



09

DOING BUSINESS IN ASIA

Program Synopsis

Institute of Continuing & TESOL Education
The University of Queensland

Institute of Continuing & TESOL Education
The University of Queensland
Tel: + 61 7 3346 6770 • Fax: + 61 7 3446 6727
Email: asialinks@icte.uq.edu.au • Web: www.icte.uq.edu.au

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 (DBA) program in summer 2009 to enhance their understanding of the key issues, both at a macro and operational level, 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. The program is delivered by ICTE-UQ in collaboration with East China Normal University and Renmin University for the Shanghai and Beijing components of the program respectively.

Program Format

This highly focused and innovative program consists of five days customised training in Brisbane, presenting 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
- International Business & Trade
- Asian Legal Frameworks
- Government Policies & Politics in China
- Culture and International Trade
- International Strategic Marketing
- Market Entry Strategies
- Foreign Trade Development & Reform
- International Supply Chain Management

Site visits and guest presentations will be coordinated by ICTE-UQ and delivered by academics, industry representatives, multinational 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.

Course Content

The Doing Business in Asia (DBA) program comprises a one-week program at The University of Queensland (Part A), and a 10-day study and site visit program in Shanghai and cultural visit to Beijing, China (Part B). A draft itinerary with detailed information on content is included below.

Part A – One-week training in Australia

This initial one-week Australian component of the program will provide participants with an introduction to DBA with a particular focus on China. It will do so by looking at Australia's experience over many years of effectively engaging with Asia across a broad spectrum including political relations on a bilateral, multilateral and regional basis, investment and trade, education and tourism and cultural exchange. The program will be an opportunity to bring all of the students together (from various universities and countries) to prepare them for their subsequent program in China. It will also be an opportunity to get to know the ICTE-UQ tour leader who will accompany the students to China.

Given Australia's strategic position in the Asia Pacific region, students will explore how Australia acts as a conduit between the Americas, Europe and Asia, and develop knowledge and understanding of DBA through the unique experience of Australia. Queensland is an excellent choice for Part A of the program as the State Government is a leader in supporting export development, tourism, education and two-way investment to these regions.

Participants will be introduced to the key historical, political, economic and social influences in South & North-East Asia to gain a deeper understanding of cultural issues and norms through a series of pre-departure and orientation workshops and seminars for the China segment of the program. Given Australia's strategic and cooperative economic, political and trade relationships with many nations in the Asia Pacific region, students will have the opportunity to receive information that increases their knowledge and understanding of DBA.

Part B – 10-day In-country experiential learning in Shanghai and Beijing, China

The China program will be delivered in collaboration with East China Normal University (Shanghai) and Renmin University (Beijing). The in-country program in China will allow the students to learn through a hands-on experienced-based program in Shanghai and Beijing combining lectures, seminars, company & industry site visits, and cultural & social activities. The Beijing component is primarily cultural.

Through a series of seminars, workshops and lectures, participants will develop a knowledge of the issues surrounding global competitiveness. Visits to a range of multinational companies and government enterprises will be organised. Participants will have the opportunity to interact and exchange ideas with company officials and to acquire first-hand knowledge of business and government operations and processes in the region. Cultural and tourism-related activities will also be an important element as they are aimed at fostering a deeper understanding of diverse cultures, peoples and societies, and acceptance and tolerance of disparate ways of working, thinking and living within a globalized society.

ICTE-UQ reserves the right to modify program content in accordance with presenter and site visit availability, and to substitute sessions of equivalent value in the event a scheduled session cannot be delivered.

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)

Site Visits

The program itinerary includes a range of industry site visits for participants to gain first-hand knowledge and experience in Doing Business in Asia, and to provide them with an opportunity to interact and exchange ideas with company personnel. The following site visits are included in the program:

- Trade Fair Promotions – AustAsia Co Pty Ltd
- Bao Steel Corporation
- Coca Cola, Shanghai
- Guangming Milk Corporation
- GM, Shanghai

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 activities are included in the program itinerary:

Australia

- Brisbane City Tour
- Lone Pine Koala Sanctuary, Brisbane
- Tour of Sydney and Harbour Lunch Cruise (optional)

China

- Tour of Shanghai including Yu Garden and Huangpu River
- Tai Chi and Calligraphy Lesson
- Acrobatic Show
- Shanghai City Tour
- Beijing City Tour including visit to Summer Palace
- Tiananmen Square and the Forbidden City
- Great Wall of China
- Hutong and Temple of Heaven

Assessment and Certification

DBA is non-award program and participants will not receive an official University of Queensland academic transcript; however, they will receive an ICTE-UQ Certificate of Completion at a farewell ceremony in China. Participants will complete a self-directed project/reflective essay on a theme related to the DBA program. Essays will be due four weeks after program completion and results will be available within another four weeks from submission date. Student essays will be available to home institutions for the purposes of granting credit.

