BUSINESS SUMMER
PROGRAM CHINA
Discover the way China does business!

PROGRAM INFORMATION

Dates
June 26 - July 24 2016

Location
Arrive Shanghai - Depart Beijing

Program fee
Contact Center for International Programs for more details

What’s included?
• Pre-departure information pack
• Visa assistance
• Airport pickup and transfers
• Accommodation: Shanghai and Beijing
• Meals (excl. dinner in week 4)
• Welcome dinner
• Local SIM card and travel card
• 2 courses at the Shanghai University of Finance and Economics (SUFE)
• 4 hours of survival Mandarin classes
• Cultural activities
• Tour days in Shanghai and Beijing
• Guest lectures and company visits
• Academic transcript for 3 credits
• 24/7 support from ImmerQi staff

SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS
• Ranked number 1 finance and economics university in China
• SUFE is home to 20 000 students on two campuses
• Study 2 courses:
  - International Business and Corporate Strategy
  - Introduction to China’s Economic Policies
• Take a total of 45 hours of classes for 3 credits
• Conveniently located in Shanghai’s student area

COMPANY VISITS AND GUEST LECTURES
• 4 guest lectures and 3 company visits
• These will take place in both Beijing and Shanghai
• Introduction to diverse aspects of business in China
• Mix of Chinese and international speakers and companies

CULTURAL ACTIVITIES AND TOURS
4 tour days:
• Day 1: Shanghai city tour
• Day 2: Hangzhou
• Day 3: Great Wall, Olympic Park, Hutongs, Acrobatic show
• Day 4: Forbidden City, Tiananmen Square
Cultural activities
• Calligraphy class
• Tai Chi class
• 4 hours of Mandarin classes

PROGRAM ITINERARY

Spend 3 weeks in Shanghai, China’s financial and global hub
• Study at the Shanghai University of Finance and Economics
• Visit Shanghai and Hangzhou
• Mandarin and cultural classes
• Company visits and guest lectures

Spend 1 week in Beijing, China’s political capital
• Visit Beijing’s historical sights
• Climb the Great Wall of China
• Visit a Chinese charity
• Taste the famous Beijing Duck
• Company visits and guest lectures

For more information please contact:
Professor Chih-Yang Tsai (tsaic@newpaltz.edu) or Samantha Skillman (skillmas@newpaltz.edu)
## COURSE 1
INTERNATIONAL BUSINESS AND CORPORATE STRATEGY

**Course duration:** 2 weeks  
**Course structure:** 12 sessions including one company visit  
**Learning objectives:**  
- Understand the processes of analyzing corporate strategy  
- Be able to analyze cases by using methods from the course  
- Recognize institutional and cultural differences between the U.S. and China that will affect companies' strategy formulation.

<table>
<thead>
<tr>
<th>PART 1: Strategic management</th>
<th>Strategic management and strategic competitiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>External environment</td>
</tr>
<tr>
<td></td>
<td>Internal organization</td>
</tr>
<tr>
<td><strong>PART 2: Strategy formulation</strong></td>
<td>Development strategy</td>
</tr>
<tr>
<td></td>
<td>Acquisition and restructuring</td>
</tr>
<tr>
<td><strong>COMPANY VISIT</strong></td>
<td>Analyze company's strategy using knowledge learned</td>
</tr>
<tr>
<td><strong>PART 3: Competition strategy</strong></td>
<td>Generic competition strategy</td>
</tr>
<tr>
<td></td>
<td>Game theory and competition</td>
</tr>
<tr>
<td><strong>PART 4: Strategy implementation</strong></td>
<td>Organization structure and control</td>
</tr>
<tr>
<td></td>
<td>Strategic entrepreneurship</td>
</tr>
</tbody>
</table>

## COURSE 2
INTRODUCTION TO CHINA’S ECONOMIC POLICIES

**Course duration:** 2 weeks  
**Course structure:** 8 lectures, presentation, open-book exam  
**Learning objectives:**  
- Develop a basic understanding of China's economy and economic policies both historically and today.  
- Understand how China's economy affects all spheres of Chinese society and what it means for the country's future.

### SESSION 1: The reform of China's economic system

### SESSION 2: China's regional economic development

### SESSION 3: China's industrial and commercial economy

### SESSION 4: The agricultural reform and development in China

### SESSION 5: Public finances and tax in China

### SESSION 6: The banking system and financial market in China

### SESSION 7: Urbanization and social security in China

### SESSION 8: China’s opening-up policy and foreign economic relations

### SESSION 9: Student presentation relating to China's economic policies