



5 May-3 June 2018

2018 China Study Tour – Program Outline

University of International Business and Economics - Modena and Reggio Emilia University

- Beijing - 5 May to 23 May. During this period we will be hosted by University of Business and Economics (UIBE). Most of the lectures are scheduled in Beijing and the subjects covered by UIBE's professors will be the following:
 - Introduction to Chinese Economy
 - Confucianism and Chinese Business Culture
 - Consumer Behaviour and Marketing in China
 - HR & Organizational Behavior in China
 - Supply Chain Management in China
 - Strategic Management in China
- The schedule in Beijing includes a tour of the city on the first day, two sightseeing trips to the Great Wall and to the Summer palace, and at least two company visits.
- During the first or the second weekend (the date will be defined later) we will organize a trip to Xi'an, to visit the famous Terracotta army archaeological site. The trip is optional and is not included in the study tour fee.
- 24 May: transfer from Beijing to Shanghai. We will travel by train, using the Beijing-Shanghai high-speed Railway. On this five/six hour journey, we will travel 1,318 kilometers and see three of China's biggest cities and pass by several other important cities in a rapid tour along China's densely populated eastern seaboard. It is a trip that combines some of China's main urban landscapes with the cultivated countryside scenery and the mountains in between. The route gives a ground level view of the core of China along with some beautiful scenery including the agricultural areas.
- Shanghai - 25 May to 3 June. We will stay in the area close to Jiaotong University (Xuhui Campus) and spend the period on the following activities:
 - Company visits and speeches by managers and professionals. Even if some company visits could be held also in Beijing, most of the western companies are located in Shanghai and therefore most of our company visits will take place in this city. Besides the company visits, we will have some speeches from professionals and managers that will present their experience in China. A detailed program of the company visits and speeches will be sent before departure.
 - Seminars by Prof. Helen Ye and Prof. Sasa Saric on the following subjects:
 - Business Culture in China (1 day)
 - Survival in your first job (1 day)
 - One day trip to Suzhou by bus and visit to the Xi'an Jiaotong-Liverpool University.
 - One day trip to Hangzhou by train and visit to the Mary Kay factory (to be confirmed).

The lectures in Beijing will be held at the UIBE Campus in Huixin East Street, a very convenient location, well connected to city center. Participants will have the opportunity to experience the life in an international university campus and will have access to the low cost accommodation in UIBE's facilities.

About UIBE: The University of International Business and Economics (UIBE), situated in the northeast of Beijing, was founded in 1951. UIBE is a national key university jointly-sponsored by the Ministry of Education and the Ministry of Commerce, and is the top university in the fields of economics and business.

UIBE pursues to be an outstanding national university and a prestigious international university with its distinct characteristics. UIBE is a multi- disciplinary university specialized in the fields of economics, management, liberal arts, law and science. At present, UIBE offers over 50 majors to overseas students for bachelor, master and doctoral study. Among them, about 20 majors can be entirely offered in English. Most professors have oversea experience and the strong abilities of teaching and researching, which enable them to rank among the National Talent Cultivation Project. UIBE has a total enrollment of over 16,000 full-time schooling students including more than 3,200 international students from above 130 countries.

The participation fee to the Study Tour €1.500.

The fee includes:

- 54 contact hours of lectures at UIBE;
- 2 days of seminars in Shanghai;
- At least 5 company visits;
- Transportation by bus for the company visits and the city tours in Beijing, Shanghai, and Suzhou;
- Lecture materials, Certificates and Invitation Letters;
- 1 month invitation letter and support in obtaining the visa and in booking the accommodation and the transfer Beijing - Shanghai
- Final Assessment. In agreement with the director of their own Msc, students can obtain the recognition of academic credits (6-9 ECTS depending on the program the student is enrolled to)

The participation fee does NOT include:

- Flights and train tickets;
- The trip di Xi'an (optional)
- Accommodation
- Entrance tickets to monuments/museums
- Health insurance (compulsory, it costs around €100)
- Visa fees to be paid in Italy (around €100)

The study tour is open to students from any faculty/University with at least a level B2 English language certification. Graduation and academic career will be considered for the selection of candidates. The official announcement with enrolment rules will be issued within February 2018.

Information and enquiries: Prof. Margherita Russo - e-mail: fmb.mem@unimore.it - Phone: 059.205.6877