

Minnesota State University Moorhead

BUS 345: China Business Trip

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students in this class will travel to China for a first-hand experience of Chinese culture, business environment, financial system and the challenges and opportunities each of these bring to conducting foreign business in mainland China.

B. COURSE EFFECTIVE DATES: 03/04/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Acquire an understanding of the challenges and opportunities of doing business in China.
2. Become aware of ethical issues unique to doing business in China.
3. Develop an appreciation of differences in politics, culture, and the business environment between China and the US and how each of these affect marketing strategy.
4. Develop an awareness of current international business issues and their implications for China.
5. Gain experience with international travel to promote confidence, efficiency, and effectiveness.
6. Improve interpersonal skills with individuals from another culture.
7. Observe firsthand the business environment and financial system of China.
8. Realize the need to understand the environmental and cultural diversity that exists in China.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted