



China-Europe Business and Culture Trip



Contact

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What is the program about?

If you want to enhance your hands-on management skills and competences, particularly in the Chinese and European market, this unique program is ideal for you. An initiative of Southwest Jiaotong University, a key university in China drives a stimulating curriculum that will guide you to discover your personal strengths and prepare you for a booming career in international business. On the other hand, This program is a full combination of natural scenery and Chinese traditional culture, as well as study and play. We've got it all. The last edition of this project was a huge success with participants from many countries!

When: **1 July 2019 – 15 July 2019**

Language: **English**

Duration: **2 weeks**

Why the China-Europe Business and Culture Trip?

- The program is organized by Southwest Jiaotong University, a key university in China with hundreds of years of history.
- The program will give you strategic vision, confidence, cultural awareness, as well as teamwork and management skills.
- Chinese business language courses are provided to improve your communication skills.
- Field trips to Mount Qingcheng and close contact with adorable pandas.
- Business Management Challenge held by HUAWEI company and certificate of participation.
- Experience with everything you know or you don't know about China and break your stereotype.
- The program is spent in the vibrant metropolis of Chengdu, China. Here we can experience the most comfortable life style and business environment.
- The project provides high quality of accommodation and full of surprises!

Curriculum

Asian Economics & Geopolitics

Branding in Asia

Cross Cultural Management & Negotiation

Business in Global Political Economy

People Management & Organization

Business Management Challenge

Chinese Culture: Calligraphy, Martial Arts, tea ceremony

Chinese



Learning objectives

After following this program:

- you will master the knowledge and skills required for key managerial positions like leadership, people management and long-term planning skills;
- you will have strengthened highly relevant business skills such as: entrepreneurship, perseverance, motivation, emotional intelligence and initiative;
- you will have improved your problem-solving skills and capacity for teamwork ;
- you will be able to examine global issues from a European and Chinese perspective ;
- you will have developed local competencies in both a Chinese and European business context.



Activities

- **Business Management Challenge**
- **Field trip to places of interest** (Mount Qingcheng, Dujiang Weir, Broad and Narrow Alley)
- **Experience local life in Chengdu** (Sichuan Opera, Pandas, Clubs, Parties, Hotpot)
- **Networking with talents and young entrepreneurs from all over the world**

Business Case





Being in the list of Chengdu Historical and Cultural Protection Project, Broad and Narrow Alley is composed of broad alley, narrow alley and across alleys, among which, there are a lot of traditional courtyards, or Siheyuan.



Mount Qingcheng, one of the birthplaces of Taoism China's only indigenous religion. in 2000, UNESCO inscribed it on the World Heritage List.



Dujiang Weir, a milestone in the history of technology in China. It is not only the earliest water control project in China, but also the only and the oldest remain of such in the whole world.

Watch Sichuan Opera:
changing faces and flaming



Dating Hotpot and
Panda



Experience Chengdu's rich nightlife



FEES

€1800	Early bird price, open until 15th May 2019
€ 2000	Regular price, registration before 10 th June 2019

Included: Registration fees

Course fees

All student facilities at SWJTU and Course materials

Accommodation (Double rooms in hotel with three meals a day)

All attraction tickets and tour guide fees

Field trips expenses

Excluded: Round trip transportation

Hotel



The registration is open!

Save your spot!

Make sure to save money and register as early bird. Our seats and housing options are very popular for early bird candidates.

DATES Start: 01/07/2019 - End: 15/07/2019

LOCATION Southwest Jiaotong university, Chengdu, China

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