

IBS Immersion Week Handbook (Suzhou)

November, 2016

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Welcome Note

Dear Students:

Welcome to the Fall Immersion Week 2016!

This time, we have made some changes to details of the IW. The first change you may notice is that the handbook is now digital online, without getting published. The small gesture means a lot in that we would like to send a signal that the environmental issue is one of the top concerns in China and it is everyone's responsibility to save the environment. Also, you will not lose it because it is online, on your mobile phones.

As a business student, one of the essential qualifications that you need to possess is the ability to observe the changes of our society closely. Compared with other economies, China still enjoys the highest speed of growth (6.7% in the 3rd quarter of 2016), contributing significantly to the overall world economy. What is the driving engine of the current Chinese economic growth? The answer is "Mass Innovation and Entrepreneurship". "Mass Innovation and Entrepreneurship will be the new engine for Chinese economy", said Chinese Premier Li Keqiang. Just imagine the power of innovation and entrepreneurship by 200 million people---what changes will that bring to the future of China?

Therefore, the theme of this IW will continue to be "**How Innovation and entrepreneurship create competitiveness for companies**". You will be going to companies in Beijing, Jiangsu and Guangdong provinces and observe with your own eyes the companies' practices of innovation. You will also understand how entrepreneurial spirit helped new start-ups and established companies to create their competitive advantages. We hope that you will feel inspired too.

We care about your learning and believe that you will be very serious with this practical learning week. As we are setting up new industrial relationship to broaden the opportunities for your future internship and employment, how professionally you behave will determine whether we can win those relationships. Professionalism means being punctual in travel and group activities, getting well-prepared with company backgrounds and asking wise questions, dressing properly and behaving decently during the company visits, etc. I know that you will make your university proud. :)

Enjoy the week!

Dr. LIU Peng
On behalf of IBS team

Immersion Week Regulations

1. Punctuality and Attendance

Immersion week is a compulsory component of degree studies at IBS for international students. Students must attend the immersion week and accomplish all the required tasks - failure to do so will result in a Fail grade being awarded for the activity and no chance will be given to make up the credit.

Punctuality is a professional responsibility. Students shall be punctual in all group activities. Arrival and departure times specified by the school must be adhered to. Students need to sign the Attendance Register each time on departure.

If an absence must occur due to illness or other extenuating circumstances, students must report to the school, through class representatives or supervisors in advance. The student must complete an Ask For Leave form and submit this to Ellen at Room 981 of IBS. A doctor's note informing us your illness and how many days you need to rest is required for absences and must be attached to the form. No late application will be accepted.

2. Rules and regulations of Group Visit

When visiting the companies, students must follow instructions from local guide, student advisors and group supervisors. Here are some important rules and regulations.

- Please do not leave the team without permission. You have to inform IBS staff or your supervisors if you want to use bathroom.
- Please do not crowd or talk loudly when visiting.
- Please take the bottle water and personal belongings away before you leave there.
- No smoking during the whole visiting process.
- Please bring your passport, your BFSU student ID card and your BFSU student ID booklet (留学生证) with you.

Schedule

Activity	Time	Place and remark
Immersion Week Briefing	16:10-17:30 Sunday, Nov. 6	The 1st Lecture Hall on the first floor of YF Building
Trip to Suzhou by train D321	21:23-8:20 Monday, Nov. 7	1. Meet at 19:10 p.m. in front of the gate of main building of east campus 2. Please prepare the dinner on the train yourselves
Check in	9:00-11:30 Tuesday, Nov. 8	Vienna Hotel
Enterprise visit	13:30-15:00 Tuesday, Nov. 8	Delta electronics(Jiangsu Ltd)
Attraction Visit	15:00-17:00 Tuesday, Nov. 8	Tongli ancient town
Cultural experience show	17:30-21:30 Tuesday, Nov. 8	Tongli Impression 《水墨同里》
Enterprise visit	8:30-11:30 Wednesday, Nov. 9	Shengze Songjin Culture industry park
Enterprise visit	14:00-17:00 Wednesday, Nov. 9	East Taihu Lake ecological park
BFSU-Hengtong-Suzhou Regional Government Collaboration Unveiling Ceremony	9:00-11:00 Thursday, Nov.10	Hengtong Group
Enterprise visit	14:00-17:00 Thursday, Nov.10	Hengtong Group
Trip to BFSU affiliated School	8:30-11:30, Friday, Nov.11	Suzhou Bay 苏州湾
Preparation for group presentation	13:30-17:00 Friday, Nov.11	Hotel
Group Presentation	8:30-11:30, Saturday, Nov.12	Check out in the morning and go to Hengtong Business College

