

China Learning Expedition: “Doing Business in China”
Global Business Course for MBA, EMP, and Other CGU Graduate Students

Claremont, California and Beijing-Hangzhou-Shanghai, China | Spring 2015

A Unique Learning and Networking Experience

With a massive consumer base spending heavily both at home and abroad, China represents a tremendous opportunity for companies seeking growth. But the path to profits is highly complex, fraught with potential pitfalls that are best avoided.

In this immersive, interactive program organized by The Drucker School of Claremont Graduate University, Matt Pillar, a Harvard-trained China business expert and Drucker Senior Fellow; James Mills, Professor of Finance and Co-Director of the Financial Engineering Program at The Drucker School; and a team of well-regarded China market experts present real-world observations on how to navigate this complex, fast-growing market and establish a platform for lasting success. The program, taking place in Claremont, California with a special week-long road trip to Beijing-Hangzhou-Shanghai, China, will engage students in an in-depth review of the current market and business environment, cultural sensitivities, major trends, and industry sector deep-dives and then focus on a wide range of proven, time-tested business strategies and tactics.

Students will gain a first-hand, practical understanding and view of modern China and ways to more effectively and successfully conduct business there. Group discussions, cultural excursions, field trips, and social activities are thoughtfully orchestrated in order to make this a truly memorable, valuable learning and networking experience.

This four-credit course is open to MBA and EMP students from The Drucker School and, selectively, to other CGU graduate students. Course grading based upon 40% class participation and 60% final team project paper/presentation (5-10 page papers, including exhibits; 20-minute class presentations plus Q&A) on related topics selected by groups of up to three students with program leader approval. In-class lectures held in February/March 2015; international travel to China over spring break from March 12-22, 2015; and team projects to be submitted and presented on a date TBD in early-April 2015.

A \$300 non-refundable deposit will be charged to your account and is payable at the time of registration. Logistics and accommodation fees will be charged to your account once you notify program leader Matt Pillar of your room preference. Payment is due by the standard CGU tuition payment deadline for spring semester 2015. Refer to payment details below.

Program Highlights

- Focused, instructive, and well-paced lectures
- Engaging, interactive group discussions
- Q&A sessions and networking opportunities with experienced China market experts
- Selected company site visits, cultural excursions, and field trips
- *Students are required to pay normal four-credit course tuition, as with other classes.* The additional program logistics fee of US\$3,150 includes course reading material, twin room accommodations (single room option available for additional US\$400), transportation within China, and most meals. Students will be given detailed instructions to secure their own international air travel, passports, China travel visas, and (optional) travel insurance.

Topics of Discussion

Topics of discussion will include the following:

- **The China Market: Background, Socio-Economic Indicators.** A brief overview of the country, its people, major historical milestones, political leadership and initiatives, and socio-economic indicators;
- **The Business Environment: Unique Attributes, Major Trends.** The emergence of a global economic superpower, modernization trends and consequences, observations on how the China market is different and changing, and thoughts on constraints and weaknesses that may impact future growth;
- **Success Tips: Strategic and Tactical Considerations.** Guiding principles, cultural sensitivities, market entry, corporate positioning, government relations, staffing, team building, local vendors, strategic alliances, accounting, financial management, consumer targeting, brand building, marketing, sales, public relations, creativity, innovation, intellectual property protection, and investments and M&A, among others;
- **Industry Sector Analyses.** Digital media, higher education, luxury goods, and travel and tourism; and
- **Group Discussions.** Open, interactive discussion of various issues of importance to executives including cultural context in decision-making, balancing risk and opportunity, talent development and team building, business ethics, compliance, and protecting core assets and capabilities.

