

Chinese Business Management (George Rasmussen - george.rasmussen@wku.edu)

EXPERIENCE GLOBAL BUSINESS PRACTICES

A cultural adventure into the China of today for a global management practices experience to compare and contrast the domestic and Chinese operations of a select group of U.S. companies. Learn by doing as we become explorers searching to understand how 5000 years of Chinese culture shapes their 21st century business environment.

COURSES

MGT 410 (3 credits): Chinese Business Management: Experience Global Business Practices

Possible Graduate and Doctoral Credit Available. Contact Instructor.

ACCOMMODATIONS

China: Beijing, Xiamen, and Shanghai

Taiwan: Taipei

Types of accommodations: Hotels and University Dormitories

PROGRAM DESCRIPTION

A cultural adventure into the China of today for a global management practices experience to compare and contrast the domestic and Chinese operations of a select group of U.S. companies. Learn by doing as we become explorers searching to understand how 5000 years of Chinese culture shapes their 21st century business environment.

LEARNING OBJECTIVES

- Gain a “Learning by doing,” experience in a study abroad setting to compare & contrast US and Chinese business operations.
- Understand the core concepts of national interdependence in the global environment of businesses.
- Enhance the body of knowledge of the student’s core discipline through consideration of international applications.
- Acquire an in depth understanding of an American firm engaged in international business through the experiential learning of studying at their Chinese facilities.
- Gain an appreciation of the strategic importance of Chinese change management coupled with the impact of sustainability initiatives.
- Grasp the importance of global awareness and the impact of globalization on managing the daily operations of international companies.

PROGRAM DETAILS

LOCATION: China: Beijing, Tianjin, Wuhan, Xiamen, and Shanghai - AND- Taiwan: Taipei

ACADEMIC TERM: Summer 2014: China Dates: May 18 - June 02, 2014 (US Dates: June 02 – 05, 2014)

ITINERARY (*subject to change*)

Date	Time	Activities
Sunday-Monday May 18-19		<p>Leave from Bowling Green via shuttle at 3:00AM from the Center for Research & Development (2413 Nashville Road, Bowling Green, KY 42101)</p> <p>UA #4121 – Nashville, TN – 6:00AM to Newark, NJ at 8:59AM UA #089 – Newark, NJ – 11:55AM to Beijing, China at 4:45PM</p> <p>North China Electric Power University will pick us up, and transfer us to the NCEPU International Exchange hotel – 2 Beinong Road, Changping District, Beijing 102206, China.</p>
Tuesday, May 20 Beijing	Morning	<p>Breakfast at NCEPU</p> <p>Welcome, Introduction to Summer Camp, Tour of Campus</p>
	Afternoon	<p>Lunch at NCEPU</p> <p>Business Lecture at North China Electric Power University</p>
	Evening	<p>Dinner at NCEPU</p>
Wednesday, May 21 Beijing	Morning	<p>Breakfast at NCEPU</p> <p>Business Lecture at North China Electric Power University</p>
	Afternoon	<p>Lunch at NCEPU</p> <p>Visit Olympic Stadium & Silk Market</p>
	Evening	<p>Dinner at NCEPU</p>
Thursday, May 22 Beijing	Morning	<p>Breakfast at NCEPU</p> <p>Business Lecture at North China Electric Power University (NCEPU)</p>
	Afternoon	<p>Lunch (included in tour package)</p> <p>Visit Tian'anmen Square & Forbidden City</p>
	Evening	<p>Dinner at NCEPU</p> <p>Attend Chinese Opera</p>
Friday, May 23 Beijing	Morning	<p>Breakfast at NCEPU</p> <p>The Great Wall</p>
	Afternoon	<p>Lunch (included in tour package)</p> <p>Summer Palace</p>
	Evening	<p>Peking Duck Dinner (included in tour package)</p>

