday in 2007. With attendances figures at an all time high, and an expansion underway, the future looks bright for Hong Kong's home-grown theme park. After spending much of the nineties in the doldrums, the last few years have seen both investment and accolades. The park even gained entry into Forbes top ten theme park list. Despite competition from Hong Kong Disneyland, the park remains by far the city's best theme park. We'll tour the park then meet with the CEO to learn how it has turned around to now successfully compete with Disney.
Cathay Pacific City
Cathay Pacific Airways Limited is the largest airline and flag carrier of Hong Kong. Based at Hong Kong International Airport, the airline's operations include scheduled passenger and cargo services to 120 destinations worldwide. In 1999, they completed their new headquarters, named Cathay City, which is located at Hong Kong International Airport. Cathay Pacific is one of only six airlines worldwide to carry a five-star rating from Skytrax. Cathay was named "Airline of the Year" in 2003 and 2005 by Skytrax and in 2006 by Air Transport World and OAG. The airline has been voted the second best airline in the world by Skytrax for 2008. Cathay Pacific is accredited by the IATA with the IOSA (IATA Operational Safety Audit) for safety practices. It is also a member of the Oneworld alliance. The company is managed by the Swire Group.

Swire Group
The Swire Group's core businesses in Hong Kong are held by the publicly quoted Swire Pacific Limited. The Group's core businesses are grouped into: property, aviation, beverages, marine services, and trading & industrial. Swire Pacific Limited is listed on the Hong Kong Stock Exchange as Swire Pacific Limited SEHK: 0019 (A-shares) SEHK: 0087 (B-shares). Swire Pacific is the largest shareholder of Cathay Pacific, Hong Kong's largest airline.

Swire Properties is one of the largest property developers in Hong Kong. The company owns and manages several major shopping malls, including Festival Walk and City plaza. It has developed a number of well known residential and commercial complexes in Hong Kong, such as Pacific Place, Taikoo Place and Taikoo Shing.

Swire is an anchor bottler in the Coca-Cola System. It is the bottler of Coca-Cola and its related products in Hong Kong, Taiwan and most of mainland China, as well as parts of 10 states in the United States, mainly the mountain west region. This territory represents a population of 400 million people.

The company was featured under the pseudonym "Rothwell-Gorn" in James Clavell's novel Noble House, which is a thinly disguised fictional account of the rivalry between Swire Group and Jardine Matheson, another Hong Kong trading house.

Helpful Links and Information
Hong Kong Travel Information: http://www.discoverhongkong.com/eng/mustknow/index.jhtml
Hong Kong Wikipedia: http://en.wikipedia.org/wiki/Hong_Kong
Hong Kong Visa Information: http://www.china-embassy.org/eng/hzqz/xgqz/t84250.htm
Questions?

MBA International Programs
intl@stern.nyu.edu
KMC 6-120
Telephone: (212) 998-0771
Fax: (212) 995-4606

Office Hours:
Monday - Friday: 9:00 a.m. – 5:00 p.m.

Walk-in Hours:
Monday – Thursday: 12:00 – 1:00 p.m.; 4:00 – 5:00 p.m.
Appointments: 24 hour in advance
## Tentative Course Schedule for Doing Business in China (Hong Kong)
### NYU Stern & HKUST Business School
#### Week 1: Jan 3-9, 2010