Program Leadership and Guest Speakers

- **Matt Pillar, Program Leader.** Accomplished executive with significant experience building businesses in China/Asia and the United States. Founder and Managing Director at Fire Dragon Enterprises (<http://www.firedragonllc.com>) and Senior Fellow with The Drucker School at Claremont Graduate University (<http://www.cgu.edu>). Fluent in Mandarin Chinese. Served in senior operating and strategic advisory roles at STAR TV, Pacific Century Group, and Johnson & Johnson's BabyCenter and successfully led US\$1 billion+ in a wide range of investments for Vulcan Ventures, Catalytic Capital, and The Walt Disney Company, among others. Graduated with BA with Honors in East Asian Studies from Brown University and MBA with Honors from Harvard University, where case studies and lecture material which he co-authored and published have been taught in both the Harvard Business School executive education program and second-year MBA curriculum. Writes about China business and strategy at <http://www.climbingthegreatwall.com> and may be followed on Twitter @firedragonllc.
- **James Mills, Senior Lecturer.** Professor of Finance and Co-Director, Financial Engineering Program at The Drucker School. Global consulting, training for 25+ years. *Learn more at...* <http://www.cgu.edu/pages/6046.asp>
- **William Bao Bean, Guest Speaker.** Investment Partner at SOS Ventures. Managing Director at Chinaccelerator. Former Partner at Softbank China/India. *Learn more at...* <https://www.linkedin.com/in/williambaobean>
- **Bill Bishop, Guest Speaker.** Digital media entrepreneur, advisor, and investor. Founder of the Sinocism China Newsletter (16,000+ subscribers). *Learn more at...* <https://www.linkedin.com/in/billbishop>
- **James Eron and Steve Mushero, Guest Speakers.** Co-Founders of ChinaNetCloud, a leading cloud computing service. *Learn more at...* <https://www.linkedin.com/in/jameseron> and... <https://www.linkedin.com/in/stevemushero>
- **Jeremy Goldkorn, Guest Speaker.** Founder and Editor-in-Chief at Danwei.com, a *Financial Times* company. Noted China media and marketing expert. *Learn more at...* <https://www.linkedin.com/in/jeremygoldkorn>
- **Richard Robinson, Guest Speaker.** Digital media entrepreneur, advisor, and investor. Co-Founder and President of Yolu.com, mobile applications developer. *Learn more at...* <https://www.linkedin.com/in/richardrobinson>
- **Peter Schloss, Guest Speaker.** Senior Partner at Phoenix TV Media Fund. Former Chief Counsel at STAR TV and TOM.com. *Learn more at...* <https://www.linkedin.com/in/peterschloss>
- *Additional networking opportunities, schedules permitting, with senior executives from Alibaba, AmCham, Baidu, EF Education, Entrepreneurs' Organization, Gung-Ho Films, Starbucks, and USITO, among others.*

Company Site Visits, Cultural Excursions, and Field Trips

Company site visits, cultural excursions, and field trips will most likely be arranged to the following locations:

- **Beijing, China.** Company site visits to Baidu (search engine+) and TransAsia Lawyers (top-tier Chinese law firm). Field trips to important districts including Chaoyang (commerce, finance), Sanlitun (hospitality, retail), Wangfujing (hospitality, retail), and Zhongguancun (technology and venture capital, also known as China's "Silicon Valley"). Explore the Forbidden City, Great Wall of China, Temple of Heaven, Tiananmen Square, and 798 Art District. *Learn more at* <http://en.wikipedia.org/wiki/Baidu>, <http://transasialawyers.com>, and...<http://wikitravel.org/en/Beijing>
- **Hangzhou, China.** Company site visit to Alibaba Group (e-commerce+). Explore the city's most famous scenic site, West Lake. Travel on China's state-of-the-art, high-speed railway system from Hangzhou to Shanghai. *Learn more at* http://en.wikipedia.org/wiki/Alibaba_Group and... <http://wikitravel.org/en/Hangzhou>
- **Shanghai, China.** Company site visit to EF Education First (English as a second language, online learning+). Field trip to the World Financial Center. Explore the scenic waterfront area known as the Bund, the Shanghai Science and Technology Museum, and important districts including Tianzifang (arts, crafts) and Xintiandi (hospitality, retail). *Learn more at* http://en.wikipedia.org/wiki/EF_Education_First and... <http://wikitravel.org/en/Shanghai>

Required Reading Material

Required reading material to be provided to participants in advance of the course will most likely include:

- Barmé, Geremie R. and Jeremy Goldkorn. *China Story Yearbook 2013: Civilising (sic) China*. Canberra, Australia: the Australian National University, October 2013. (Read only introduction and chapters 2 and 6.)
- Lieberthal, Kenneth G. *Managing the China Challenge: How to Achieve Corporate Success in the People's Republic*. Washington, D.C.: Brookings Institution Press, 2013. (Read only preface and chapters 2 and 5.)
- Osnos, Evan. *Age of Ambition: Chasing Fortune, Truth, and Faith in the New China*. New York, New York: Farrar, Straus, and Giroux, 2014. (Read only prologue; chapters 1, 7, and 17; and epilogue.)
- Pillar, Matthew G. "Mastering the Art of Corporate Warfare in the Pacific Century." Los Angeles, California: Fire Dragon Enterprises LLC, September 2013. (Read entire article.)
- Townsen, Jeffrey and Woetzel, Jonathan. "All You Need to Know about Business in China." McKinsey & Company, April 2014. (Read entire article.)

Program Agenda

The program agenda will include a wide range of both formal and informal learning experiences, as follows:

China Learning Expedition (Claremont, California)

Friday February 13, 2015 7 PM to 10 PM	Saturday February 14, 2015 9 AM to 12 PM	Friday February 27, 2015 7 PM to 10 PM	Saturday February 28, 2015 9 AM to 12 PM	Saturday March 7, 2015 9 AM to 12 PM
Introductions, Course Objectives	PRESENTATION Cultural Sensitivities Market Entry, Corporate Positioning Government Relations	PRESENTATION Staffing, Team Building Local Vendors Strategic Alliances	PRESENTATION Accounting, Financial Management Consumer Targeting, Brand Building Marketing, Sales, Public Relations	PRESENTATION China Business as a Growth Engine Creativity, Innovation, IP Protection Investments, M&A
PRESENTATION The China Market The Business Environment Guiding Principles				
SECTOR ANALYSIS Digital Media	SECTOR ANALYSIS Higher Education	SECTOR ANALYSIS Luxury Goods	SECTOR ANALYSIS Travel and Tourism	Mastering a Fire Dragon Strategy

China Learning Expedition (Beijing, Hangzhou, and Shanghai, China)

