



Doing Business in Asia 2009 Summer Program

- A unique opportunity to learn about business practices in Asia
- Experience academic workshops and industry visits in Australia and China
- Understand cross-cultural differences in the Asia-Pacific
- Study with one of Australia's most prestigious universities



Doing Business in Asia

With the increasing importance of the economies of Asia – particularly China – in global affairs and trade, Asia has emerged as a key strategic priority for many countries around the world. The University of Queensland's Institute of Continuing & TESOL Education (ICTE-UQ) is offering students a unique opportunity to undertake an intensive Doing Business in Asia program in summer 2009 to enhance their understanding of the key environmental and organisational issues faced by companies operating in the Asia-Pacific.

The three-week program will be delivered in Brisbane, Australia and Shanghai and Beijing, China providing participants with the opportunity to directly experience Australian and Asian business practices and culture.

Program Dates

Arrive Australia	Sunday 12 July 2009
Part A: Australia-based program	
Brisbane	Monday 13 - Friday 17 July 2009
Sydney	Saturday 18 July - Sunday 19 July 2009
Part B: China-based program	
Shanghai	Sunday 19 July - Saturday 25 July 2009
Beijing	Sunday 26 July - Wednesday 29 July 2009
Depart China	Thursday 30 July 2009

An optional Chinese language program in Beijing is available upon program completion.

Program Format

This highly focused and innovative program consists of five days customised training in Brisbane, Australia as a gateway to Asia through a combination of workshops, presentations and discussions including site visits to government and private industry organisations successfully operating in Asia followed by an ten-day experiential immersion program in Shanghai and Beijing, China.

The program is open to participants from a range of universities throughout Latin America and Europe in all academic disciplines. To ensure program quality it is expected that the program will be limited to 15-25 participants only.

Course Components

- Introduction to the Asia-Pacific
- Historical, Political and Economic Development
- The Rise of China
- International Relations
- Market Entry Strategies
- International Supply Chain Management
- Culture and International Trade
- State Development and Market Assistance
- Social Planning & Policy and Community Development

Site visits and guest presentations will be coordinated by ICTE-UQ and delivered by industry representatives, multi-national corporations and government organisations in Australia and China. The program also includes a range of cultural activities to provide participants with an opportunity to experience and learn about the Asia-Pacific.

“This course has been great. It has opened up to me new ways of thinking and approaching not only economic, but also social issues. The lectures were well organised and structured, and the exercises allowed us to apply the knowledge we were learning. The knowledge that I learnt about doing business in Asia is invaluable to me and being able to actually experience what I had learnt in China was amazing!”

Doing Business in Asia Program Participant, 2006

Entry requirements

All workshops, presentations and discussions and presentations will be delivered in English (or with the use of English interpreters for the China component of the program). Participants will be required to meet the following English language entry requirements:

IELTS: 5.5 Overall score

TOEFL: 520 (PBT) / 197 (CBT)

(or equivalent as determined by ICTE-UQ pre-entry testing)

Assessment and Certification

Participants will complete a self-directed project/reflective essay on a theme related to their field of study. Essays will be due within four weeks of program completion and will be assessed by their home university. Participants will be presented with a Certificate of Completion at a farewell ceremony and dinner in China.

Cultural Activities

The program is designed not only to provide participants with knowledge of doing business in Asia, but also an understanding of cultural differences in the Asia-Pacific. The following visits are included in the program itinerary:

Australia

- Lone Pine Koala Sanctuary, Brisbane
- Free time to explore Sydney

China

- Tour of Shanghai including Yu Garden and Huangpu River
- Tai Chi Chuan Class
- Shanghai Museum and Nanjing Road
- Chinese Acrobatic Show
- Great Wall of China
- Hu Tong
- Summer Palace
- Forbidden City and Tiananmen Square

Accommodation & Meals

Homestay accommodation will be arranged by ICTE-UQ with selected families for the Brisbane component of the program.

Participants will have their own bedroom furnished with bed, desk, chair and wardrobe and have access to all living areas of the family home. Homestay accommodation includes breakfast and dinner on weekdays and breakfast, lunch and dinner on weekends. The program includes an allowance to purchase weekday lunches on the UQ campus.

Transport to/from the UQ St Lucia Campus is usually by bus and/or train and on average takes 30-40 minutes up to a maximum of 40-50 minutes.

Accommodation for the Shanghai component of the program will be in dormitory style accommodation at East China Normal University. Accommodation for the Beijing component of the program will be in western-style twin-share hotel rooms. A single room supplement is available for an additional charge.

All meals are included in the program price apart from Sydney where participants will be provided with free time for tourist activities before travelling to Shanghai.

Airport Reception

Participants will be met on arrival at the Brisbane airport by a representative of ICTE-UQ and accompanied to the UQ St Lucia campus where they will be introduced to their homestay families. Group airport transfers are also included to and from Shanghai and Beijing airports.

Student Support Services

ICTE-UQ has extensive experience in the design and delivery of on and off shore programs. An ICTE-UQ program leader will travel with participants throughout the entire program to ensure participant welfare and program quality.

Program Price

The total program price including tuition, all scheduled activities, accommodation, meals and Shanghai to Beijing sleeper train transfer is AUD\$ 3,950.

Participants are required to purchase international flights to and from Australia/China and program transfer flights between Brisbane and Sydney and Sydney to Shanghai. Detailed information on recommended flights is available from ICTE-UQ. Participants are also required to purchase health and travel insurance for the duration of the program and when travelling to and from Australia and China.

About UQ

The University of Queensland (UQ) is one of Australia's premier learning and research institutions which is internationally renowned for its highly-awarded teaching staff, acclaimed researchers and superior campus facilities and services.

The University was ranked among the top 50 universities in the world by the UK Times Higher Education Supplement in 2008 and has won more Australian Teaching and Learning Council (ALTC) Awards for University Teaching than any other university in Australia.

www.uq.edu.au

About ICTE-UQ

The University's Institute of Continuing & TESOL Education (ICTE-UQ), located on the St Lucia campus, is an award winning centre of excellence for English language training and customised short-course academic programs.

ICTE-UQ has over 25 years of experience and offers a broad range of English language courses, customised group programs, teacher training and continuing professional education programs.

www.ictе.uq.edu.au

For more information contact:

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Doing Business in Asia 2009 Enrolment Form

Institute of Continuing & TESOL Education (ICTE-UQ) CRICOS Provider No: 00091C

1 PERSONAL DETAILS

Please complete exactly as these details appear on your passport (or will appear if you do not already have one)

Title Mr Mrs Ms Other Passport Number

Family Name

Given Name

Date of Birth / / Male Female Nationality

Home Address

Telephone: Home Mobile

Email

2 HOME INSTITUTION DETAILS

University name

Name of degree program Study Major

Year of study

3 RECENT WORK EXPERIENCE

Year/s Position Employer

Duties

4 ENGLISH LANGUAGE LEVEL

Most recent IELTS/TOEFL score (if available) Overall Score: Speaking Listening Reading Writing

Self Assessment Elementary Intermediate Upper Intermediate Advanced

5 LEARNER PROFILE

Have you travelled to Asia before? No Yes Where and when?

Please describe your knowledge of China and Asia, your reasons for undertaking the Doing Business in Asia program and what you wish to learn.