Saturday, May 24 Beijing	All Day	Breakfast at NCEPU Free day – Visit various manufacturing facilities in Beijing, China. Lunch & Dinner at NCEPU
Sunday, May 25 Beijing/Shanghai	All Day	Free day – Visit the Art District, and in the evening the group will move to Shanghai via high speed railway terminal. Bus will pick us up from the Shanghai train station along with an English speaking guide. Breakfast at NCEPU Lunch on train from Beijing to Shanghai Dinner (Not included in tour price) Hotel accommodations are Sunshine Jade Hotel (No. 1888 Zhoujiazui Road, Yangpu District, Shanghai 200082). 2 people per room. Hotel stay from 5/25 – 5/26/14.
Monday, May 26 Shanghai	Morning	Breakfast at the Sunshine Jade hotel Visit Zetek (Zoeller Environmental Engineering Co., Ltd.) – Minhang District (RM#702, No. 1888 Yishan Road, Minhang District, Shanghai (上海市闵行区宜山路1888号702室))
	Afternoon	Lunch & Shanghai Museum (Included in tour package)
	Evening	Shanghai Acrobatic / Dinner (Included in tour package)
Tuesday, May 27 Shanghai/Xiamen	All Day	Breakfast in hotel City tour of the Shanghai Towers, and transfer to the Shanghai Airport for a flight to Xiamen, China. Flight Shanhai Airlines #FM9373 (2:35PM , 4:05PM). Bus will pick us up from the Xiamen Airport along with an English speaking guide. Lunch included Dinner (Not included in tour price) Hotel accommodations at Pan Pacific Hotel (19 Hubin Bei Road, 361012, Fujian, China. 2 people per room. Hotel stay from 2/27 – 5/28/14.
Wednesday, May 28 Xiamen	Morning	Breakfast at the Pan Pacific Hotel Visit Source International – 189 Lian Yue Road, 2 nd Floor, Building #2, Wu Yi Gong Mao Industrial Park, Xiamen, Fujian, China 361012.
	Afternoon	Guilangyu Island (included in tour package)

	Evening	Flexible - Dinner (Not included in tour price)
Thursday, May 29 Xiamen/Taipei, Taiwan	Morning	Breakfast at Pan Pacific Hotel Visit Source International – 189 Lian Yue Road, 2 nd Floor, Building #2, Wu Yi Gong Mao Industrial Park, Xiamen, Fujian, China 361012.
	Afternoon/Evening	Lunch included Travel to Xiamen airport for a flight from Xiamen to Songshan Airport, Taipei, Taiwan via Xiamen Airlines Flight #881 (5:15PM, 6:45PM) A bus and English speaking guide will pick us up from the airport, and take us to the Golden China Hotel Taipei. Dinner (included in tour package)
Friday, May 30 Taipei, Taiwan	Morning	Breakfast at Golden China Hotel Visit Zoeller Company Taiwan – Building 7, No. 26, Guifeng Street, Taishan District, New Taipei City 243 Taiwan (R.O.C)
	Afternoon	Lunch provided by Zoeller Taiwan Taipei 101 (included in tour package)
	Evening	Dinner (included in tour package) Optional small group excursion – Shihlin Night Market or other sites
Saturday, May 31 Taipei, Taiwan	Morning	Breakfast at Golden China Hotel Visit Zoeller Company Taiwan – Building 7, No. 26, Guifeng Street, Taishan District, New Taipei City 243 Taiwan (R.O.C)
	Afternoon	Lunch provided by Zoeller Taiwan National Palace Museum (Included in tour package)
	Evening	Dinner (included in tour package) Optional small group excursion – Shihlin Night Market or other sites
Sunday, June 1 Taipei, Taiwan	All Day	Breakfast at Golden China Hotel Free Day (Class time & Relax) – Nothing planned Lunch and Dinner (Not included in tour price)

Monday, June 2 Taipei, Taiwan/Louisville, KY	All Day	<p>Breakfast at Golden China Hotel</p> <p>Lunch on flight</p> <p>Flight is via United Airlines from Taipei, Taiwan Taoyuan Airport:</p> <p>UA #872 – Taipei, Taiwan – 11:10AM to San Francisco at 7:30AM UA #425 – San Francisco – 10:06AM to Chicago, IL at 4:20PM UA #5868 – Chicago, IL – 7:00PM to Louisville, KY 9:10PM</p> <p>Shuttle pickup from SDF to hotel (TBD)</p> <p>Flexible - Dinner (Not included in tour price)</p>
Tuesday, June 3 Louisville, KY	Morning	Breakfast at hotel (TBD)
	Afternoon	<p>Visit Zoeller Company in Louisville, KY (3649 Cane Run Road, Louisville, KY 40216)</p> <p>Lunch (included in tour package)</p>
	Evening	<p>Class Time</p> <p>Flexible - Dinner (included in tour package)</p>
Wednesday, June 4	Morning	<p>Breakfast at hotel (TBD)</p> <p>Visit Source International – 2201 River Road, Louisville, KY 40206</p>
	Afternoon/Evening	<p>Lunch (included in tour package)</p> <p>Travel to Lexington, KY</p> <p>Dinner (included in tour package)</p>
Thursday, June 5	Morning	<p>Breakfast at hotel (TBD)</p> <p>Visit Alltech Inc. – 3031 Catnip Hill Road, Nicholasville, KY 40356</p>
	Afternoon/Evening	<p>Lunch (included in tour package)</p> <p>Travel from Lexington, KY to Bowling Green, KY</p>