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 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 and Beijing components of the program is in western-style twin-share hotel rooms and all meals are included. A single room supplement is available for an additional charge.

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.

Insurance

Participants are required to purchase their own health and travel insurance to cover themselves for the duration of the program and when travelling to and from Australia and China.

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.

Further Information and Contact Details

Further information on the program is available from:

Enrolments Officer
Institute of Continuing & TESOL Education
The University of Queensland
St Lucia Qld 4072 Australia
Tel: +61 7 3346 6770
Fax: +61 7 3346 6727
Email: asialinks@icte.uq.edu.au

Draft Course Itinerary and Content Overview

Friday 10 July	Depart home country
Saturday 11 July	In Transit
Sunday 12 July	Arrive in Brisbane, meet ICTE-UQ Representative
	Brisbane City Orientation Tour
	Cultural Visit: Lone Pine Koala Sanctuary
	Meet Homestay families at ICTE-UQ, return to accommodation
Monday 13 July	Official Welcome to the University of Queensland
	Program Introduction: Introduction to the Asia-Pacific
	Welcome Lunch
	University of Queensland campus orientation
	Lecture: Australia in the Asia-Pacific Context
	Lecture: Australia's International Relations: Focus on Asia & South America
Tuesday 14 July	Interactive Seminar: Practical Cross-Cultural Business Differences
	Lecture: Preparation for China (protocols, greetings and etiquette)
	Seminar: Australian government support for business including exporter education and export preparation for businesses
Wednesday 15 July	Lecture: International Supply Chain Management
	Lecture: Market Entry Strategies
	Industry Site Visit: Trade Fair Promotions - AustAsiaCo Pty Ltd
Thursday 16 July	Presentation: State Development Market Assistance
	Lecture: International Trade Theory and FDI
	Lecture: Political Economy of International Trade & Implications for Doing Business in Asia
Friday 17 July	Program Review
	Board coach for transfer to airport, check in
	Fly to Sydney
	Board coach for transfer to accommodation, check in
	Free time to explore Sydney
Saturday 18 July	Optional Cultural Site Visit
	Free time to explore Sydney
Sunday 19 July	Board coach for transfer to Sydney Airport
	Fly to Shanghai
	Shanghai City Orientation Tour
Monday 20 July	Lecture: China's Economic Development in the 20th Century
	Industry Site Visit: Bao Steel Corporation
Tuesday 21 July	Lecture: China's economic future in the 21st century
	Industry Site Visit: Coca Cola in Shanghai
Wednesday 22 July	Cultural Activity: Tai Chi and calligraphy lesson on campus
	Lecture: Positioning a Foreign Brand in China
	Cultural Activity: Acrobatic show
Thursday 23 July	Lecture: Doing Business in China
	Industry Visit: Guangming Milk Corporation
Friday 24 July	Lecture: Foreign investment: Basic Rules and Remedies
	Industry Visit: GM in Shanghai
Saturday 25 July	Free Day to Explore Shanghai
	Overnight: Shanghai- Beijing train
Sunday 26 July	Arrive Beijing
	Beijing City Orientation Tour including visit to Summer Palace
Monday 27 July	Lecture: International Business Strategy in China
	Cultural Site Visit: Tiananmen Square and the Forbidden City
Tuesday 28 July	Cultural Site Visit: Great Wall of China
Wednesday 29 July	Lecture: Organisation of International Business in China
	Course Integration and Summary
	Cultural Site Visit: Hutong and Temple of Heaven
	Farewell Dinner and Certificate Ceremony
Thursday 30 July	Return flight to home country

ICTE-UQ reserves the right to modify program content in accordance with presenter and site visit availability, and to substitute sessions of equivalent value in the event a session cannot be delivered as scheduled.