International Business
and
Chinese Enterprise
IBCE majors learn to thrive in the Chinese business environment.

Program overview

The International Business and Chinese Enterprise program is an intensive four year course of study that develops undergraduate students into professionals who can operate and succeed in the Chinese business environment.

Each year, twenty University of South Carolina (USC) students create a network with twenty Chinese University of Hong Kong (CUHK) students to form a cohort group. Students from South Carolina will participate in an intensive study of Mandarin Chinese (Putonghua) for two summers, one in Hong Kong and the other in Beijing. Over the course of the four-year program of study, students may also pursue internships in the summer months spent in their home country, with linked opportunities for graduate study. Cohort students take some classes together while at CUHK and continue to move between institutions together.
co-hort
/'kōhôrt/

a group of students who become connected through years of study together.

Classmates today, networked for life.

• Students move between institutions together, learning valuable teamwork and networking skills by relying on their peers for support while navigating a new country.
• Every year the group takes at least one class together, allowing them to connect inside the classroom through teamwork and analytical thinking.
• All students get to share in the diversity in the cohort through other classes and trips together.

South Carolina

YEAR 1

USC students receive a true freshman year college experience while making progress in Mandarin Chinese. Students take general education courses from USC and take courses to develop their language skills from the start.

Summer: As soon as their first year ends the students head to Hong Kong to participate in intensive Mandarin (Putonghua) language instruction at the Yale-China Chinese Language Centre at the Chinese University of Hong Kong.

YEAR 2

Hong Kong & Beijing

Fall/Spring: Students from both Universities meet and form a cohort. Curriculum at CUHK includes courses that satisfy core business requirements at USC and additional Chinese language courses.

Summer: Students spend the summer in China participating in both the pragmatic internship (PRINCH) and the summer language program at the Beijing Language and Culture University.

YEAR 3

South Carolina

At USC, students take Globalization and Business (IBUS 310) together as a cohort. Additional courses focus on functional and thematic international business issues. During the summer following the third year, students have the option to participate in an internship, research, or service opportunity.

YEAR 4

Hong Kong & South Carolina

All IBCE students return to Hong Kong during the Fall semester. The final semester of the program may be completed at either South Carolina or CUHK. After graduation, selected students may continue their education through the fifth year Master of International Business program at USC.
Chinese University of Hong Kong

“To Combine Tradition with Modernity To Bring Together China and the West.”

Founded in 1963, The Chinese University of Hong Kong (CUHK) is a forward-looking comprehensive research university with a global vision. CUHK distinguishes itself among local universities by virtue of a rich Chinese cultural heritage, a bilingual and bicultural tradition, and a unique collegiate system that maintains close ties with important seats of learning both in Mainland China and overseas. The quality of research and teaching enjoys recognition worldwide. CUHK teachers and students hail from all corners of the world. In 2007, there were more than 5,800 staff members and some 20,000 undergraduate and postgraduate students. Of these students, about 3,000 are from 45 countries and regions outside Hong Kong. Over 100,000 alumni are connected through some 80 alumni associations both within and outside Hong Kong.

University of South Carolina

“Developing transnational mindsets for a changing world.”

The University of South Carolina enrolls more than 45,000 students at eight campuses across the state with the flagship campus being USC-Columbia. More than 4,000 undergraduate and almost 1,000 master and doctoral students attend the Darla Moore School of Business—the second largest division of the University of South Carolina-Columbia. Since 1919, innovation has been critical to the success of the University of South Carolina’s Moore School of Business. The school has a history of staying attuned to ever-changing global markets by linking business and language courses with overseas study experiences. Our relationship with The Chinese University of Hong Kong offers a particularly exciting opportunity for students who want to focus on China as the gateway to business between the U.S. and the expanding Asian markets.
Double Major

In addition to receiving a strong international business education, students are also required to take a second major in order to develop valuable functional skills. Students may double major in:

- Accounting
- Economics
- Finance
- Management
- Management Science
- Marketing
- Real Estate
- Risk Management and Insurance

Language and Culture

To enhance their communication across cultures, students become as proficient as possible in Mandarin Chinese (Putonghua).

