

**Managing Multinational Corporations in China**

**Instructor: Paul Gillis**  
**Semester: Autumn 2019**

**Program: IMBA**  
**Time: Thursday 13:00-16:30**  
**Sept 5 – Oct 31**

**Credit Hour: 30**  
**Prerequisite: none**

**Credits: 2**  
**Location: Room**

**Contact Information:**

**Office: Room inside MBA Office, Room 212, Old Guanghai**

**Email: [gillis@gsm.pku.edu.cn](mailto:gillis@gsm.pku.edu.cn)**

**Course Website: [www.paulgillis.org](http://www.paulgillis.org)**

**Office Hours: by appointment**

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**Program Learning Goals and Objectives**

**Learning Goal 1: Graduates will have a sense of social responsibility.**

Objective 1.1: Graduates will understand the importance of corporate social responsibility.

Objective 1.2: Graduates will identify potential ethical issues in their professional lives.

**Learning Goal 2: Graduates will be effective business managers who will be able to use analytical tools to make business and managerial decisions.**

Objective 2.1: Graduates will have a solid understanding of business fundamentals and will be familiar with advanced business concepts.

Objective 2.2: Graduates will be familiar with state-of-the-art quantitative analytical techniques and will apply the techniques in an appropriate way.

Objective 2.3: Graduates will be able to solve problems and make strategic decisions

**Learning goal 3: Our graduates will be effective business managers and leaders with strong communication skills.**

Objective 3.1: Our students will be proficient in written and oral communication.

Objective 3.2: Our students will display interpersonal sensitivity in their dealings with others.

Objective 3.3: Our graduates will be able to motivate others and act as leaders among their peers.

**Learning goal 4: Graduates will have a broad vision of globalization.**

Objective 4.1: Graduates will be aware of cross-cultural differences.

Objective 4.2: Graduates will understand the political, economic, and societal characteristics of the major global business powers.

**Brief Course Description**

Multinational corporations (MNCs) play a key role in China's economy, accounting for about 16% of China's GDP and 43% of gross fixed capital formation. Virtually every large global MNC has significant operations in China, drawn to the huge potential market and significant manufacturing advantages. The trade war between the United States and China has cast a cloud over the future of MNCs in China.

This course will examine how MNCs must adapt to succeed in China. Through cases, readings, discussions, and presentations by managers of successful MNCs students will explore how MNCs are doing business in China. Key issues include:

- Strategies for interaction between headquarters and China operations
- Managing the expatriate career
- Negotiating with Chinese
- Localizing China operations and work force
- Developing and protecting intellectual property
- Managing government and public relations
- Dealing with ethics and corruption

### Course Objectives

The course is designed explain how multinational corporations succeed in China. The course is intended to help prepare students for a lifetime of engagement with China as a manager of an MNC.

### About the Professor

Paul Gillis, PhD CPA is a professor of practice. He joined the Guanghua School of Management in 2007 following a 28-year career as a partner in the international accounting firm PricewaterhouseCoopers where he served many of the world's most prominent MNCs. He has lived in China since 1997 after previous postings in the United States and Singapore. He is a certified public accountant in the United States, and was recognized as market reformer of the year by the International Financial Law Review. He is a regular analyst on China Radio International and China Global TV Network (CGTN).

### Detailed course plan (Outline of Units)

Topics will be arranged based on availability of outside speakers or breaking news.

Week	Session	Date	Time
0	1	Sep. 5 Thu.	13:00-16:30
1	2	Sep. 12 Thu.	13:00-16:30
2	3	Sep. 19 Thu.	13:00-16:30
3	4	Sep. 26 Thu.	13:00-16:30
4	5	Oct. 3 Thu.	The National Holiday, NO class
5	6	Oct. 10 Thu.	13:00-16:30
6	7	Oct. 17 Thu.	13:00-16:30
7	8	Oct. 24 Thu.	13:00-16:30
8	9	Oct. 31 Thu.	13:00-16:30

**Textbooks**

A casebook will be distributed in the first class.

**Rules students must follow**

Students must abide by the codes of conduct of Peking University and Guanghua School of Management. In addition, detailed course-specific policies regarding participation, communication, and grading will be discussed in class

**Course Assessment**

<u>Component</u>	<u>Weight</u>
Class participation	20%
Written case summaries	20%
Interview of MNC executive	20%
<u>Field research paper and presentation</u>	<u>40%</u>
Total	100%

The primary method of instruction will be the case method, and students should be well prepared for class. A written case summary not to exceed four pages is required for each case and will be prepared by teams of up to four students. Requirements for these summaries will be explained in the first class.

Students will interview an executive with a MNC in China and write a two-page summary of the meeting and the most important issues facing his/her company in China. The paper is due on October 10.

A field research paper of no more than 1,500 words (about 5 double spaced pages) is required. The paper should provide background about one of the challenges facing MNCs in China, research extant literature on the issue, and make recommendations. Final papers will be due by email to paulgillis@me.com by midnight on November 7. Grades will be reduced by 10% for each day the paper is late. Each student will present a brief summary of the paper in classes beginning about October 17 .