Free time	13:30-17:00 Saturday, Nov.12	Suzhou
Trip back to Beijing	18:54-9:30 Saturday, Nov.12	T110, 17:00 leave for the train station

Enterprise information:

Hengtong Optic-electric Co., Ltd（亨通集团）

<http://www.htgd.com.cn/en/index.asp>

Shangjiukai Silk Company（上九楷） <http://www.dssilk.com>

Delta electronics（中达电子） <http://www.delta-china.com.cn>

Suzhou International Academy.BFSU（北外附属苏州湾外国语学校）

<http://www.chnsia.com/>

Notification:

The school keeps the attendance records for all the activities.

You are required to attend all the activities. Absence of any activities in Immersion Week including the lectures may lead to a “FAIL” of the grade of the Immersion Week in your transcript.

Please keep the tickets well. After you come back, we will collect your tickets for roundtrip. Anyone who loses the tickets should pay money which equals to the value of the tickets.

Never ever get off the train yourself, otherwise you would get lost and would lose the chance of participating this Immersion Week.

Guidelines for Immersion Week Study

1. What's the Immersion Week?

- 1) It's a unique opportunity and something to fondly remember and inspire you in your studies.
- 2) It's a set of academic activities.
- 3) It's a compulsory activity based module—part of the requirements of the degree.
- 4) It's purposefully designed to be unstructured within and under certain strict rules and set of deliverables.

2. What can I benefit from Immersion Week?

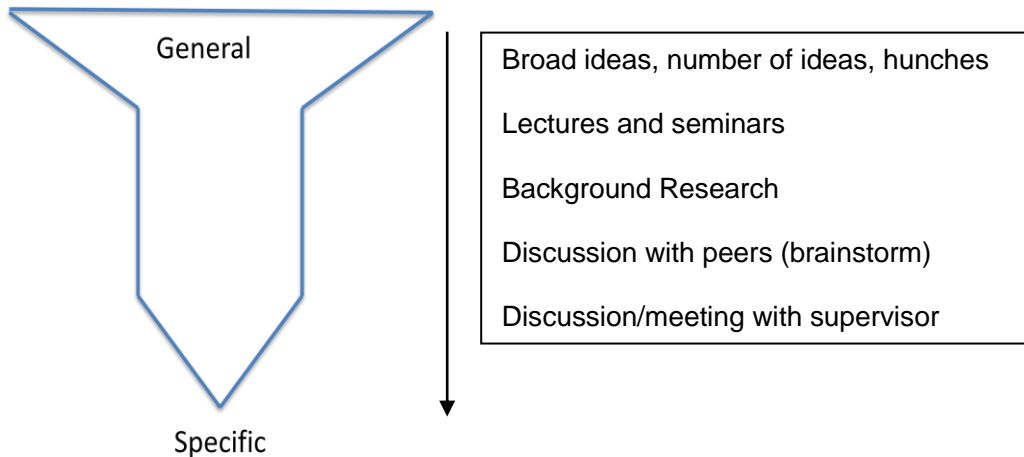
- 1) Learning entrepreneurship and innovation in the specific context of China.
- 2) Having the experience of doing live case study with entrepreneurial companies.
- 3) Combining theories learnt in classroom with practice.
- 4) Understanding the key management issues in entrepreneurial companies.

3. What can I do before and during the visit?

- 1) Prepare questions and discuss questions with group members before the visit. This means you must do some research before the visit.
- 2) Agree on some broad or general topics if you cannot come to an agreement on a specific topic for your presentation before the visit.
- 3) Be creative and if you are not sure about something, discuss with your supervisor and other team members.
- 4) Keep taking notes. It's very important to keep notes during the visit.

4. How can I get to a specific topic?

- 1) Start with the process to find what is interesting.
 - Did you learn something that you did not know before?
 - Is there something that you have discovered during the visit that somehow sheds a new light on something that you have learned in class?
 - Did you learn something new about entrepreneurship and innovation in the specific context of China from the lectures and integrating evidence from the immersion week visit?
- 2) Try to find something specific so that you can focus and make the task more manageable. Avoid a broad topic.



