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GIM China and the Global Economy

Winter 2024: 1/9, 1/16, 1/23, 2/6, 2/13, 2/27

Professor Nancy Qian
nancy.qian@kellogg.northwestern.edu
Office hours: TBD

Teaching Assistant: Zach Prinz
Office hours: Available by email

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GIM Program Purpose and Objectives

GIM Purpose:

To provide all Kellogg students with a unique opportunity to apply classroom learning about global business to an immersive experience in countries outside of the United States.

GIM Program Objectives:

- Gain a foundational understanding of the macroeconomic trends, politics, history, and culture of a country or region and the impact of these factors on the business climate of those countries.
- Develop unique insights into the business ecosystems, practices and challenges, and opportunities in a particular country or region through the lens of the class topic.
- Develop skills to locate, connect with, and interview individuals in-country in service of a group project that is designed to deepen students' understanding of the class topic.
- Collaborate with your staff advisor, faculty member, and peers from diverse academic programs and backgrounds to engage, reflect, and participate respectfully, build an inclusive community, and represent the Kellogg brand well.

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Course Description and Objectives

China is the world's second largest economy and the U.S.'s biggest trading partner. For twenty years, it grew at 10% per year, a streak so unusual for a large economy that it was coined the "Chinese growth miracle". Miracles do not last forever. In the past few years, the inevitable slowdown of growth has started to happen, and it has been complicated by geopolitics. This makes China, one of the world's most important economies, largest consumer markets and production centers, also a complicated places to do business. To be effective and navigate the increasingly complicated landscape, future business leaders need to understand the Chinese economy, culture, history, politics, as well as its complicated relationship with other countries. Such deep and subtle understanding can only be achieved with the combination of coursework and in-country experience, where you can complement book knowledge with empathy built on in-person interactions and common experiences with people working and living in China.

The goal of this class is to provide such understanding and experiences. We will seek to understand the deep links between current economic issues and China's history, politics, and culture. Here are some examples of questions that we address.

- What are the main difficulties that Chinese or international companies working in or with China face today? How do they overcome them?
- What does a state owned or privately owned firm in China look like? How is it different from a private international firm?
- How did China transition from a state-owned command economy to a quasi-private market economy? What does capitalism look like in China?
- What is the future of Chinese labor supply, and how is it related to the One Child Policy the rapidly aging population, and youth unemployment?
- How are current Chinese economic policies underpinned by historical experiences during the Great Leap Forward (1958-61) or the Cultural Revolution (1966-76), which closed schools and caused other disruptions for ten years, and how do they influence the Chinese economy today?
- How does rural-urban income and wealth inequality influence Chinese economic development?
- What are the motivations behind China's stringent rural-urban migration restrictions and how do these influence economic development?

The modality of learning will be a combination of instructor-led discussions, guest lectures, student-led in-country interviews and project work.

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Attendance Policy

Attendance is mandatory in all GIM classes, the fall quarter orientation, and everything listed on the in-country schedule. This class has an exciting mix of full time, evening-weekend and executive MBA students. All students except EMBA are expected to attend in person according to Kellogg Policy. The only excused absences are unanticipated illness or family emergencies. A student who misses more than 20% of any GIM class will be dropped from the class as well as from the GIM trip, in accordance with Kellogg academic policies.

Sickness:

If a student needs to miss class due to illness, they should request approval using the form linked in Canvas. Once a student's absence is excused, they may reach out to the faculty member or TA for the link to access the recording of the class that they missed (if provided) and to determine what make-up work might be needed.

Recruiting:

Students are expected to conduct their recruitment interviews around their course schedules. If you have an interview scheduled at the same time as this class, please work with the company to reschedule your interview for another time. If you need help on how to have that conversation or make that request, please reach out to the Career Management Center (CMC) for support.

Role of the In-Country Advisor

Throughout your GIM trip, you will be accompanied by an in-country advisor, **Matthew Temple, the Senior Director of Alumni Career & Professional Development at Kellogg**. The in-country advisor is responsible for designing and managing in-country experience. As part of these responsibilities, he will be assessing each student's level of participation during the plenary meetings and will be assigning 15% of their overall grade.

Kellogg Honor Code

The students of the Kellogg School of Management regard honesty and integrity as qualities essential to the practice and profession of management. The purpose of the Kellogg Honor Code is to promote these qualities so that each student can fully develop his or her individual potential. Upon admission, each student makes an agreement with his or her fellow students to abide by the Kellogg Honor Code. Students who violate the Kellogg Honor Code violate this agreement and must accept the sanction(s) imposed by the Kellogg community.

