

China

Touch the future





It's all about Growth

Just when you thought China couldn't grow any faster, GDP grew by over 11% in 2007. Even by Chinese standards, this was impressive. In fact, it was the biggest growth in 13 years.

Students demand more of their educational experience these days. They want to be able to match the understanding they develop in the classroom with an understanding they can reach out and touch.

There are lots of ways to receive an education these days. You can attend a classroom, go on-line, participate in a workplace project – or you can do it all at once as part of an international program.

More and more universities are taking their students to the commercial hotspots of the world – Shanghai, Dubai, Bangalore. More and more students are expecting to meet senior executives, stand in the boardrooms of publicly traded companies and rub shoulders with the decision makers of the future. At Manage China our specialty is, of course, China and in providing this experience in a Chinese context, we excel.

The key to a rounded experience isn't just replicating the classroom environment. It is also important to remember that students still demand a rounded educational program. Just as it's no longer enough to sit in a dusty classroom, so too it's not enough to turn up at simple corporate presentations or do simple tours of factories. **It's also all about balance.**





Practical

Today, university needs to be more than just sitting in a lecture theatre or writing assignments. Post Graduate students demand more time with senior executives in the field.

Manage China provides programs that intersect the classroom with the Chinese workplace with cutting edge 21st Century.

Presentations from senior industry people

Previous China Study Programs have included presentations from the top management consulting firms, bleeding edge internet businesses, global advertising agencies and more. Each presentation is given by a senior manager/director of the business and each presentation is carefully crafted to fulfill academic and practical requirements of both student and university. All presentations are coordinated by Manage China, ensuring minimum overlap and maximum impact.

Integrating cutting edge technology

Blog, wiki, Linked-In and Facebook are just some of the innovations in this program. All are badged with the business school/university program and all are managed within the context of the assessment and the curriculum developed for the course.

Assistance in curriculum development from experts

Senior staff from Manage China boast significant teaching experience at some of the top universities and business schools in Asia-Pacific and Europe. Teaching on these Master and MBA programs has provided unique insight into the requirements of effective curriculum development. Whether it is growing the curriculum from the ground up or adding to an already comprehensive program constructed by the business school/university, there is a set of resources available for all clients.

Provision of course relevant content

Some student groups attend two-day pre-program intensives in their home city. Some complete an online requirement. Others are required to complete work place internship programs. All are catered for. Power Point slides, online activities, interactive student programs have all been purpose built for the China program and are available as part of the package.

You provide the student group and Manage China does the rest

Universities and Business Schools need do no more than establish the course as part of the post-graduate program and we at Manage China do the rest.

While international programs can appear to be easy to organize and even easier to deliver this is often far from the truth.

- How do you accommodate 50 students wanting to visit companies that have boardroom facilities that cater for no more than 25?
- What do you do when the students all speak English but the key presenter speaks Chinese?
- What do you say to senior directors of large multinationals when they ask you. "What's in it for us?"

These are just some of the issues that confront universities and business schools when they try and set up programs in China but are based in another country.

The last thing you want to do is arrive and find that hotels don't suit the standard that a post-graduate, working, full fee paying students expects.

This is **not** undergraduate teaching. These students are full fee paying, post-graduate, mature aged and expect the very best treatment.

This doesn't mean they expect to stay in the Hilton but it does mean that someone on the ground has checked that there is internet in the hotel room and that guidelines for moving around all cities quickly and effectively are clear.

It's not a tour but it still requires organization. So how about your own 'tour guide' – both paper based and real time

The Guide

There is no doubt that these programs are far more than simple holiday tours but they still have many of the features of a tour and need to be constructed accordingly.

Each student is provided with their own 'XYZ University guide to 2008 China Program'. Each detailed guide reflects not just the visits but also provides a detailed outline of cities, speakers and local attractions. More than just a tour guide to China it is a handbook that dovetails with the curriculum that guides the students and allows a point of reference for the students. While an international program packed with visits, cities and assorted other international experiences sounds like fun it also represents significant challenge. Many students have difficulty integrating the various learning's they have along the way and the guide provides an effective way to tie the whole program together and maintain some academic integrity.

The Assistants

More than just simple translators, a group of program assistants is provided by Manage China to complement tour guides provided on the program. Traveling with the China program, these 'assistants' have proven invaluable in the past to both student and academic alike.

Both real and virtual, they allow for 24/7 contact and provide invaluable ongoing support. Traveling with the group and attending company visits, their initial function is to provide simple translation. More than this, students and faculty soon discover that having someone along for the program who **speaks fluent Chinese and English** is worth their weight in gold.