5. How to assess my Immersion Week performance?

- 1) First year student's Immersion Week overall grade= 30% of group presentation mark + 50% of individual report mark +10% learning log +10% peer evaluation.
- 2) Second year student and above's Immersion Week overall grade= 30% of group presentation mark + 50% of group report mark +10% learning log +10% peer evaluation.
- 3) If your Immersion Week overall grade is less than 60, you won't get credit for the Immersion Week module.
- 4) Group presentation and case study are BOTH compulsory requirements. If you do one and not the other you will not get the credit for the Immersion Week module
- 5) You will also get NO credit for the Immersion Week if other team members judge that you have NOT contributed to the group presentation and the related activities. A Peer Evaluation Form will be filled in (Forms are attached in the handbook).

6. What am I expected to do in a group?

- 1) Working in a team and learning to work in a team.
- 2) Accepting that others in your group may or will disagree with you even if you think that you have a "better idea". You will still have the opportunity to write about your specific topic in the individual piece of work. So, you can write about a different topic for your individual report.
- 3) Assigning tasks to specific group members. This is important because of the tight deadline.
- 4) Not all team members have to present the group presentation.
- 5) Peer grading of team members' contribution. If other members feel that you have not contributed, you will not be awarded the credit for the immersion week. A peer evaluation form will be filled in. The peer evaluation form is in the last page of the handbook. We will collect the peer evaluation forms after your group presentation.

7. What do I need to in the presentation?

- 1) 15 minutes presentation for each group

- 2) What are the problems found for the entrepreneurial companies? According to your own experience or what you learnt in class, what's your solution? What's your suggestion for the further development of these companies? How to start up a company in China?
- 3) Tell us some background information. Typically, some case studies or situations or secondary data that highlight/justify the importance of the topic. Don't spend too much time on irrelevant generic information; remember that your time is limited. But DO tell us some background information that relates to the specific topic.
- 4) Spend more time to justify and explain why you feel your specific topic is important.
- 5) Try to stick to one central problem or theme and do it well (in depth). Try to solve the problem
- 6) Do not use Prezi: students usually have problems with loading their presentations on the computer.
- 7) Here is a presentation structure.
 - Introduction (team members, brief)
 - Description of the specific topic. "Our presentation is about_____. This is important because_____". Clear statements are required here.
 - Clarity of the presentation. Logical structure of the different elements of the presentation that tells a good story; the audience needs to be able to follow the thinking process behind the story .This also depends on the how good the presenters are at delivering the presentation.
 - Analysis and Presentation of evidence. Example: Hypothesis: A is better than B?; why is a A better than B: suppose you say that A is better than B because of variable X (defend why X is a key variable; what about other variables?)
 - Implications and conclusions: "so what?" what did we learn and why the issue at stake is important.
 - (Do a rehearsal of the presentation)

8. What will be evaluated for my group presentation?

- 1) The content of the presentation. Does the presentation provide evidence that you've done a "lot of work"?
- 2) The presentation of the key specific problem. Avoid vague ideas and statements.
- 3) It is important that you clearly justify why you have identified this specific problem. Avoid vagueness.
- 4) The importance of analysis. You need evidence to support your main argument or hypothesis. What are the specific variables (factors) that are central to the problem that you have identified?
- 5) Secondary data with primary data. Secondary data is data on the problem from previous research. Primary data is data and insight that you have gathered during the immersion week, for example, your questions, presentations and observations,

etc.

- 6) Try to relate your specific topic to a business theory.