The schedule is subject to change due to educational opportunities that may arise unexpectedly, the vagaries of weather, and other factors beyond the control of the course instructors and staff.

ELIGIBILITY

- Permission of instructor(s) is required.
- Current WKU student eligible to register for WKU courses may apply. Students from outside WKU may participate as [visiting students](#).
- Students must be 18 years of age or older at time of departure (parent/guardian permission for anyone under 18 at time of departure).
- Students must possess passport valid for at least six (6) months after return date.
- Students must be free of active disciplinary sanctions as verified by Judicial Affairs.
- Students must complete all pre-departure orientations.
- Full payment prior to departure is required.
- Students must complete the [Study Abroad & Global Learning application process](#) prior to being registered in this course. We suggest you start this application process immediately and respond to all emails promptly

BASE PACKAGE

Cost: \$4,100

Included in Base Package

- Undergraduate tuition for 3 credit hours (\$1,090 value)
- Accommodations in China and Taiwan during program
- Most daily meals in China and Taiwan
- Course-related ground transportation in China and Taiwan
- Course-related entrance fees
- Round-trip flight between **Nashville** and Beijing, and the return Taipei to **Louisville**
- Chinese visa
- International medical insurance

Excluded from Base Package

- Transportation between your departure airport and your home.
- Baggage fees and costs associated with flight / program changes
- Independent travel (non-program travel).
- Meals, services, and beverages not included during course-related field programs as specified.
- Personal expenses such as laundry, phone service, and Internet access.
- Tips for guides and drivers not included in program-related activity.
- Travel cancellation/interruption insurance. *Highly recommended.*

Study Abroad courses are not eligible for employee tuition waivers or discounts. Final program fee subject to change due to travel arrangements.

Green Sheet subject to change due to adjustment in program or pricing.

TERMS & CONDITIONS

<p>Your TopNet Account will be billed according to the following Payment Schedule:</p> <p>February 1, 2014 - Priority deadline for application with non-refundable \$250 deposit*</p> <p>February 1, 2014 – Program Fee will be charged to student’s TopNet account. Balance must be paid prior to program departure. Students applying after this date will be billed on a rolling basis.</p> <p>* Deposit paid by student directly with a credit card – NOT billed to student account.</p>	<p>Penalty for Withdrawal or Non-payment:</p> <p>After February 1: 25% of program cost After March 1: 50% of program cost After April 1: 75% of program cost After May 1: 100% of program cost (No refund).</p> <p>If a balance remains after the payment due date, the participant may be dropped from the program. A student may remain in the program by providing an award notification from WKU’s Student Financial Assistance that verifies ability to pay the program fee immediately after aid is received.</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

LOGISTICAL CONSIDERATIONS

- **Passport Requirements** - Each participant must have a passport that includes an expiration date, which is 6 months beyond the last date of the program.
- Note that the departure city on the outbound flight differs from the return city. Participants will fly out of **Nashville (BNA)** and the return will be **Louisville (SDF airport)**.
- Program will continue in the US from June 2 – 5 after landing in and will end in Bowling Green, KY. See itinerary.

LIABILITY DISCLAIMER

Western Kentucky University and its associates are not responsible for any loss due to theft, personal injury, flight or weather delays, negligence, or default of suppliers, or suppliers changing of itineraries. They and their associates are not responsible for any loss due to travel/flight delays or changes in travel plans due to Acts of Nature or other unforeseen circumstances, nor are we responsible for accidents and medical care. Tour services are furnished by independent contractors who are not agents or servants of Western Kentucky University. Refunds are not available for unused portions of the package.