Now no-one expects any translator/assistant to attend to client requirements all day long. This is why Manage China provides both face to face as well as **24/7 phone support** for both students and faculty while they are on the program.

So why China? Wouldn't it be just as valuable to visit another 'hot location'?

There is nowhere on the planet more important than China right now.

On any measure, China is the country for the 21st Century. Ignore it and you do so at your own peril.

"Two roads diverged
in a wood, and I...
took the one less
traveled by,
and that has made all
the difference.

- Robert Frost

China is an amazing place

It is a country that boasts the largest population on the planet yet it manages the logistics of such a large population better than many others. While GDP and FDI flows are all very interesting as measures of success, what about the fact that every day, 1.4 billion people simply manage to be fed?

In terms of GDP, numbers like 11% don't reveal the true potential.

Consider these facts: fully 70% of the country is still essentially rural. Other than a few major cities inland, most of the growth comes from the eastern seaboard. If you drill down even further, you find three premier locations

- Yangtze Delta (Jiangsu, Shanghai, Zhejiang)
- Pearl River Delta (Shenzhen, Hong Kong and Guangdong)
- 'Greater Beijing' (Beijing and Tianjing)

These three account for something like 60% of the GDP of China alone.

So if the country is growing at 11% on average, the question becomes, "how fast then are these three regions growing?"

Foreign Direct Investment just doesn't matter as much as Foreign Currency Reserves

Two years ago, China overtook the U.S. as the largest recipient of Foreign Direct Investment (FDI). While numbers like US\$70 -80 billion dollars sound impressive, is it really the number we should be focusing on? Maybe a better indicator of China's success might be the \$1.5 Trillion of foreign reserves they are sitting on.

There is a need to guarantee the very best of company visits while also allowing for visiting the best of Chinese locations. This is not just a tour of companies – it is the ultimate cross-cultural educational experience.

What types of organisations should students visit?

Most MBA and Master students come from a variety of backgrounds and all are looking for their own unique insight. It is with this in mind that we ensure a broad blend of industries and countries of origin when we choose the organisations to visit. It is just as important to visit the US insurance giant AIG as it is to visit the premium Australian steel business, Bluescope steel.

Visiting western multi-nationals is not enough, though. Why come to China if all you are going to see are foreign companies? This is why we incorporate a range of Chinese companies into the program. Past examples include the internet giant, Alibaba; the largest food and beverage company in China, Wahaha; and the number one franchised hotel chain in China, Home Inn.

Is it possible for academics to be properly supported on such a program?

You decide on the level of support you require.

We provide everything from powerpoint slides discussing a range of commercial aspects regarding China to on the ground support with translators.

We have the expertise to help promote the program to your student base and to also accommodate any changes or nuances that students require to the program.

Our goal is to support you in any way we can and to free you up while you are in China so that you too can have a great experience.



Students visit the Business Incubator at Tsinghua University in Beijing. One of the most successful in the world, the Industrial Park that houses it is also home to Microsoft and Google.

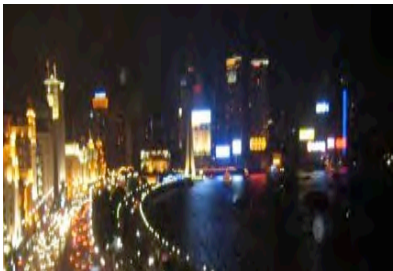
It's all about design and support.

For students to get the most from their program, every single aspect of it needs to be addressed. Every single dimension of it needs to be project managed – academically and practically.



Making sure that students and faculty really get a sense of 'What China is'.

The minute that students and staff step off the plane they are having an education. China is so much more than just a series of buildings, locations, company visits and bus rides. It is important to meaningfully integrate the cultural experience students have with the curriculum that academics develop.



Being exposed to the 21st Century dimension of China's big, medium and small cities.

When you stand on top of a building on the Bund and look across the river in Shanghai, it is hard to take it all in. You are actually standing on buildings built by the British when they 'owned' this piece of land in the 1920's but are now looking out at a whole city that the Chinese have built and that didn't exist fifteen years ago.



Working together as a group when visiting Chinese and International Corporations

The most important aspect of the learning experience for the students is that it is a collective one. While each student is no doubt enjoying their own unique experience, it is the interactive experience of the group that really adds meaning to the program. Designing the program to maximize this interactivity is key to gaining a positive outcome.