	Sunday March 15, 2015	Monday March 16, 2015	Tuesday March 17, 2015	Wednesday March 18, 2015	Thursday March 19, 2015	Friday March 20, 2015	Saturday March 21, 2015
8 AM		GROUP BREAKFAST	GROUP BREAKFAST	GROUP BREAKFAST	GROUP BREAKFAST	GROUP BREAKFAST	
9 AM	INTERNATIONAL INBOUND FLIGHTS TO BEIJING, CHINA <i>All participants depart Los Angeles on evening of Thursday, March 12, 2015</i> CULTURAL IMMERSION The program leader will accompany participants to major sites of interest during the weekend, most likely including: - Forbidden City - Great Wall of China - Temple of Heaven - Tiananmen Square - 798 Art District RECEPTION Crowne Plaza Hotel	CHINA EXPERT Q&A Jeremy Goldkorn	CHINA EXPERT Q&A Peter Schloss	CHINA EXPERT Q&A William Bao Bean	HOTEL CHECK-OUT TAXIS TO ALIBABA HQ	CHINA EXPERT Q&A James Eron, Steve Musher	INTERNATIONAL OUTBOUND FLIGHTS FROM SHANGHAI, CHINA <i>All participants depart Shanghai on evening of Sunday, March 22, 2015</i> CULTURAL IMMERSION The program leader will accompany participants to major sites of interest during the weekend, most likely including: - Int'l Finance Center - Science & Tech Museum - The Bund - Tianzifang (Arts, Crafts) - Xintiandi (Shopping)
10 AM		GROUP BUS TO ZHONGGUANCUN	GROUP BUS TO JIANWAI SOHO	HOTEL CHECK-OUT GROUP BUS TO SCITECH PLAZA	COMPANY SITE VISIT Alibaba Group (Alibaba, Taobao) with Wei Zhang SVP, Strategic Staffing	TAXIS TO EF EDUCATION HQ	
11 AM		COMPANY SITE VISIT Baidu with Kaiser Kuo Director, Corporate Communications	COMPANY SITE VISIT TransAsia Lawyers with Philip Qu Attorney at Law and Partner	FIELD TRIP – Scitech Mall Outlet Mall Complex (Huge, Premium Brands)	TAXIS TO RAILWAY STATION	COMPANY SITE VISIT EF Education First with Melissa Lam GM and CFO, China	
12 PM				GOURMET LUNCH BOX	RAILWAY CHECK-IN		
1 PM		FREE TIME, LUNCH BREAK	FREE TIME, LUNCH BREAK	GROUP BUS TO AIRPORT	EXPRESS TRAIN #G7512 HGH East, 1:39 PM to SHA Hongqiao, 2:31 PM	FREE TIME, LUNCH BREAK	
2 PM		GROUP BUS TO HOTEL	GROUP BUS TO HOTEL	FLIGHT CHECK-IN	TAXIS TO HOTEL	TAXIS TO HOTEL	
3 PM		CHINA EXPERT Q&A Bill Bishop	CHINA EXPERT Q&A Richard Robinson	FLIGHT Air China #1716	HOTEL CHECK-IN	CLOSING COMMENTS, GROUP FEEDBACK	
4 PM		FREE TIME, AFTERNOON BREAK	FREE TIME, AFTERNOON BREAK	Beijing (PEK), 2:40 PM to Hangzhou (HGH), 5:00 PM	FREE TIME, AFTERNOON BREAK	FREE TIME, AFTERNOON BREAK	
5 PM		WALK TO DINNER	TAXIS TO DINNER	TAXIS TO HOTEL	TAXIS TO DINNER	FREE TIME, AFTERNOON BREAK	
6 PM		FIELD TRIP – Wangfujing Apple Store (Asia's Largest) Oriental Plaza Mall (300+ Local and Global Brands)	FIELD TRIP – Sanlitun BHG Market Place (Gourmet Food) Flagship Retail Outlets (Adidas, Apple, Esprit, Nike, Uniqlo)	HOTEL CHECK-IN WALK TO DINNER	FIELD TRIP – WFC Local Specialty Shops Observation Deck and Sky Walk (100 th Floor, World's Second Highest)	RECEPTION InterContinental Hotel	
7 PM	WELCOME DINNER Xiao Wang Fu Crowne Plaza Hotel (Beijing Duck)	DINNER Snack Street Wangfujing (Chinese, Regional)	DINNER Lou Wai Lou West Lake (Chinese, Hangzhou Cuisine)	DINNER Din Tai Fung World Financial Center (World Famous Dumplings)	FAREWELL DINNER Oriental House InterContinental Hotel (Chinese, Regional)		
8 PM							

SEMINAR LECTURES, COMPANY SITE VISITS	GROUP DISCUSSIONS (INTERNAL)	CHINA EXPERT Q&A (SPECIAL GUESTS)	FIELD TRIPS, SOCIAL TIME	TRAVEL
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Payment and Cancellation Policy

All students must be registered on or before December 1st as we anticipate the class will reach maximum enrollment.

A \$300 non-refundable deposit will be charged to your account at the time of registration and payment is due immediately. Payment of (a) normal four-credit course tuition and (b) additional remaining program logistics fee, in full (\$2,850 double occupancy, \$3,250 single occupancy) is due by the standard CGU tuition payment deadline for spring semester 2015.

Please refer to standard CGU tuition payment guidelines for payment options (e.g., check, credit card, wire transfer, etc.) and procedures and course tuition cancellation timing and refund policies at <http://www.cgu.edu/pages/312.asp>

For further registration or payment information, MBA students please contact Virginia (Jeannie) Bullard at virginia.bullard@cgu.edu and management students please contact Mary Jo Carzoo at maryjo.carzoo@cgu.edu.

To address further questions about the program itself, please contact Matt Pillar at mpillar@firedragonllc.com.