

Department of Marketing and Management

BUS304 - International Study Tour: China 2011

BUS304 is an elective unit for all BIB, BCom, and BBA students. This year the study tour will be a two-week field trip to China. Students will be provided with exciting opportunities to experience China and learn how this dynamic country manages to achieve high growth rate while the rest of world is experiencing economic downturn. In addition, the tour will include sightseeing visits to local tourist attractions on the weekends, giving students time to explore the historical and cultural sites surrounding Beijing and Shanghai and have an intellectually fulfilling and culturally stimulating experience.



Pre-requisite 36 credit points.

Structure of the Unit

The unit consists of two parts: seminars at Macquarie University in the first half of the Second Semester 2011 and a two-week field trip to China during the mid-semester break, from 19th Sep. to 2nd Oct. 2011.

Seminar topics:

1. *Business environment in China*
2. *Consumer markets in China*
3. *Demographic changes and labour market in China*
4. *Foreign Direct Investment (FDI) in China*
5. *Impacts of China on the world economy*
6. *Australian exports to China and Australian business operation in China*

The field trip to China (19th Sep. – 2nd Oct. 2011). Accompanied by Macquarie University staff and assisted by local hosts, students will visit Beijing and Shanghai to observe a range of businesses and organisations operating in China including Australian and multinational corporations, Chinese state-owned enterprises and newly emerged local businesses. Companies and organisations that will be visited include: Austrade China, Lenovo, Baidu, Baosteel, Volkswagen, Huawei, OpHedge, Saicheng, Austcham, Suzhou Science and Technology Park, Fudan University and others.

Unit Assessment

Assessment for this unit consists of three components: (1) a 2,000-word individual essay or report based on recommended readings and seminars prior to the field trip (20%); (2) a 6,000-word group report and presentation based on experience of the field trip to China (60%); and (3) Active participation in all field trip activities (20%).

Tuition Fee: BUS304 is a three-credit unit. Standard tuition fee is applied.

Additional Travel Fees: To be advised.

The travel fees cover student's return international airfare, hotel accommodations with breakfast at 3-star hotels in China, airport/train station transfers within China, domestic train/air travel between cities within China, local transportation within cities, and entry fees to all tourist sites in the itinerary.

Students who meet the general criteria of a GPA of at least 2.0 and who credit this unit towards their degree qualification are eligible to apply for a **travel grant up to \$1,000** from the Macquarie travel grant scheme (see http://www.international.mq.edu.au/scholarships/travel_grants).

To secure a place, students need to enrol and register by 12th August 2011. A registration form is available upon request to Dr. Fei Guo (fei.guo@mq.edu.au). Early expression of interests and registration is strongly recommended as the number of places is strictly limited.