International Scholar Laureate Program
Delegation on Business & Entrepreneurship
People’s Republic of China

Sample Schedule

Day 1
Majesty and Marvels: Welcome to Beijing
Inside Beijing: China’s Many-Splendored Capital
Arrival in Beijing and Check-in at Hotel
Welcome Session and Dinner
Program Orientation: Academic Expectations and Cultural Overview

Day 2
China’s Unique Business Landscape
Team Breakout Session: Identifying Goals and Networking with ISLP Scholars and Faculty
Keynote Speaker: Cross-Cultural Communication
  East Versus West Communication Styles
  The Role of Ancient Chinese Philosophy in Modern China
Out of the Pages of History: Monuments and Treasures of the Imperial Era
  Tian’anmen Square: Monument to Mao
  Forbidden City: Seat of Imperial Power
A Taste of Beijing: Traditional Peking Duck Dinner

Day 3
Entrepreneurship and Innovation
Team Breakout Session: Introduction to the ISLP Case Study Competition
Ex-Patriot Entrepreneur: A World of Opportunities
  Cultural Perspectives on Business Approaches
  Advice for Business Leaders
  Etiquette in China and Business Culture
  Challenges of Doing Business in China
Site Visit: European Union Chamber of Commerce
Emerging Markets: Investment Potential in the Mainland
Networking and Cultural Exchange with Beijing Citizens: English Corner at the People’s University
Evening on Own

Day 4
Marketing to the Mainland
Marketing Q&A Panel and Site Visit: Lenovo Inc.
  Marketing in China: Advertising and Promotion
  Consumer Consumption: Role of Branding in the Chinese Market
  Turf War: Establishing Market Presence Against Multinational Firms
Excursion to the Great Wall: Ancient World Wonder
  Pass Through Badaling Gate and Hike Along the Great Wall
  Traditional Dinner in a Local Beijing Noodle House

Day 5
Journey to Paradise on Earth
Team Breakout Session: Revisiting Your Goals and Navigating Your Personal Career Path
Air Transfer to Hangzhou
Hangzhou City Orientation
A Step Back in Time: Bucolic West Lake, a UNESCO World Heritage Site
Welcome Dinner of Famous West Lake Cuisine

Day 6
Business Partners of the Future: Collaboration, Challenges, and Opportunities
Site Visit: Hangzhou’s Prestigious Business and Technology University
Investments in Technology and Mobile Gaming
Networking Lunch with Students
Camaraderie through Competition: Basketball Match with Local Students

This Sample Schedule is provided as an example of the overall quality and scope of experience offered. Specific schedules, locations, and details may be modified.
Day 7
Development and Distribution: Behind the Scenes of China’s Thriving Investment Zones
- Team Breakout Session: ISLP Case Study Guided Working Session
- Introduction to Tai Chi (Optional)
- Slow-Motion Movements that Encourage Mental and Physical Harmony
- On-Site at a Joint-Venture Company in Hangzhou
  - Fostering a Creative and Collaborative Climate for 21st Century Entrepreneurs
Historic China: Laughing Buddha at Lin Ying Temple

Day 8
Bridging the Old and the New: Hangzhou to Shanghai
- Introduction to China’s Ancient Tradition: Hangzhou Teahouse
  - A Lesson in Proper Chinese Tea Etiquette
- High Speed Rail Transfer to Shanghai: Thriving Financial and Trade Center
- City Overview and Orientation
- Welcome Dinner of Shanghai Cuisine

Day 9
Insights into the World of International Finance
- Q&A Panel with a Financier from a Major Bank
  - Issues and Trends Impacting Businesses in China’s Financial Industry
- Shanghai’s Iconic Cultural and Historic Sites
  - Yu Garden and the Old Town
  - Early European Settlements and the French Concession
- Intersection of Time: ERA Acrobatics Show at Shanghai Circus City
  - A Combination of Traditional Chinese Acrobatic Arts and Modern Technology

Day 10
A Day for Celebration and Reflection
- Team Breakout Session: ISLP Case Study Presentation and Competition
- Lecture: Social Entrepreneurship and Corporate Responsibility
  - Insights and Reflections from a Shanghai Expatriate
  - Tips and Techniques in Navigating China’s Business Climate
- Modern China in a City Rich with Tradition: Spend Afternoon Exploring Shanghai on Your Own
  - Cruise Along the Huangpu River
  - The Bund and Nanjing Road
  - Sky Scrapers and Modern Marvels
- Enjoy a Farewell Dinner with Fellow Scholar Laureates, Faculty, and Colleagues

Day 11
Depart China or Fly to Hong Kong for Cultural Extension

Cultural Extension: Hong Kong

Day 11
Hong Kong: Asia’s World City
- Air Transfer to Hong Kong
- City Orientation and Overview
- Check-in at Hotel
- Welcome Dinner of Traditional Cantonese Cuisine

Day 12
The Pearl of the Orient
- Morning Exploration of the Hong Kong Islands
  - Funicular Railway to the Top of Victoria Peak
  - Sampan Cruise Through Aberdeen Fishing Village
- Cantonese Delight: Dim Sum Lunch Aboard the Famous Jumbo Floating Restaurant
- Afternoon of Fun and Sun: Repulse Bay Beach
- Open-top Bus Excursion and Laser Light Show at the Hong Kong Harbour

Day 13
Exploring the Former Colony: Independent Exploration
- Create Your Own Adventure!
  - Kowloon Peninsula with Neon Sign-Filled Nathan Road
  - Vibrant Bazaars: Flower, Bird, and Jade Markets
  - Star Ferry with Skyline Views
  - Ngong Ping 360: Aerial Tramway to the Giant Buddha
  - Hong Kong Bauhinia Farewell Dinner Cruise

Day 14
Homeward Bound: Depart Hong Kong International Airport