

# STUDY TOUR CHINA



Gain a Global  
Mindset





Date:  
11/05/2024 to  
19/05/2024



Study Tour China



UIBE  
University of International  
Business & Economics



Cost:  
6.000€

#### GENERAL CONDITIONS

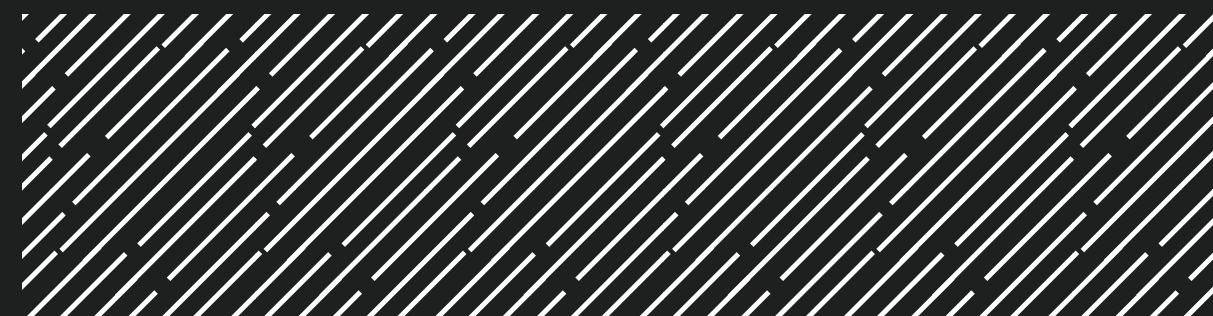
1. Pre-departure Intercultural Seminar at UIE
2. Flight reservations
3. Airport pick up service
4. On-site Cultural Orientation Session upon arrival
5. Training programme and stationary materials
6. Shuttle bus services during your stay in Beijing
7. Accommodation at UIBE Hotel in-campus (double room with breakfast)
8. Coffee-Breaks and meals during the sessions
9. Cultural visit and site-entrance fee

#### UIBE University and UIBE BS

Founded in 1951 UIBE University is one of the Project 211 Universities, which in 1995 was implemented by the Ministry of Education to boost research of excellence of the best Universities in China. UIBE has become the leading University in Management and International Business. It is located in Chaoyang District, at the heart of Beijing. Among its prestigious alumni are Liu Jinbao, former CEO at the Bank of China (Hong Kong), Shi Guangsheng, former Minister of International Trade Cooperation, Wang Jinlong, Senior Vice President of Starbucks International, or Zhang Zhiwei, Chief China Economist at Deutsche Bank.

UIBE Business School (UIBE BS) was founded in 1982. The School so far has six departments: Accounting, Business Administration, Corporate Finance, Human Resources and Organizational Behavior, Innovation and Entrepreneurship, and Marketing. UIBEBS is the 5th business school with triple crown international accreditations (AACSB and AMBA) in the mainland China. Only 2 of all world business schools are triple crowned. The Accounting of UIBEBS ranked 4th in mainland China according to Brigham Young University's International Ranking.

The School has more than 100 full-time faculty members, most of whom graduated from overseas institutions or have at least one year of experience visiting abroad. There are more than 3000 students studying in the campus, in which around 500 students are international. Internationalization is in UIBE's DNA, as well as in the nature of UIBE BS.







# PROGRAM OBJECTIVES

1

The international study tour in China has been designed to dive into the main factors that will condition success in this complex market with special focus on digital, retail and consumer behaviour differences.

2

Also the participants will have the opportunity to visit Chinese companies and specially Beijing start up ecosystem.

3

The trip also includes guided cultural visit to the Forbidden City or the Summer Palace.