9. How should I write the individual report?

- 1) Reflection: An individual report is a reflective piece that shows that you are able to communicate (through writing) about what you have learned and why what you have learned is valuable, new or different (An individual report marking criteria and writing samples will be sent to you). Don't just describe what you did during the immersion week with the conclusion like "I have learned a lot during the week and am grateful to the school for providing this opportunity..." However, we are expecting something more than a superficial review of your immersion week experience, we wanted to see some real learning from your reflection. The deeper thinking demonstrated in your writing, the more you would have acquired from this experience. Please think carefully before you write. The more critical thinking you show, the higher score you will get.
- 2) Specific focus: Some students gave general reviews on the visits, without concentrating on specific points. Don't try to cover everything in a short piece of reflective paper of 600 words. Focus on something that really impressed you that made you to think. Write about the problem that has emerged during the immersion week and when you were also doing your research. You must clearly outline the importance of the problem. Why is "the problem is a problem". Please don't tell us things such as "the guide was cute/handsome" "the food was not good", "I was tired" "the bus was too slow". This is not what is expected in this report
- 3) Grammar and Format: Even a bad writer can provide a rather satisfactory piece of writing after several times of revision. Therefore, all of you please check your grammar carefully to avoid giving professors an impression that "you don't care". Also, please check if the number of words is appropriately 600. A paper that is too short or too long will be penalized. In terms of format, we use the Harvard-style format this time. Please see the attached file for Harvard format and an example. Some of the basic rules are as follows:
 - a) Type your paper on a computer and print it out on standard, white A4 paper.
 - b) Double-space the text of your paper, and use Times New Roman. The font size should be 12 pt.
 - c) Leave only one space after periods or other punctuation marks.
 - d) Set the margins of your document to 1 inch (2.5cm) on all sides.
 - e) Indent the first line of paragraphs one half-inch from the left margin.
 - f) Create a header that numbers all pages consecutively in the upper right-hand corner, one-half inch from the top and flush with the right margin.
 - g) No table of contents is needed.
 - h) Don't forget to include references if you are using secondary sources.

- i) Write clearly and simply. Don't try to use "big words" to impress or use "concepts" or words that you don't really understand.

10. When and how do we submit the individual report?

- 1) You must submit a hard copy of individual report and the Peer Evaluation Form to Hannah in Room 981.
- 2) You must include on the cover page of the case study: **your group number, your name, your student ID number, the names of your group members.**
- 3) An electronic copy of your group presentation and **five** of your best group pictures must be submitted by the group leader to ibs-service@bfsu.edu.cn.
- 4) The deadline for submission of individual report and the Peer Evaluation Form is **14:00 p.m. of Nov. 27th (Sunday).**
- 5) The deadline for submission of the electronic copy of your group presentation and the photos is **14:00 p.m. of Nov. 27th (Sunday)**

11. How should I write the group report?

Following the immersion week, students will submit a group report with no less than 3000 words and no more than 5000 words.

- What is a business report?

Writing an effective business report is a necessary skill for communicating ideas in the business environment. Reports usually address a specific issue or problem, and are often commissioned when a decision needs to be made. They present the author's findings in relation to the issue or problem and then recommend a course of action for the organization to take. The key to a good report is in-depth analysis. Good writers will show their reader how they have interpreted their findings. The reader will understand the basis on which the conclusions are drawn as well as the rationale for the recommendations.

- The report must be on one of organizations that you have visited during the immersion week and the topic or theme is on "innovation and how the organization develops and maintains its competitive advantage in the industry"
- The report must incorporate the experience and data gathered during the immersion week (primary research such as observation, listening to the presentation or questions from students) plus any other research (secondary research) especially that you are expected to make some comparison with its competitors.
- Your analysis should be based interpretation of both primary and secondary data with reference to business concepts learned from any related courses.
- The report should include the following sections:
 - ✓ a title page
 - ✓ an executive summary

- ✓ a table of contents
- ✓ an introduction & purpose of study
- ✓ an industry profile: Facts and analysis (market analysis, industrial analysis, company analysis, competitors etc.)
- ✓ a company profile
- ✓ a detailed description of what the company did or is doing which related to your topic
- ✓ an analysis using what you learned in the university: Identification and analysis of key issues (e.g. Entry or expansion? Market penetration? Environmental change? Strategic adjustment? Organizational problem? Any kind of problem or challenges?)-perhaps here you can focus on a specific problem that you have identified during the immersion week visit rather than trying to tackle too many other issues and not researching them in depth. It is better to focus on one specific important issue and do the research on that issue well. Please bear in mind in that case that you must justify why you think that organizational issue is an issue worth discussing about. That is a challenge on its own.
- ✓ findings and discussion
- ✓ recommendations: (Specific implementation plan)
- ✓ conclusions
- ✓ a list of references: You must include a list of references as well and make sure you reference all the sources that you have used.
- ✓ appendices.