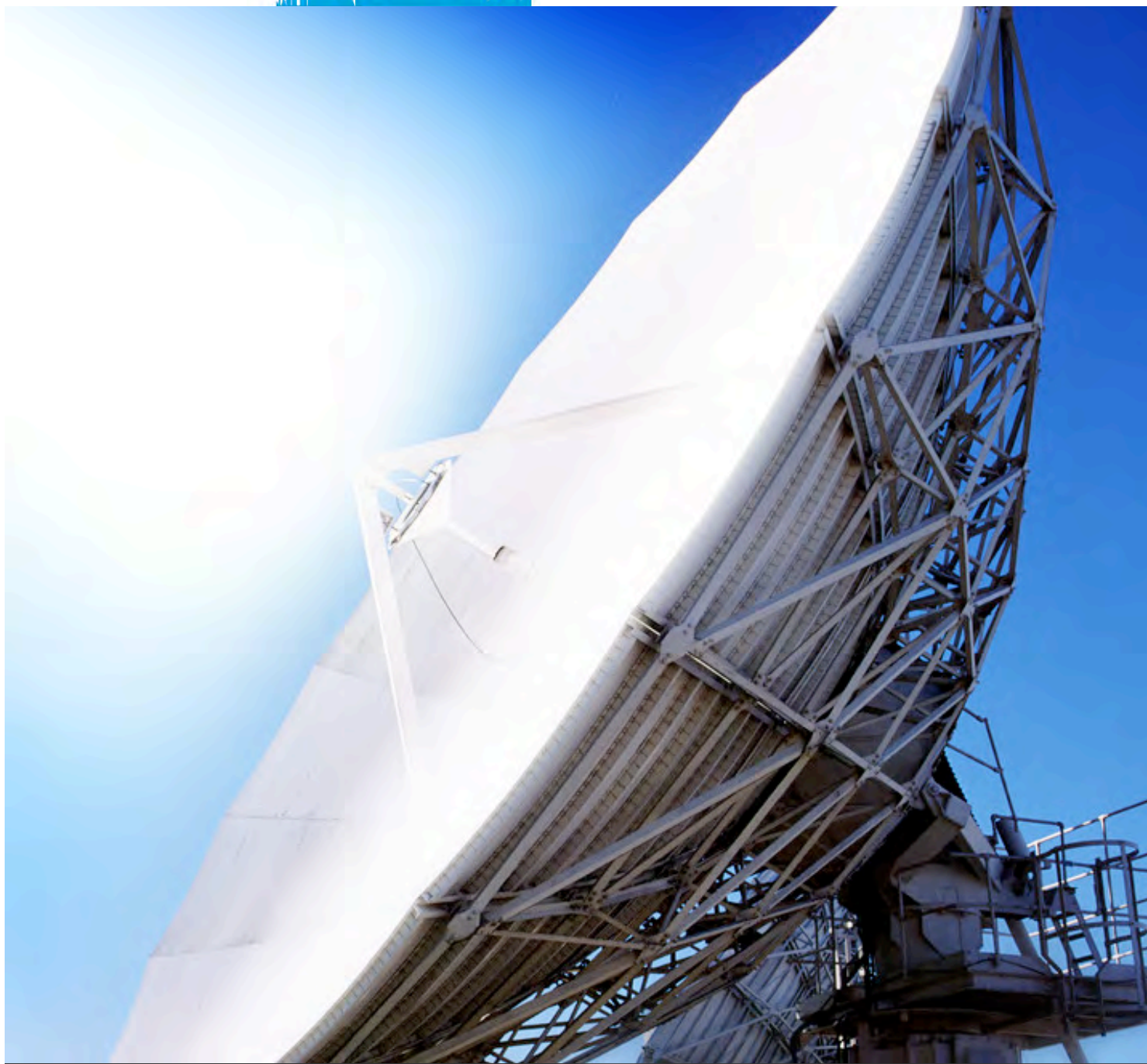
Making time to soak up the great history and culture of the country

Visiting real cultural icons is critical to a good outcome for the students. It is vital to avoid the stereotypes and hackneyed myths that prevail. Getting to the heart of China – both old and new is the key.



Bonding with other students

One of the principal drivers of any post-graduate's choice of degree and institution is the friends and colleagues they develop throughout their time studying. For many, these friends are friends for life. Nowhere is this more true than on a program where people travel together for weeks at a time living in close quarters. By its very nature, moving so many people around for such an extended period of time requires careful management.



If you are interested in having a
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designed for you, please contact
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