Business in China
An In-Country Experience

2-Credit Global Immersion Elective
The Instructor

Michael Werner, PhD, CPA

University of Miami
- Director of Accounting Master’s Programs

China Experience
- Tsinghua University, Visiting Professor since 2006
- University of Shanghai for Science and Technology, Visiting Professor since 2000
- Over 50 trips to China
- 5 trips in 2012
- 5 trips in 2013
- The 4th UM MBA trip to China
- 17 years business experience in China
- Photo-related products “Made in China”

PhD in Management Science and Engineering from China
Course Objectives:

- First-hand exposure to the cultural, economic and political dimensions of doing business in China.
- Learn what it takes for organizations to succeed in China and how Chinese firms operate and how they are shaping global business.
- A greater awareness of the personal traits associated with success in the global business environment.
- A deeper knowledge of the business environment in the Asian Pacific region of the world.
- Skills students need as global managers and leaders.
- A familiarity with Chinese culture and customs, from cuisine to behavior to family structure.
Course Requirements:

- Attend the mandatory pre-departure classes
- Attend all lectures, presentations and site visits in China
- Complete the pre-departure assignments
- View the four part series – *The People's Republic of Capitalism*
- Make a group presentation on specific topics about China
- Keep a reflective journal that needs to be submitted after the trip

Post-trip assignments

- Post-trip debriefing and discussion
- Group presentation that includes:
  - Key takeaways from the trip
  - Observations, pictures, videos, and insights related to discussion during the trip
  - Present conclusion on a chosen sector of China’s economy
The Trip

- Experience China!
- Earn 2 Elective Credits
- Travel with your peers during Spring Break
- More than just a tour: It’s a total immersion learning experience
- Learn first hand about Chinese companies and how they operate
- Meet top level executives
• Arrive in Beijing
• High-Speed Train from Beijing to Xi’An
• Fly from Xi’An to Shanghai
The Trip

The Company

China Sense

Based in Beijing, ChinaSense is a one-stop shop service provider that facilitates international business school study programs in China by delivering top quality business visits and seamless logistics supports.

Our Guide

Peter

Trip Mechanics

Transportation

Hotels

4-5 Star Hotels

Meals

Help when you need it

Peter

Dr. Werner

UM Staff
Our Guide: Peter
China –
“The World’s Factory”

See Chinese Manufacturing First-Hand

- Hyundai
- Volkswagen
- Mercedes Benz
- Baosteel
- Black & Decker
- Samsung Group
China’s Service Sector

- Experience China’s Service Sector
  - MJ Group - Medical Testing
  - Creditease – Financial Services
  - Career International
  - Jun He Law Firm
China and Business

Learn how you can become involved

- Meet People
- Make Friends
- Develop Relationships
Experience China

- Culture
- History
- Historic Sights
  - Tiananmen Square
  - The Imperial Palace (the Forbidden City)
  - The Great Wall
  - The Terracotta Warriors Museum
Beijing
Jianguo Hotel
Xi’An
Grand Noble Hotel
Shanghai
Radisson Blu
Explore China and it’s impact on your future!

Explore China and it’s impact on the world’s future!

It’s an experience you will never forget!
谢谢
(Thank You!)

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