- Language courses taken in academic year at USC and CUHK to improve proficiency.
- First summer study will take place at the Yale-China Chinese Language Centre at the Chinese University of Hong Kong.
- Second summer study will take place at Beijing Language and Culture University.

Admission

Admission to the International Business and Chinese Enterprise Program at the Darla Moore School of Business is highly competitive and enrollment is limited to 20 students per year at each school. Due to the strenuous academic curriculum at both CUHK and USC, students selected for the program must have high quantitative skills and a strong academic preparation from high school. Students who have completed or are currently enrolled in a college calculus course through AP/IB/Dual Enrollment coursework will be given preference in the admissions process.

The application process for prospective high school students interested in entering the IBCE program:

The online application is comprised of essay questions on subjects such as your interest in their program, career goals, global/cultural experiences, language ability, etc. A short video upload is also required. Due to the four-year structure of the program, we do not accept transfer students or current USC upperclassmen.

1. Apply to USC through the Office of Undergraduate Admissions.
   All University admissions deadlines must be observed for IBCE consideration.
2. Complete Moore School of Business Cohort Application Online by March 1.
   The online application consists of essay questions. The Admissions Committee may also request a recorded video statement or telephone interview, if necessary.
3. Admission Decision in mid-to-late March.
   Students are notified via postal mail of their admission decision.
4. Admitted students will submit an Enrollment Deposit by May 1 to the Office of Undergraduate Admissions as well a Program Expectations & Agreement Form to the Moore School of Business.
“We are educating future global business leaders within an original and practical format of study across regions. They will be uniquely qualified to contribute to organizations and enterprises in the North American and Chinese business environments. The capacity to function within and across cultures will prove to be of great enduring value over the course of their careers.”

Dr. David Hudgens
Regional Director- Asia Pacific
Office of International Activities
Moore School of Business
Affordability

Annual Tuition and Fees while attending the University of South Carolina

<table>
<thead>
<tr>
<th>Expense</th>
<th>US Dollars</th>
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</thead>
<tbody>
<tr>
<td>Tuition and Technology Fee</td>
<td>$10,791 in-state (resident)</td>
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<tr>
<td></td>
<td>$28,461 out-of-state (nonresident)</td>
</tr>
<tr>
<td>Housing: traditional, suite</td>
<td>$5,998 (resident/nonresident)</td>
</tr>
<tr>
<td>Meals: 10-21 meal plan</td>
<td>$2,921 (resident/nonresident)</td>
</tr>
<tr>
<td>Business School Enhancement Fee</td>
<td>$850 per semester</td>
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<tr>
<td>Books and supplies</td>
<td>$994 (average)</td>
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Annual Tuition and Fees while attending the Chinese University of Hong Kong

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<tr>
<th>Expense</th>
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</thead>
<tbody>
<tr>
<td>Tuition and Technology Fee</td>
<td>$10,791 in-state (resident)</td>
</tr>
<tr>
<td></td>
<td>All Students pay resident rate while on exchange.</td>
</tr>
<tr>
<td>Housing at CUHK</td>
<td>$1,347-$1,384</td>
</tr>
<tr>
<td>Books and Supplies</td>
<td>$250-$400</td>
</tr>
<tr>
<td>Business School Enhancement Fee</td>
<td>$850 per semester</td>
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<tr>
<td>Mandatory Emergency Medical Insurance</td>
<td>$360</td>
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Tuition and Fees while attending the first summer language training at the Yale-China Chinese University of Hong Kong

<table>
<thead>
<tr>
<th>Expense</th>
<th>US Dollars</th>
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</thead>
<tbody>
<tr>
<td>Program Fee: USC in-state</td>
<td>$5,208 ($434 per credit)</td>
</tr>
<tr>
<td>Tuition for 12 credits</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>$1,000-$2,000</td>
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<tr>
<td>Books and supplies</td>
<td>$75</td>
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Tuition and Fees while attending the second summer language training at Beijing Language and Culture University

<table>
<thead>
<tr>
<th>Expense</th>
<th>US Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusive Program Fee: Housing, Language Courses, Cultural Events</td>
<td>$4,500-$8,670 (variation in price based on choice of living accommodation-dorm vs. premium apartment)</td>
</tr>
</tbody>
</table>

**Based on 2013-2014 rates; All fees listed above subject to annual university rate increases**

**Students should expect additional costs including but not limited to: airfare to and from Hong Kong, local transportation, local cell phone plan, mainland China visa, and required group travel expenses**
Course Guide

Four year Program

- Four year intensive, structured curriculum including a course taken together each year.