<table>
<thead>
<tr>
<th>Jan 3 (Sun)</th>
<th>Jan 4 (Mon)</th>
<th>Jan 5 (Tue)</th>
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<td>08:30</td>
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<td>Morning to work on assignments</td>
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<td>Free Day</td>
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<tr>
<td>Meet at Hotel Lobby for coach pick-up (a rep from HKUST will be present)</td>
<td>Coach to HKUST Hotel Lobby</td>
<td>10:30-12:30 Program Orientation</td>
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<tr>
<td>09:30-10:15 Program Orientation</td>
<td>09:30-12:30 Session 1: Contemporary Issues in Chinese Politics</td>
<td>12:30-13:30 Lunch Break</td>
<td>13:00 Coach from Hotel</td>
<td>12:30-13:30 Lunch Break</td>
<td>12:30 Bring Lunch to eat on the coach to Ocean Park</td>
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<tr>
<td>10:30-12:30 Cultural Orientation</td>
<td>12:30-13:30 Lunch Break</td>
<td>13:30-16:30 Speaker talk (1) HK's role in helping you succeed in China</td>
<td>13:00 Coach from Hotel</td>
<td>13:30-16:30 Speaker talk (2) Legal issues in China by Jean DeSombre</td>
<td>12:30 – 13:30 Coach to Ocean Park 1/F, Lift 29/30 HKUST</td>
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<td>12:30-14:00 Welcome Lunch with HKUST Students</td>
<td>12:30-14:00 Welcome Lunch with HKUST Students</td>
<td>13:00 Coach from Hotel</td>
<td>13:00-16:30 Chinese Kung Fu Lessons on campus Multi-purpose room LG4204</td>
<td>13:30-18:00 Corporate Visits Ocean Park</td>
<td>13:30-18:00 Corporate Visits Ocean Park</td>
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<tr>
<td>14:00 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>14:00 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>16:30 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>16:30 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>16:30 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>18:00 Coach to the Peak</td>
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<tr>
<td>15:00 Buffet Dinner at HK Jockey Club &amp; Horse Racing Games Viewing Happy Valley Racecourse</td>
<td>17:30 Coach to HK Jockey Club</td>
<td>18:00-22:00 Buffet Dinner at HK Jockey Club &amp; Horse Racing Games Viewing Happy Valley Racecourse</td>
<td>18:00 Coach to Hotel Campus Piazza HKUST</td>
<td>19:00-21:30 Dinner at Café Deco (4-course and 3-drink)</td>
<td>19:00-21:30 Dinner at Café Deco (4-course and 3-drink)</td>
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<tr>
<td>21:00 Coach to Hotel</td>
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</table>

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3. For identification purposes, please wear your name badge at all the group events including company visits and group dinners.
## Tentative Course Schedule for Doing Business in China

**NYU Stern & HKUST Business School**

**Week 2: Jan 10-16, 2010**

<table>
<thead>
<tr>
<th>Jan 10 (Sun)</th>
<th>Jan 11 (Mon)</th>
<th>Jan 12 (Tue)</th>
<th>Jan 13 (Wed)</th>
<th>Jan 14 (Thu)</th>
<th>Jan 15 (Fri)</th>
<th>Jan 16 (Sat)</th>
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<tbody>
<tr>
<td>07:00-08:15</td>
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<tr>
<td>Buffet Breakfast</td>
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<td></td>
<td>08:45 Coach to HKUST Hotel Lobby</td>
<td>08:45 Coach Departure Hotel Lobby</td>
<td>08:45 Coach to Cathy Pacific City Hotel Lobby</td>
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<td></td>
<td>09:30-12:30</td>
<td>9:30-12:30</td>
<td>10:30-12:30</td>
<td>13:30-16:30</td>
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<tr>
<td>Session 3: Business Environment in China Prof. Heli Wang</td>
<td>Session 5: Marketing challenges in China Prof. Cassian Cheung</td>
<td>Corporate Visit Cathy Pacific City</td>
<td>Session 7: Leadership in China Prof. Cassian Cheung</td>
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<td>11:00 a.m. Hotel Check-out</td>
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<tr>
<td>Lunch Break</td>
<td>Lunch Break</td>
<td>Lunch Break</td>
<td>Lunch at Cathy Pacific</td>
<td>Coach to Swire Properties</td>
<td>Coach to Sai Kung 1/F, Lift 29/30 HKUST</td>
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<tr>
<td>13:30-16:30</td>
<td>13:30-16:30</td>
<td>14:30-16:30</td>
<td>18:00-21:00</td>
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<tr>
<td>Session 4: Internationalization of China Prof. Heli Wang</td>
<td>Session 6: Retail Business in China Prof Cassian Cheung</td>
<td>Corporate Visit Swire Properties</td>
<td>Farewell Dinner Seafood Dinner Sai Kung</td>
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<td></td>
<td>16:30 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>16:30 Coach to Hotel 1/F, Lift 29/30 HKUST</td>
<td>16:30 Coach to Hotel</td>
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