

## Business/Cultural Tour in Beijing, China

**Please kindly note this is a sample tour arrangement. It can be customized for any group of over 20 members.**

**The program is in English. No mandarin is required.**

### Beijing

Beijing is the capital of the People's Republic of China and it has been the capital for five dynasties during the long history of China. Beijing is the political, cultural, economic and business center of China, headquartered by many Chinese companies, and with branches of almost all Fortune 500 multinationals. Most of the best Chinese universities are located in Beijing, attracting talents from all over the world. This fast-changing city gives an impression of a modern city with strong traditional flavors.

### Beijing Foreign Studies University (BFSU)

BFSU is a key public university directly affiliated with and financed by the Ministry of Education of China. It's reputed as the "cradle of diplomats" in China, with more than 400 Chinese ambassadors and over 1000 diplomatic counselors alumni. We now teach 98 languages, and expected to cover almost all languages of countries that has established a diplomatic relation with China in the near future.

International Business School (IBS) is the largest school in BFSU and the most internationalized business school in China, with 1200 Chinese students and 400 international students from over 80 countries studying together.

We offer various business programs in English, including bachelor program, master program, one-semester certificate program, and summer camps lasting 2 weeks to 4 weeks.



## Program Overview



**Business Lecture**



**Cultural Attractions**



**Company Visit**



**Cultural Experience**

### 1. Business Lectures

Lectures about Chinese business & culture studies will be offered. **2 convertible credits** (4ECTs) could be gained after you pass the exam or complete the required assignments. Topic examples as following:

- a) Introduction to Chinese Finance
- b) Chinese Culture & Business Etiquette
- c) Contemporary Issues of Chinese Economy
- d) The Changing Chinese Business Environment
- e) Strategic Management in China
- f) Developing a Business in China
- g) Marketing in China
- h) Introduction to Chinese Foreign Trade
- i) Foreign Direct Investment into and from China
- j) Introduction of Chinese language
- k) Introduction of Chinese culture

Please note NOT ALL the topics will be covered in every camp. Certain topics will be offered for each camp depending on the preference and availability.

### 2. Company visit

Students will visit the local/international Chinese companies, as well as foreign multinationals in China. For example, Google, Baidu, Lenovo, VIP-Kid and BEIJING-HYUNDAI AUTO etc. Students will team up, do a case study, and make a presentation at the end of the camp. Tutorship by IBS professors will be available on

demand. Through this team work, we hope the students will build friendship and keep long-term contact with each other even after the program, which will be a very enriching and rewarding experience for all of them.

### 3. Cultural Attractions

Subject to availability, cultural attractions could cover **SOME** of the following examples:

- a) Forbidden city, Tiananmen Square, Wangfujing Avenue;
- b) Nanluoguxiang, Hou Hai, Hutong Tour;
- c) Temple of Heaven, Qianmen;
- d) The Great Wall;
- e) National Museum, National Performance Art Center;
- f) Olympic Center, Bird Nest, The Water Cube;
- g) The Summer Palace

### 4. Culture Experience

It is aimed at learning Chinese culture through practice.

For example: Kungfu, Pottery, Paper Cutting, Chinese painting, Chinese Dance, Making dumpling, Beijing Opera Facial Mask, etc.

## Our program includes

1. Airport transfer and local transportation
2. Local accommodation
3. Lectures and company visiting
4. Teaching materials
5. On-campus meals (Prepaid card of RMB300 for school cafeteria)
6. Trips to cultural attractions
7. Camp certificate and t-shirt
8. Pre-departure materials for obtaining visa

#### Does not include

1. Airfare
2. Visa

## Accommodation

Standard double room with bathroom, On-campus or off-campus, Depending on availability

## Cost per Person

Price for individual	Price for partners
¥1,7500/ \$2500	¥1,5750/ \$2250 (under 10 campers)
	¥1,4875/ \$2125 (10-20 campers)
	¥1,4000/ \$2000 (over 20 campers)

The price offer for group of over 10 campers includes one team leader free of any charge.

The price is subject to change with prior notice.

Price for customized trip will be discussed case by case.