- Provides students with solid foundations in the arts and sciences and business.

- Develops analytical and interpersonal skills.

- Allows students to establish a transnational mindset preparing them for a future career in a changing world.

The following pages provide detailed course descriptions of possible options students may take throughout their four years in the IBCE program. Please note that these are just examples and are subject to change based upon availability.
Program Requirements

Second Major
- Curriculum allows students to develop advanced functional business skills
- Taken at both USC and CUHK

Carolina Core
- Provides a strong foundation in the arts and sciences
- Taken both at USC and CUHK

Business Core
- Equips students with the basics for success in advanced business courses
- Taken at both USC and CUHK
- Includes two cohort courses taken at CUHK

Language Study
- Over two summers, students receive intensive Mandarin (Putonghua) language training
- Enhances cross-cultural competencies through courses at both USC and CUHK

IB Major
- Three categories: Regional, Thematic, and Functional
- Regional courses taken at CUHK
- Develops functional and analytical skills to create transnational mindsets

Cohort Courses
- Students connect inside the classroom
- Taken at both USC and CUHK
Carolina Core & Business Courses

The Carolina core consists of general education courses that provide a solid foundation for future collegiate academic success.

The Business core provides a solid business foundation by offering a range of courses that teach various functional skills.

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Carolina Core

A sampling of courses offered at USC

- Calculus for Business Administration and Social Sciences
- Cultural Geology
- Understanding Other Cultures
- Introduction to Global Politics
- World Literature
- Social Advocacy & Ethical Life
- Modern Political Theory
- Public Communication

A sampling of courses offered at CUHK

- Magic, Myth & the Supernatural
- Artistic Traditions in China
- Understanding Japanese Culture through Film
- History of Food: Hong Kong Culture
- China's Regional Foreign Relations
- Social Problems in China
- Chinese Diaspora: History of Chinatowns in the World

Business Core

Courses offered at both USC and CUHK

- Computer Information Systems in Business
- Statistics for Business and Economics
- Introduction to Financial Accounting
- Introduction to Managerial Accounting
- Principles of Microeconomics
- Principles of Macroeconomics
- Professional Communication
- Business Careers in the Global Economy
- Survey of Commercial Law
- Operations Management
- Introduction to Finance
- Principles of Management
- Principles of Marketing
- Strategic Management

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Cohort Classes

The Cohort classes provide students with an opportunity to connect with the members of their cohort inside the classroom.

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Year One

Taken at USC

Special Study in International Business
Credits: 1

The purpose of this course is to introduce key cultural themes in international business as they pertain to International Business majors in the IBCE program. This will serve as a course of preparation for the time in Asia as part of the international business major. We will explore and discuss a variety of social, cultural and economic subjects that influence and impact learning in international contexts, including higher educational settings. There will be invited guest lectures on subjects ranging from emotional intelligence (EQ) and cultural intelligence (CQ) to adapting in new cultural environments. Particular focus will be dedicated to understanding values and traditions in Asia and China with emphasis on education and professional development. The course will also provide opportunity for students to address important procedures required for their study abroad in Hong Kong.

Marketing Management
Credits: 3

This course is devoted to the study of the management of marketing functions, the analysis of external forces affecting marketing decision making, the implementation and control of marketing activities, and an examination of the global impact of marketing. Course objectives include the development of students' understanding of the fundamental concepts underlying the selection and assessment of markets and the development and delivery of products, an investigation of the role and contribution of marketing to the conduct of successful business operation and society, and to develop student abilities in identifying marketing opportunities and viable marketing strategies.

Year Two

Taken at CUHK

Principles in Management
Credits: 3

This course introduces the philosophy of business operations and the framework of decision-making process. The study in organization includes structural design, mechanics and dynamics of organization and the use of informal organization. The study in management includes functions of management: planning, organizing, staffing, direction and control.

