



SOUTHERN CHINA

INCLUDING TIBET

BUSINESS · MAY 2018

Trinity Western University Travel Studies



TRINITY WESTERN UNIVERSITY

southern china MAY 2018



Experience business in southern China.

SPEND 2.5 WEEKS OBSERVING, HAVING LECTURES FROM, AND CONSULTING with business owners and managers in cities in southwest and southeast China (Chengdu, Kunming, Taicang, Shanghai) and cities in the Tibetan region (Lijiang, Shangri-La). 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 the international marketplace.

Encounter Tibetan and Chinese history and culture as you learn about the Buddhist faith, walk among ancient temples, get close and personal with young pandas at the Panda Breeding Centre, attend a traditional theatre performance with the backdrop of one of the world's highest mountain peaks, and experience the economic hub of Shanghai as you walk beside some of the largest business towers in the world.

COURSES

BUSI 231 TR · Principles of Marketing

This course explores basic considerations affecting the domestic and international marketing of goods and services. Topics include: the nature of marketing activities and marketing institutions, the function and responsibility of an effective marketing system, as well as its role in the economy, the manner in which various forces influence the marketing process, and the analysis of marketing concepts, policies, and practices. Students will apply these marketing topics/theories/models/concepts to analyze the marketing practices they have observed during the travel study. *Prerequisite: BUSI 111; 2nd year standing*

BUSI 352 TR · Managing the Human Resource

The focus of this course is on how organizations gain competitive advantage when they understand and implement strategic human resource management practices. The course will study how Chinese and Tibetan firms conduct human resource planning, recruitment, training and development, performance management, compensation and incentives, as well as labour relations, occupational health and safety, diversity and global workforce issues. *Prerequisites: BUSI 280; 3rd year standing*

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 the Belt and Road Initiative will be studied and students will assess how the organizations visited will be prepared to participate in this economic development strategy. *Prerequisite: 3rd year standing (NB. Students may take BUSI 311: Issues in Global Business if they do not have 3rd year standing)*

BUSI 435 TR · Marketing Management

This course covers the concepts and problems associated with the management of the marketing function. The development of problem-solving, teamwork, and effective communication skills are undertaken in the course primarily through the use of the case study method. Students will apply these marketing theories/models/concepts to analyze the marketing practices they have observed during the travel study. *Prerequisite: BUSI 231; 3rd year standing (NB. Students who need/want BUSI 338: International Marketing Management may take it instead.)*

INSTRUCTORS



Andrea Soberg, MHIR, CPHR

ANDREA SOBERG TEACHES COURSES IN human resource management (HRM) and international business in both the undergrad and MBA programs. Her area of expertise is strategic workforce planning and development. Andrea has held leadership positions in many Canadian organizations, and continues to provide consulting services to these and other organizations throughout North America. She was the

Dean of the School of Business from 2008 to 2014 and is currently the Director of TWU's Centre for Global Entrepreneurship, where she continues her research activities on HRM in indigenous Chinese firms.



Ronnie Gao, Ph.D.

RONNIE GAO TEACHES MARKETING courses in both the undergrad and MBA programs. His area of expertise is cross-(sub)cultural consumer behaviour and salespeople behaviour research. He has published/presented over ten research papers in his area of expertise. In addition, Ronnie has 13 years' industrial experience in multiple industries (i.e., railway locomotive operations, foreign aid projects,

international construction project management, and business consulting) in multiple countries (i.e., China, Tanzania, Zambia, Nigeria, and Canada).

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