# THE PROGRAM

## CHINA'S MACROECONOMIC POLICY AND THE BELT AND ROAD INITIATIVES

Prof. LI Zijie. Director of Management Department of Business School at UIBE

The impact of China's macroeconomic policies on the global economy. The analysis and prospect of economic situation of China. The strategic choices and behavior of Chinese enterprises. The analysis and interpretation of the Belt and Road Initiatives, and explore its far reaching impact on China and the global economy

## BRANDING STRATEGY IN CHINA

Prof. XIONG Wei Director of Marketing Department of Business School at UIBE

Strategic brand management mainly focused on how to help companies to create and maintain strong brands in global markets. It will guide students to design and implement brand strategy mainly based on Customer Based Brand Equity (CBBE), Brand Positioning, Brand Resonance and the Brand Value Chain. This course will enable students to gain valuable knowledge, broad perspectives, and strategic insights

## CHINESE FIRMS' OPERATION IN 5G ERA

Prof. QI Yinan Director of Scientific Research Section at UIBE

This course focuses on the new business model and operation of Chinese firms through the 5 G. How do these firms make significant transformation from a traditional business model? How does the Internet influence the firms' strategic choices and behavior? This course will try to find the answers through some cases of Chinese firms, such as Haier, Xiaomi, and JD Inc etc

## DIGITAL TRANSFORMATION STRATEGY

Prof. YANG Zhenning Director of Technology Economy and Management Department of Business School at UIBE

For enterprises that are about to embark on digital transformation how to define the strategic direction and "action line" of transformation, and systematically guide and promote digital transformation? For enterprises that have begun digital transformation what are the common challenges in the transformation process, and how to deal with them?

## CHINESE CONSUMER BEHAVIOUR

Prof. GONG Shiyang Professor PhD Business School at UIBE

Consumer behaviour has become an increasingly important part of marketing. A primary purpose of this course is to provide the students with a usable, managerial understanding of consumer behavior in China, which might be helpful to them in their future careers in marketing management, sales, or advertising in China. Therefore, it is highly necessary for business students to understand why and how Chinese consumers make their purchase decisions. The objective of this course is to not only introduce basic principles of the discipline, but also help them make more effective marketing strategies in China.

## DIGITAL MARKETING

Prof. ZHANG Leinan. Director of EMBA&EDP center Business School at UIBE

With the rapid development of the Internet, it is not enough just to be "customer centric". We also need to create a "customer centric scene" and establish a "fast channel" between customers. Through case analysis, the course will understand the deeper concept revolution of digital marketing and the marketing development trend in the digital era.

## INFORMATION TECHNOLOGY ECONOMY

Prof. WU Jianfeng Professor PhD Business School at UIBE

Digital transformation is not technical transformation, it refers to digital drive strategic business transformation, not only need to implement information technology, achieve comprehensive digital enterprise, build meet customers personalized needs and expectations of experience, also need to involve the organizational change of the company, including personnel and finance, input and output, knowledge and ability, whether can accept or adapt to the transformation of enterprise culture. Digital transformation is a kind of transformation and even subversion of thinking mode strategies in China.

## DIGITAL SUPPLY CHAIN

With the application of cloud computing, Internet of Things, big data and other digital technologies, the traditional "chain" operation mode will be overturned, and the operation of enterprise supply chain will change from "chain" to "network". This will greatly enhance the rapid connectivity between enterprises and their business partners, such as suppliers and customers, and revolutionize the implementation efficiency of the overall supply chain. How to achieve revolutionary innovation and improve the efficiency of enterprise supply chain in the digital era?





## CULTURE EXPERIENCE

## THE FORBIDDEN CITY OR THE SUMMER PALACE

The Forbidden City is a palace complex in central Beijing China. The former seat of Imperial Chinese Dragon Throne from the Ming dynasty to the end of the Qing dynasty the years 1420 to 1912 it now houses the Palace Museum. The Forbidden City served as the home of emperors and their households as well as the ceremonial and political center of Chinese government for almost 500 years.

The Summer Palace landscape, dominated mainly by Longevity Hill and Kunming Lake, covers an area of 308 square kilometers, three quarters of which is under water. Its 70,000 square meters of building space features a variety of palaces, gardens and other ancient style architectural structures. Well known for its large and priceless collection of cultural relics, it was among the first group of historical and cultural heritage sites in China to be placed under special state protection.

UIE has academic agreements with top ranked institutions in America, Europe and Asia.

Our partners in Executive Education programs, are:

## EUROPE



## AMERICA



## ASIA



# STUDY TOUR

**u/e** | Executive education