Year Three

Taken at USC

IBUS 310 - Globalization and Business
Credits: 3

The business opportunities and threats for individuals, companies, and countries created by the growth of globalization, and how companies must operate in diverse foreign environments and engage in specialized transactions.

Year Four

Taken at CUHK

China Business
Credits: 3

This course aims to provide basic familiarity of China’s foreign business operations and strategic issues related to these activities. Major topics include the business and investment environments of China; China’s foreign trade policy; the foreign business operations and system of China; business negotiation and dispute settlement; the development and future prospects of the China market and special economic zones; the service industry in China.

Marketing in China
Credits: 3

The major objective of this course is to prepare students to become a good decision maker in China marketing. Students will become aware of the strategies, skills and attitudes that are essential for effective and efficient marketing practices in China. Topics include: analysing the marketing environment in China; understanding Chinese consumer behaviour; conducting marketing research in China; developing and implementing marketing strategies in China.
International Business Core

The International Business Core requires students to take an introductory course as well as at least one course from the Functional and Thematic categories. Two regionally focused business courses will be taken at CUHK.

### Functional international business elective
A course which provides the international dimension of a course in an existing business discipline, such as economics, finance or marketing.

(3 credit hours)

May be taken at USC or CUHK.

- **ECON 503- International Trade Economics** (prereq: ECON 321)
  - Credits: 3
  - Theory of international specialization, commercial policy, customs unions, and the effects of trade liberalization and protectionism; economic growth and multinational enterprises.

- **ECON 504-International Monetary Economics**
  - Credits: 3
  - Exchange rate and balance of payments determination; purchasing-power parity; optimum currency areas, absorption, elasticity, monetary approaches, spot- and forward-exchange markets.

- **ECON 505-International Development Economics**
  - Economic theories of growth in developing countries. Use of factor resources; role of social and economic institutions; use of financial trade policies for growth.

**IBUS 401-International Financial Management**
- Credits: 3
  - The financial management of a multinational business enterprise.

**IBUS 402- International Marketing**
- Credits: 3
  - Cultural, legal, political, and economic factors affecting international marketing of products and services. Emphasis on differences in lifestyles, beliefs, attitudes, etc., and their influences upon marketing decisions.

**MGMT 406- International Human Resources**
- Credits: 3
  - This course examines how human resources are managed within a global context. It examines how human resources are managed within global firms as well as across different cultural settings.

### Thematic international business elective
A course which considers an international business activity such as market entry, global strategic planning or export-import from a multi-disciplinary perspective.

**Thematic (3 credit hours)**

**IBUS 422-Foreign Market Entry and Growth**
- Credits: 3
  - International market selection, global market entry, and growth and regional expansion strategies. Topics covered through readings, case studies, and an international marketing simulation game.

**IBUS 423-Cross-Cultural Behavior and Negotiations**
- Credits: 3
  - Understanding of cross-cultural differences and their effects on individual behavior and business practices in organizations.

**IBUS 424- Exporting and Importing**
- Credits: 3
  - The conduct of international trade, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation.

**IBUS 425- Competitive Strategies in Developing Countries**
- Credits: 3
  - Strategies multinational companies use to compete in developing countries. Topics include management of political risk, impact of culture, and corporate responsibility and ethics.

**IBUS 426-Global Competitive Analysis**
- Credits: 3
  - The course examines how to leverage the competitive advantage of the firm to another country, access comparative advantages of another location, and link these two to create cross-country advantages.

**IBUS 427-Global Stakeholder Management**
- Credits: 3
  - Survey of the managerial, political, economic, sociological and psychological foundations of global stakeholder management and engagement through extant theory and case study examples of successful and failed stakeholder management strategies in various industries and multiple countries.

### Second Major Courses offered at CUHK
- Economy of China
- Emerging Financial Markets of China
- International Microeconomics
- International Finance
- Central Banking & Regulatory Financial Institutions
- Fixed Income Securities Analysis
- Business Policy and Strategy
- International Human Resources Management
- Global Entrepreneurship
- Global Marketing Management

Courses which develop an understanding of the cultural, geographic, political and economic factors of a particular region as they relate to the conduct of business in that region.

(6 credit hours)

Courses taken at CUHK (see cohort courses).