



# TAIWAN & MAINLAND CHINA

**BUSINESS** · MAY 2018

Trinity Western University Travel Studies



TRINITY WESTERN UNIVERSITY



TIANANMEN SQUARE

## Experience business in China.

SPEND 2.5 WEEKS OBSERVING AND CONSULTING WITH business operations in both Taiwan and mainland China. Visit Taipei, Shanghai, and Beijing. Meet with business leaders who employ thousands of workers and ship goods to every continent.

Encounter Chinese 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. *Cross-listed: ECON 301 Prerequisite(s): ECON 102, 201; MATH 101*

#### BUSI 363 TR · Organization 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 China students will use the theories and approaches to management and organization 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. *Prerequisites: BUSI 280; 3rd year standing*

#### BUSI 377/381 TR · Mgmt Science / Operations Mgmt

The focus of this course is on the management of factory operations. While in China students will engage in factory floor process improvements which will examine the flow of materials, people, and information. The students' goal will be to implement a solution on site with a measureable financial impact. *Prerequisites: BUSI 275, BUSI 280*

#### BUSI 411 TR · Business in the Global Market

The focus of this course is on a comprehensive understanding of business in 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. *Prerequisites: 3rd year business standing*

### CONTACT

Mark McKay  
mark.mckay@twu.ca

Liping Zhang  
liping.zhang@twu.ca

### 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.