The Kellogg Honor Code is administered by students and is based on the concept of self-government. The efficacy of such a student-administered honor code is dependent upon a high degree of dedication to the ideals of honesty, integrity and equal opportunity reflected by the code. The Kellogg Honor Code requires that each student act with integrity in all Kellogg activities and that each student hold his or her peers to the same standard. In agreeing to abide by the code, the Kellogg students also agree to report suspected violations. By not tolerating lapses in honesty and integrity, the Kellogg community affirms the importance of these values.

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Northwestern University Code of Conduct

All students who participate in GIM are expected to comply with all policies governing social interactions and personal behavior as outlined in the [Northwestern Student Handbook](#) and the [Northwestern Student Code of Conduct](#).

Accommodations

Kellogg Academic Advisors and the Student Life Office work with students with disabilities to ensure that they receive the resources and assistance that they need. These offices contact the faculty member for each class in which a student is enrolled to make sure that the student receives the required accommodations. Please contact your Academic Advisor or the Student Life Office with any questions and to discuss how accommodations can best be implemented throughout the course.

Course Materials

The Chinese economy is evolving in real time. So, much of the in-class discussion and readings will come from periodicals, such as the WSJ, FT, Economist, Bloomberg and Project Syndicate; and are subject to change. There are no required books to buy for this class. Required readings will be uploaded onto Canvas the Friday in advance of class. In addition, the list suggests readings that will give you an in-depth understanding of the economic, cultural, and political history of China and Africa.

Optional references:

Huang, Yasheng. *Capitalism with Chinese Characteristics: Entrepreneurship and the State*. United Kingdom: Cambridge University Press, 2008.

Spence, Jonathan D. *The Search for Modern China*. United Kingdom: Norton, 1990.

Course Schedule and Assignments (Tentative and subject to change)

November 29, 2023 5:15-6:15 **Pre-term Kick off**. Preparing for travel, group projects, class goals, FAQs, Global Experience, faculty, advisor

January 9, 2024 **Lecture 1: Introduction to the Chinese Economy**

Readings: The Two-Sides of Chinese GDP (Project Syndicate, Nancy Qian), The Economic Fundamentals of Chinese Communism's Successes and Failures (Project Syndicate, Nancy Qian)
Guest Speaker: [Jess Love](#) (Kellogg Insight) – "The Art of Conducting Interviews"

January 16, 2024 **Lecture 2: Chinese vs. American Business Culture**

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Guest Lecture: “Engaging with Chinese Management”, [Yuying Chen](#), Head of AI at Peak6, Former CPO of Barnes & Noble EdTech

Readings: TBD

Student Group Work: Identify Project Idea and start making your plans

January 23, 2024 **Lecture 3: American Firms in China I**

Guest Lecture: [David Kohler](#), CEO and Chair of Kohler

Readings: TBD

Student Presentations and Group Work: Present your project idea and get feedback

February 6, 2023 **Lecture 4: The Future of the Chinese Economy**

Guest Lecture: [Vincent Ni](#), Business Journalist at NPR, formerly at the Guardian and Washington Post

Readings: TBD

Group Work: Make in-country plan, interview questions and tentative interview list.

February 13, 2023 **Lecture 5: American Firms in China II**

Guest Lecture: [Dakota Bass](#), Founder and CEO of Trojan Horse Inc. and creator of Cruz BlenderCap

Readings: TBD

Student Presentation: In-country plan, interview questions and tentative interview list.

February 27, 2023 **Lecture 6: Almost ready to go....**

Guest Lecture: TBD

Readings: TBD

Student Presentation: In-country plan, finalized interview questions and interview list.

In-Country Experience

In-country participation in all activities and meetings listed on the syllabus is mandatory for all GIM students, unless otherwise indicated by your advisor and faculty member.

Engagement in the in-country experience is critical to GIM program learning and success. This includes:

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- Engaging and contributing to your group project meetings and teams
- Engaging and contributing to plenary meetings
- Successfully fulfilling your class role
- Being a positive brand ambassador for the Kellogg School throughout your travels

Final Class	[In-Country]
<i>Topics:</i>	Key learnings and takeaways Student final project presentations or project updates

Assessment

Research Project	55%
Initial Project Proposal	5%
Industry/Sector Overview + Presentation	10%
In-Country Research Plan	10%
Final Presentation / Written Report	20%
Peer Evaluation	10%
Submission to Group Project Database - MANDATORY	0%
Reflection	20%
Individual Reflection Paper	15%
Engagement in Group Debrief In-Country	5%
Participation	25%
In-Class Participation (attendance, discussion, engagement)	10%
In-Country Participation (plenary meeting participation, student role, overall participation; determined by GIM advisor)	15%

GIM Research Project

The core GIM class deliverable is an independent research project. While GIM is designed as a foundational overview class, we hope these projects enable students to take a “deeper dive” into a topic that is of interest based on past experience, current studies, or future plans. The instructor will assign students into groups of 3 to 4 students, who will select an international business, economic or management issue to study in depth.