The report will be graded based on (a) its originality (b) presentation of the issue and its relation to the theme of the immersion week (c) thoughtfulness of analysis and use of insights gathered to conduct the analysis including critical thinking (d) level of research conducted which is reflected in the report.

- The report is a group report. You are supposed to do the research as a group but can divide specific research tasks to specific individuals but the report must reflect “group thinking” (i.e you must discuss together how to organize your thoughts about the report). A description of each member’s contribution is required as part of the report, at the end of the report (the peer review)
- You are required to consult with your tutor about the topic, structure, and outline before starting the writing up of the report.
- It may be helpful as a guide to consult research consultancy reports by consultancy companies (Deloitte Accenture and McKinsey and others) and to pay attention to how the discussion of the various sections is laid out and presented. Note that these consultancy reports tend to avoid business concepts but your report must contain references to concepts that you have learned in class.

12. When and how do we submit the group report?

- 1) You must submit a hard copy of group report and the Peer Evaluation Form to Hannah in Room 981.
- 2) You must include on the cover page of the group report: **your group number, the names of your group members, their student ID number.**
- 3) An electronic copy of your group presentation and **five** of your best group pictures must be submitted by the group leader to ibs-service@bfsu.edu.cn.
- 4) The deadline for submission of group report and the Peer Evaluation Form is **14:00 p.m. of Nov. 27th (Sunday).**
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13. Learning Log

13.1 What is a Learning Log?

A Learning Log is a journal which evidences your own learning and skills development. It is not just a diary or record of “What you have done” but a record of what you have learnt, tried and critically reflected upon. A Learning Log helps you to record, structure, think about and reflect upon, plan, develop and evidence your own learning

For example if in your Learning Log you include details of what you did or how you did something then consider asking yourself questions such as:

- Did it go well? Why? What did you learn?
- Did it go badly? Why? What did you learn?
- How can you improve for next time

A Learning Log contains your record of your experiences, thoughts, feelings and reflections. *One of the most important things it contains is your conclusions about how what you have learnt is relevant to you and how you will use the new information/knowledge/skill/technique in the future.*

It may contain details of problems you have encountered and solved (or not solved). Examples of where you have started to try out and practice a new skill and examples of your own formal and informal learning. Formal learning is ‘taught’ in a formal academic setting - for example via a lecture. Informal learning is learning which takes place outside a formal academic setting, for example, though talking with friends or colleagues in a social setting.

13.2 How do I 'do' a Learning Log?

Try to write something down after every new learning experience. Normally use an A4 pad ring binder of paper.

- What you did
- Your thoughts
- Your feelings
- How well (or badly) it went
- What you learnt
- What you will do differently next time.

Review what you have written and reflected upon this. Be honest with yourself. Ask yourself questions such as:

- Have I achieved anything? If so, what?
- What progress have I made
- Have I put any theory into practice?
- How does what I have been doing lead to me becoming better at a skill?
- How can I use this to plan for the future?
- How can I use this to plan new learning?
- Experiences?

Skills rarely suddenly develop or improve 'overnight'. Learning new knowledge and applying it within a skills context usually takes time, effort and perseverance. A Learning Log will help you to become more aware of how you learn, what learning tasks you enjoy (and don't enjoy) and of your emotional and cognitive (thought) processes

At first it may seem difficult to start to critically reflect upon your own learning. Over time though you will find that it becomes easier. The more often that you practice the skill of self reflection then the easier it will become. At the end of the day your log should become something that is directly relevant to you and your learning.

13.3 Is there a 'best' or 'correct' way of producing a Learning Log?

Not really, the log should be relevant to you and your job/studies/role/activities. There is no 'right' or 'wrong' way of producing a Learning Log. Perhaps the three key questions when engaging in the process of producing a Learning Log are:

- Am I being honest with myself?
- Is this a useful process for me?

- Is this helping my own process of learning?

If the answers are ‘yes’ then your Learning Log is correct and right for you. If the answers are ‘no’ and you have genuinely asked yourself some of the questions previously mentioned then perhaps a Learning Log may not really be of much use to you.

13.4 How can producing a Learning Log and developing the skill of critical self reflection help me?

Again, that depends very much upon you. Some people will get more out of engaging in the process of producing a Learning Log than other people will. Research has identified that reflection can help people to change. Some of the changes which have been identified are listed below.

(Adapted from C Miller, A Tomlinson, M Jones, Researching Professional Education 1994, University Of Sussex).

