

# Valdosta State University: Doing Business in Hong Kong

9 credit hours possible, including Valdosta State University led course taught in Hong Kong

December 2018

Valdosta State University has partnered with Global Academic Ventures (GAV) to offer a unique Winter Break study abroad program called "Doing Business in Hong Kong" from December 9-20.

This intensive course is designed to provide an in-depth understanding of current business environment in Hong Kong by examining the political, economic, social, cultural, and legal factors through lectures, case studies, and meetings with business executives. By studying the competitive advantage of major industries in Hong Kong, including financial, logistics, trading, and professional services, this course will help you discover opportunities in startup business concepts or employment prospects from the unique Hong Kong – China connection. There will be a very heavy emphasis on guest speakers and company presentations that will be arranged for the visiting delegations by GAV.

The visiting students and faculty will network and interact with Hong Kong's corporate and government elite to get a very hands-on experience. Past company speakers include business leaders from Fortune 500 companies and leading global institutions in banking, insurance, consulting, entertainment, fashion, logistics, retail, and more.

## Course Learning Objectives:

1. Describe the environmental factors (political, economic, social, and legal) that have shaped Hong Kong as one of the world's best cities to do business.
2. Define Hong Kong's current and future competitive advantage for the financial, logistics, trading, and professional services industries.
3. Gain practical business insights by interacting with business executives and studying/visiting Hong Kong based companies and their facilities.
4. Discuss the role and prospects of Hong Kong's financial businesses in the Greater China Region.

Dr. Jie Fowler (Marketing) and Dr. Karin Roland (Finance) coordinate the classes for the Hong Kong study abroad program. Earn up to 9 credit hours during Fall 2018 using:  
MKTG4720 Advertising Culture & Ethnography  
FIN4900 Current Issues in Finance  
IB3600 International Business and Culture

Check out the Fall 2017 students' experiences [here](#). Hope you decide to travel with us this December!

For further information, contact:  
Professor Jie Fowler: [jgfowler@valdosta.edu](mailto:jgfowler@valdosta.edu)  
Professor Karin Roland: [kroland@valdosta.edu](mailto:kroland@valdosta.edu)





**Sunday, December 9<sup>th</sup>**

Arrive into Hong Kong. Check into accommodation.  
Overnight: Hong Kong

**Monday, December 10<sup>th</sup>**

Continental Breakfast at accommodation.  
Cultural day trip to explore Hong Kong. Lunch is included.  
PM: Group welcome dinner. Overnight: Hong Kong

**Tuesday, December 11<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning lecture. Group lunch.  
PM: Afternoon guest presentation. Overnight: Hong Kong

**Wednesday, December 12<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning lecture. Group lunch.  
PM: Afternoon guest presentation. Overnight: Hong Kong

**Thursday, December 13<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning lecture. Group lunch.  
PM: Afternoon guest presentation & tutorial sessions.  
Overnight: Hong Kong

**Friday, December 14<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning guest presentation. Group lunch.  
PM: Afternoon case discussion & tutorial sessions.  
Overnight: Hong Kong

**Saturday, December 15<sup>th</sup>**

Continental Breakfast at accommodation.  
Free time to explore Hong Kong or participate in optional activities. Overnight: Hong Kong

**Sunday, December 16<sup>th</sup>**

Continental Breakfast at accommodation.  
Free time to explore Hong Kong or participate in optional activities. Overnight: Hong Kong

**Monday, December 17<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning lecture. Group lunch.  
PM: Afternoon guest presentation & case discussion.  
Overnight: Hong Kong

**Tuesday, December 18<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning lecture. Group lunch.  
PM: Afternoon case discussion & tutorial sessions.  
Overnight: Hong Kong

**Wednesday, December 19<sup>th</sup>**

Continental Breakfast at accommodation.  
AM: Morning exam.  
PM: Free time to explore Hong Kong. Overnight: Hong Kong

**Thursday, December 20<sup>th</sup>**

Continental Breakfast at accommodation.  
Program concludes.

Please note that all of the accommodation, transportation, meetings, and activities on the price quote and corresponding schedule have been tentatively arranged for the group, and are subject to change.

