MGMT340 is an elective unit for all business faculty students. This year the study tour will be a two-week field trip to China. Students will be provided with exciting opportunities to experience China and learn how this dynamic country manages to achieve high growth rate while the rest of world is experiencing economic downturn. In addition, the tour will include sightseeing visits to local tourist attractions on the weekends, giving students time to explore the historical and cultural sites surrounding Beijing and Shanghai and have an intellectually fulfilling and culturally stimulating experience.

Pre-requisite: 36 credit points including 6cp on 200 level units (or special consideration should be applied for).

Early expression of interests and registration is strongly recommended as the number of places is strictly limited.

The unit consists of two parts: seminars at Macquarie University in the first half of the Second Semester and a two-week field trip to China during the mid-semester break.

Seminar topics:
1. Business environment in China
2. Consumer markets in China
3. Demographic changes and labour market in China
4. Foreign Direct Investment (FDI) in China
5. Marketing in China
6. Australian exports to China and Australian business operation in China

The field trip to China. Accompanied by Macquarie University staff and assisted by local hosts, students will visit Beijing and Shanghai to observe a range of businesses and organisations operating in China including Australian and multinational corporations, Chinese state-owned enterprises and newly emerged local businesses. Companies and organisations visited in previous tours include: Austrade China, Tourism Australia China, Lenovo, Huawei, Zaha Hadid Architecture, Qantas, Nestle, Mary Kay, Baidu (Chinese Google), WestPac China, Huawei, Kingwood and Malleson, Qantas China, Cisco, Cochlear China, WeberShandwick, Australian Chamber of Commerce, Suzhou Science and Technology Park, Fudan University and others. Guided sight-seeing tours will be arranged in Beijing and Shanghai, PLUS free time for students to explore the cities on their own.

Tuition Fee: MGMT340 is a three-credit unit. Standard tuition fee is applied.

Additional Travel Fees: to be advised.

The travel fees cover student’s return international and domestic airfare, 2-week hotel accommodations with breakfast at 3-star or above hotels in China, local transportation within cities, guided sight-seeing tours including entry fees to all tourist sites in the itinerary and company visits.

Mobility scholarship up to $2,500 is available for application for eligible students. (see http://students.mq.edu.au/opportunities/student_exchange/mobility_scholarships/)

How to enrol: 1. Submit online application via ask.mq.edu.au for enrolment with transcript and preferably personal CV; 2. Enrol and register online once application approved; 3. Submit registration form to Dr. Stephanie Huang at Stephanie.huang@mq.edu.au (form available upon email request)

To secure a place, students need to enrol and register early. A registration form must be filled. It is available upon request to Dr. Yimin (Stephanie) Huang (stephanie.huang@mq.edu.au).
What did students say about the trip?

The tour was amazing, an unforgettable experience for everyone.

Excellent tour! People were great, teachers were great! I will recommend it to everyone!

This is a very eye-opening tour! I was able to see first-hand everything I had read about in class and so much more!

The tour was amazing, an unforgettable experience for everyone.

The study tour was helpful in regards to my future career as it allowed me to identify particular interests and strengths of mine.