13.5 Changes associated with reflection.

From	→	To
Accepting		Questioning
Intolerant		Tolerant
Doing		Thinking
Being Descriptive		Analytical
Impulsive		Diplomatic
Being Reserved		Being more Open
Unassertive		Assertive
Unskilled Communicators		Skilled Communicators
Reactive		Reflective
Concrete Thinking		Abstract Thinking
Lacking Self Awareness		Self Aware

14. When and how do we submit the group learning log?

Each day after visiting different places and companies, or group meetings, a group learning log of 250 to 300 words, together with 2 photos recording the day's events, shall be submitted by a designated member from each team to ibsiw@126.com before 24:00. The good learning log will be selected and posted on the school website. The learning log will be checked by supervisors' team and constitute 10% of the total weight of final evaluation.

Team Leader Responsibilities

1) Provide team leadership

- Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort
- Provide the team with a vision of the project objectives
- Motivate and inspire team members
- Lead by setting a good example (role model) – behavior consistent with words
- Coach and help develop team members; help resolve dysfunctional behavior
- Facilitate problem solving and collaboration
- Strive for team consensus and win-win agreements
- Ensure discussions and decisions lead toward closure
- Maintain healthy group dynamics
- Intervene when necessary to aid the group in resolving issues
- Encourage creativity, risk-taking, and constant improvement
- Recognize and celebrate team and team member accomplishments and exceptional performance

2) Focus the team on the tasks at hand

- Familiarize the team with the project target, the process, standards, and tools to support task performance
- Serve as meeting manager or chairman
- Initiate sub-groups or sub-teams as appropriate to perform tasks in parallel
- Ensure deliverable are prepared to satisfy the project requirements and schedule
- Help keep the team focused and on track

3) Communicate team status, task accomplishment, and direction

- Provide status reporting of team activities against the program schedule
- Serve as a focal point to communicate and resolve interface and integration issues with the supervisors' team
- Provide guidance to the team based on project direction

4) Coordinate team logistics

- Allocate responsibilities among team members;
- Make sure that the team always work together for travel, visits and discussions;
- Establish meeting times, places and agendas;
- Guarantee the proper performance of team members in terms of punctuality, decent behaviors in hotel accommodation, and company visits.

Groupings and Supervisors

1. For this Immersion Week, we will establish a new system-the Supervisor Committee. It's to say, this time there will not be a specific supervisor for each group; instead, the supervisors will form a committee. Whenever you have questions, you can turn to the Committee for help.

The contact information of the Committee is as follows:

Name of the supervisor	Email	Wechat
Liu Peng	liupeng@bfsu.edu.cn	liupeng2826
Yu Zizhi	yuzizhi@bfsu.edu.cn	Jason_Yzz
Duan Dongming	duandongming@bfsu.edu.cn	Davidduan8712
Chen Ruohong	chenruohong@bfsu.edu.cn	Cherlchen
Li Qian	liq@bfsu.edu.cn	Liqian05
Wang Hannah	wanghan@bfsu.edu.cn	Hannah270264

We've formed a wechat group for you. Please scan the code below to join in the group:



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The QR Code is valid within 7 days (before 11-9) and will be...

2. Students will be arranged in a group of 4-6 students. **Disclaimer: The student groupings will be published in the above group chat.**

Peer Evaluation Form for Group Work

This is the peer evaluation for immersion week group work. Please comment on your group member's performance, contribution to group work as well as level of collaboration objectively.

Write the name of each group member in a separate column. For each group member, indicate the degree to which you agree with the statements on the left,

using a scale of 1-10 (1=strongly disagree; 10=strongly agree). Total the numbers in each column.

YOUR NAME:

GROUP NO. :

Evaluation Criteria	Group member:	Group member:	Group member:	Group member:	Group member:	Group member:	Group member:	Group member:	Group member:	Group member:
Is punctual in attending scheduled group sessions										
Contributes meaningfully to group discussions										
Completes group assignments on time										
Prepares work in a quality manner										
Demonstrates cooperative and supportive attitude										
Contributes overall to the success of the project										
TOTALS:										

Student Advisor Contact Information

Hannah Wang

Mobile: 13911254063

Ellen Crystal Ma

Mobile: 18911186562

Room 981, IBS

Tel: 010-88818230

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