Research Topics

After their GIM class orientation session, students will take a survey to confirm their broad topic interest, often by sectors (ex. healthcare, technology, education). They will be assigned to their group

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project teams based on these interests, any applicable experience, and with a goal to have diverse project groups.

If a GIM class is traveling to more than one country, students must select a project topic that enables them to integrate research and insights from both locations.

Before the term begins, the faculty will send out a google sheet with a list of broad topics or industries wherein students can then rank their preferences. The faculty will then assign students to groups based on topic interest which the students will then refine throughout the term with the help and advice of their faculty member. Good GIM projects are generally built around interesting, clear, and relatively narrow research topics. Some titles from successful projects from recent years have included “How Uniqlo’s Brand Positioning and Marketing Strategy Allow the Company to Thrive in China’s Fast Fashion Market” and “Expanding Wine Sales to Middle-Class Brazilians: A Proposal to Concha Y Toro.” Weak GIM projects often have excessively broad or unfocused topics such as “An Overview of the Brazilian Beverage Industry.”

Project Report Structure

Final reports should be at least fifteen pages in length, excluding exhibits. Groups may choose from the following report formats:

- Analytical research paper – A research question is described; competing answers to the question are discussed; evidence collected on the trip is used to argue for or against the alternative answers.
- Industry analysis – A particular industry is surveyed to examine a narrowly focused, well-defined topic pertaining to the competitive dynamics of the industry. An example would be an analysis of a market entry opportunity presented to a foreign multinational.
- Business recommendation report – A consulting report recommending specific strategic, operational and organizational actions to solving a clearly defined business issue.

Project Deliverables

Research Project Proposal

Length: 1 pages

Each project group will submit a description of their proposed topic, including:

- Initial research question
- Draft list of organizations that can help answer this question
- Context as to why this topic is relevant to the class
- Context as to why this topic is relevant to global business

Background Research Review

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Length:

- *Written assignment: 2 pages*
- *In-class presentation: 5 – 7 minutes*

Each project team will submit and present an overview of the sector or industry most relevant to their overall topic. This will enable the project group to develop a strong understanding of the research and data that already exists and to share this context with the class to enhance understanding of the markets you'll travel to. The write-up and presentation should include:

- Current research question
- Key players in this sector (in the context of course theme)
- Financial impact of this sector on the national economy
- Opportunities and challenges for this sector
- How your research question relates to this sector

The presentation should be 5 – 7 minutes. The written assignment should be five pages.

In-Country Plan

Length: as needed

This is a detailed matrix of five or more investigative research meetings arranged in country. The best plans will include day/time/location of meeting; name/description of organization; name/title/bio of interviewee; agenda and interview guide for each meeting.

In-Country Meetings

At least 5, recommended 5-7

Students should expect to spend ~20 hours in-country traveling to group project meetings, speaking with resident experts, gathering local data, and testing their hypotheses and recommendations in the field.

Final Presentation

Length: 10 – 12 minutes

The final presentation will take place on the final day of the trip. The presentations will be submitted to Canvas summarizing their research findings. The purpose of this deliverable is to allow faculty members and students to learn about and provide feedback on the project groups' final findings.

Written Report

Length: 10 pages

The final report, 15 pages long before exhibits and appendices, prepared according to one of the formats discussed above.

Peer Evaluation – Each member within the project group will assess every other member's contributions to the project, including their own, with a confidential peer review form that takes into

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account each member's intellectual contribution, initiative and organization, workload contribution and overall contribution.

Group Project Database – Maintained by the Global Experience Office, group projects database serves as a repository for contact information shared amongst multiple years of GIM students. About a week before final reports are due, Global Experience will send a link to the platform for each project group to fill out with information about their contacts. Please note that the requirement for filling out the google sheet is due at the same time as the written report.

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GIM Program Contract

As a student enrolled in Kellogg's Global Initiatives in Management (GIM) program, I understand and will abide by the following requirements:

1. All dates, deadlines, and requirements related to:
 - Program academics
 - Program-associated travel and community-building
 - Program costs, payments, and visas;
2. The expectations set forth in the Kellogg Honor Code, the Northwestern Student Code of Conduct, and the Northwestern Student Handbook;
3. Serving as a positive brand ambassador for Kellogg throughout the in-country experience;
4. Respecting and following recommendations related to health, safety, security, and local laws throughout travel;

If I do not fulfill these expectations, I understand that the Office of Global Experience, my GIM faculty member, and my GIM advisor have the right to determine how my actions might impact my grade or my ability to participate in the GIM program.

Your name:

Student Signature

Date