



TRINITY WESTERN UNIVERSITY

TRAVEL STUDY TO

CHINA & VIETNAM

BUSINESS - MAY 2020

Experience business in China + Vietnam!

Spend two weeks learning from business owners and managers. Meet with Canadian and Chinese business leaders and government officials who operate and oversee small- to medium-sized and very large businesses that create products and services for the local as well as the international marketplace.



CHINA & VIETNAM

MAY 2020

GLOBAL TRADE OR GLOBAL COMPETITION? LET'S SEE BOTH.

Spend 2.5 weeks observing and consulting with business operations in Hanoi, Shanghai, and other parts of China. Manufacturing, Finance, and Org structures will all be studied. Visit the modern high-tech capital of Shenzhen as well as beautiful and resource-rich Yunnan. Meet with business leaders who employ thousands of workers and ship goods to every continent. Encounter history both ancient and modern. Learn in the boardroom and on the factory floor.

COURSES

BUSI 301 TR MANAGERIAL ECONOMICS

The study of the main principles and techniques of price theory and its practical applications. Major topics include price, production, and distribution theories, the theory of the firm, risk and uncertainty, game theory, and transaction costs. New developments and/or approaches to microeconomic analysis.

BUSI 363 TR ORGANIZATIONAL DESIGN & DEVELOPMENT

The focus of the course is on how to design and maintain organizational effectiveness through developing appropriate levels of control and coordination. While in Asia students will use the theories and approaches to management and organizational design in the comparison and analysis of several international organizations. Students will also assess the effectiveness of the design and compare these designs to similar organizations in North America.

BUSI 377/381 TR OPERATIONS MANAGEMENT

While in Asia students will engage in factory floor process improvements which will examine the flow of materials, people, and information. The student's goal will be to implement a solution on site with a measureable financial impact. Students who have already completed BUSI 377 may choose BUSI 381 for advanced study.

BUSI 411 TR BUSINESS IN THE GLOBAL MARKET

The focus of this course is on a comprehensive understanding of business in Vietnam and China, taking into account the political and economic structures. In particular 2 international organizations will be studied and assessed on how they relate with organizations in North America.

INSTRUCTORS



MARK MCKAY, Ph.D.

Mark McKay teaches courses in operations management and business modeling at TWU. He also consults with large and small manufacturing firms, with a specialty in the implementation of lean manufacturing. He has a particular history of success in explaining how lean thinking can be applied in service operations to improve both the quality and quantity of output. Prof. McKay's students regularly conduct field projects that result in positive measurable financial impact for outside firms.



LIPING ZHANG, Ph.D.

Liping Zhang was educated at Shenyang Polytechnic University, Liaoning University, and the University of Ottawa. Liping teaches as assistant professor of Economics and Finance with the School of Business. Her main fields of academic research are Industrial Organization, Pricing Theories, International Economics and Monetary Policies.



JANI MCKAY

Jani McKay teaches courses in organization development and behavior at TWU. Her area of expertise is strategic development. Jani is well-known among a broad client base for her ability to design compensation structures that support the strategy of the organization. In addition to her experience with undergraduate students, she is sought-after instructor of professionals who seek certification with the Society of Human Resource Management.

CONTACTS

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