Global Entrepreneurship and Innovation in Beijing – Maymester 2008
SA 307R/ENTR 490G - 3 credits
Option or Capstone Course
(Updated March 2, 2008)

Registration Information

1. Please register at the following link. We would like people to register quickly so that we can firm up flights and other details in the very near term. If you know of others who may be interested, please encourage them to register. https://www.studyabroad.purdue.edu/programs/flyer.cfm?flyer=782&SICountryCode=716&Undergraduate=true

2. When you register, there will be several forms that you need to complete. Please bring these to Jackie Lanter, administrative assistant at the Burton Morgan Center for Entrepreneurship. Her desk is the first in the glassed-in area downstairs. Her phone number is 494-6400 and email lanter@purdue.edu.

3. Total program fee is $1255 (excludes flight). **Deposit of $400 due by April 1, but preferably sooner.** Please give this to Jackie Lanter as well. The remainder will be billed by the Bursar’s office through normal student billing. A very quick search of flights showed fares of $1200-1600.

4. During registration, please register for SA307R Global Entrepreneurship and Innovation with your advisor.

5. Do you have a passport? If not, apply for one this week and pay the extra fee to have it expedited.

FOR MORE INFO CONTACT GROUP LEADERS: Nathalie Duval-Couetil at natduval@purdue.edu or 494-7068 Sandra Liu at liuss@purdue.edu

General Information

Suggested departure date: May 10, arriving Beijing May 11
Program dates: May 12-24
Proposed Pre-trip seminar dates: April 15, 22, and 29, from 5:30 to 8:20

Course Requirements:
Option: A trip/final report (see page 2)
Capstone: A trip/final report within the context of a planned business opportunity

Cost

Program Fee (study abroad fee, ground transportation, lectures, activities, visits): $1255
Estimated airfare: $1200-1600
Meals and pocket money: $250 - $500

(select program activities on next page)
Select Program Activities

Tsinghua University Lectures and Activities
An Introduction to China and China’s Traditional Culture
How to Study at Tsinghua and Have a Life in Beijing
China’s Current Economic Situation, Government Structure and Political System
How to Set-up and Run a Business in China
R & D collaboration with leading universities: Tsinghua University/Tsinghua Science Park
Campus Tour with Tsinghua Students

Examples of Company Visits
Business Incubator at Tsinghua Science Park
IT Company in Tsinghua Science Park
State-owned Company
Cummins
Otis Elevator’s “green” factory and other companies in Tianjin
(see http://www.otis.com/corp/b2-newsrec.html?item=20070718)
The American Chamber of Commerce

Tours/Visits
The Great Wall
Beijing Capital Museum
Tiananmen Square and the Forbidden City
Beijing Opera
The Summer Palace
Acrobatic Show
The Temple of Heaven

(course requirements on next page)
ENTR 490G - Course Objectives and Requirements

Seminar/Course Objectives
- To equip students with knowledge in strategic and cultural issues that are specific for entrepreneurs to consider when conducting business in a global environment
- To provide an understanding of issues and challenges related to conducting global business
- To experience global business issues through a study abroad opportunity

Course Requirements
- Team Assignment - No more than 4 members of a team
- A written trip report due on June 8th, 2008 forwarded electronically to Dr. Sandra Liu liuss@purdue.edu.

Contents of the Trip Report:

PART 1: Overview of the macro-level business environment in China:
- Development of the local economic communities – from Asia to China
- Major economic drivers for business
  - GDP
  - Trade balance
- Political environment
  - Government structure, policy, regulation
  - Legal system
- Financial infrastructure
  - Capital markets
  - Credit markets
- Labor and Human Resources systems
- R&D infrastructure and systems
- Educational system

PART 2: Overview of knowledge gained as a result of lectures, visits, and experiences:
- History, culture, and how these relate to recent economic developments in China
- Challenges for US companies and executives doing business globally and specifically in China
- Entrepreneurship activity in China
  - Current situation in both private industry and university contexts
  - Future challenges (e.g. competition, financial market, and etc.)
- The Chinese business environment as it relates to local and international entrepreneurs
- Brief reports on individual companies, based on observations and company presentations
  - Description of business activity in China
  - Vision/mission/goals related to their global business activities
  - Current situation/performance
  - Key success factors
  - Major challenges

For those taking the course as a CAPSTONE experience for the Certificate Program
Situate a new business opportunity that you have developed within the context of the Chinese market (Part 1 above).
Describe:
- The product/service/technology
- Value proposition and competitive advantage
- Market Opportunity (e.g. target market, demographics, competition)
- Marketing strategy (how will you reach your customers?)
- Team/HR resources to be deployed
- Financial projections and capital needs/sources
- How will you overcome cultural barriers and risks for all of the above?