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# ***Asian Business & Global Economy***

## ***Winter 2017***

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Hong Kong & China



## **Study Abroad Program Guide**

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## **PROGRAM DESCRIPTION**

The program will be conducted at Hong Kong Polytechnic University (HK Poly U.), School of Professional Education and Executive Development, (SPEED), one of the leading universities in Hong Kong. It is located in Kowloon. **Address:** Room S1201, 12/F, South Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong. **Phone:**+852 3400 2828

This program has an International Business focus that brings together students from different countries at a comparable stage in their undergraduate studies to undertake coursework at HK Poly U.. The program also includes site visits to companies or government agencies, and activities that will enhance your understanding of the business and cultural environment in Asia. Students will stay together in the same accommodation, which will enable you to live, work and learn together, and establish a strong friendships.

### ***The Coursework***

#### **GEO 403 – China and Hong Kong Business Environment (3 credits)**

This management course provides practical perspectives required to manage operations in Asia, with a focus on Hong Kong and China. The course also provides an assessment of how to enter the Chinese market, and an understanding of their roles in the global economy. It will be taught entirely in English and will focus on the business environment of Hong Kong and China.

Topics covered are:

- Political and economic environment of China and Hong Kong
- The impact of globalization on China business
- Economic reforms in China
- Financial market in Hong Kong;
- Consumer Behavior in China
- Working effectively with Chinese and Hong Kong Culture
- Differences and similarities of business practices in China and Hong Kong
- Marketing strategy for Hong Kong
- Hong Kong's Role in China's Economic Development

### ***Company Visits***

A series of visits to multinational companies from different industries and government agencies are arranged to give students the opportunity to see how multinational companies do business in Asia and learn about their strategies for success in the Asian market. You will have the opportunity to visit around eight companies during the course of the program and have the chance to network with high level officers in those companies.

Please note that the company visits are **MANDATORY** for all students.

The names of the companies that you will be visiting will be released closer to the date of departure or when you get there.

## **PROGRAM SCHEDULE**

The final program schedule will be distributed upon arrival or on the first day of class.

## ACCOMMODATIONS

For Winter 2017, students will stay in a hotel/Hostel style accommodation located about 30 minutes by train or bus from the campus. Participants will mostly share double rooms and have access to shared bathrooms, kitchen areas, laundry facilities, and recreational spaces.

### 1) YHA Mei Ho House Youth Hostel (Hong Kong)

**Address: Block 41, Shek Kip Mei Estate, Sham Shui Po, Kowloon**

**(Sham Shui Po MTR Station Exit B2) Tel: (852) 3728 3500**

<http://www.yha.org.hk/eng/meihohouse/>

## LOCATION

Centrally located on Hong Kong's exceptional transport network, YHA Mei Ho House Youth Hostel is just a few minutes' walk from Sham Shui Po Mass Transit Railway (MTR) Station. Hostel guests can conveniently travel around Hong Kong to major attractions such as the Avenue of Stars, the Ladies' Market, Hong Kong Disneyland, Ocean Park, The Peak and the Big Buddha, not to mention the endless shopping and culinary hotspots Hong Kong is justly famous for. It is approximately 35 mins from the Hong Kong International Airport.

Please check the following website for directions from the airport:

<http://www.yha.org.hk/eng/meihohouse/channel.php?channel=location>

Basically, you just take the Airport Express train to Kowloon Station and take the taxi to the hostel from the station.

Facilities include:

- Approximately 25 m<sup>2</sup> / 269 ft<sup>2</sup>
- Air-conditioned
- Private Bathroom
- 2 Single Beds (0.9 m X 2 m / 3 ft X 6.5 ft)
- Walk-in Wardrobe
- HD Television | IP Phone | Radio Clock | Hair Dryer | Electric Boiler & Mugs
- Broadband Connection or Wi-Fi
- Duvets | Bath Towels & Hand Towels

**\*IMPORTANT: Your reservation for the hostel in Hong Kong is from 12pm on Jan 3<sup>rd</sup> to Jan 15<sup>th</sup>, 2017. You will then move to Shenzhen on the 15<sup>th</sup> till the 18<sup>th</sup>, 2017.**

## PASSPORTS, VISA AND IMMIGRATION

It is your responsibility to ensure that you have the necessary travel documents needed to travel to Hong Kong and China. You are responsible to apply for a visa, if necessary, and have a valid passport. Some students are required to apply for a visa to study in Hong Kong, China and Macau. Make sure you get your

visa in advance so that you will not miss the arrival date. Lastly, you are advised to make a photocopies of your passport and carry that with you at all times in case your passport gets stolen or lost.

## TRAVEL TO HONG KONG AND CHINA

Buying the airline ticket:

- a. There is no official group ticket/travel to Hong Kong, and all participants are responsible for arranging their own airline ticket to Hong Kong. **However, please send Mr. Paul Yong, Program Director ([pyong@buffalo.edu](mailto:pyong@buffalo.edu)) a copy of your itinerary for approval, before you purchase/pay for your ticket!** Participants are welcome, but not required, to arrange to travel together on the same flights. This may be particularly attractive for those participants traveling abroad for the first time.
- b. All participants, as soon as you have your ticket, **MUST send flight details** (airline, flight numbers, arrival time, and arrival terminal) **to the UB Study Abroad office.**
- c. If you want to arrive in Hong Kong before the official arrival date (Jan 3<sup>rd</sup>), please inform Mr. Yong and notify him which hotel/address you will be staying in. It is recommended that you consult with Mr. Yong about hotel you would like to stay in. You will be responsible for the cost of the hotel outside the program dates.
- d. Make sure you check with your airline about luggage allowance information before departure.

If you need help shopping for an air ticket, you can contact the following travel agent who has helped our students in the past. He usually can get a pretty good deal. Please see his contact information below:

**Mr. Nishi or Mr. Atsushi**  
**Travel Dept. Inc.**

Phone: 1-847-818-9066 / (866) 540-9066

You can mention that you were referred by Mr. Paul Yong from University at Buffalo.

## FLIGHTS AND ARRIVAL

You should plan to arrive in Hong Kong on **Tuesday, Jan 3<sup>rd</sup>, 2017** as we will have an **orientation tour on Wednesday, Jan 4<sup>th</sup>**. You will only be able to check into the dormitory from **Tuesday, Jan 3<sup>rd</sup>, 2017 12:00 p.m. onwards** (Hong Kong Time), so make sure you **arrive AFTER this time**. Some flights arrive past midnight and it will show the arrival date as Jan 2<sup>nd</sup>, which in fact it is in the night of Jan 1<sup>st</sup>. If you arrival time is pass midnight (eg. 00:34/12:34am) your arrival date should be Jan 3<sup>rd</sup>. **Please check your air ticket and make sure you DO NOT arrive before the dormitory check-in time.** Otherwise, you have to make arrangement for your own accommodation until the check-in time. **You MUST submit a copy of your itinerary to Mr. Yong for approval before you buy your air ticket.** Again, if you plan to arrive in Hong Kong before the check-in date, you have to arrange for your own accommodation and find the way to the dormitory by yourself.

**You MUST submit your confirmed flight itinerary to Mr. Paul Yong by Wednesday, Oct 21<sup>th</sup>, 2016.** You will be responsible for the cost of transportation from the airport to the hostel.

**If your flight is delayed or cancelled, please call Dr. Vanessa Liu in Hong Kong at (852) 9416-4253.**

Upon arrival, please go to the **Currency Exchange Counters** to exchange for some Hong Kong Dollars. You should exchange at least about \$300 Hong Kong dollars to last you a few days.

You should also get the **“Octopus Card”** at the transportation counter to use the Subway, Bus, Taxi, etc.

For your departure, you will be responsible for your own transportation to the airport.

## PACKING

### ***Things to Bring:***

- Business wear for company visits – i.e. Business suit/shirt & tie
- Business Cards (recommended) – You can have them made on campus
- Warm clothes and some nice evening wear
- Laptop
- Camera
- Some souvenirs from Buffalo / UB / US
- Prescription medication
- An open mind
- A definite MUST: A Positive Attitude!

### ***Things NOT to Bring:***

- Too much clothing (don't pack more than you can carry; remember you may be shopping there!)
- Expensive jewelry

## IMPORTANT CONTACT INFORMATION

- 1) Mr. Paul Yong, Program Director, Asian Business Program  
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- 2) Ms. Mary Odrzywolski, Director of Study Abroad Programs  
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210 Talbert Hall  
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Phone: 716-645-3912 (Mon-Fri, 8:30am - 5:00pm)  
Phone: 716-645-2222 (24 hours - UB Police – emergencies only)  
Fax: 716-645-6197  
E-mail: [maryodrz@buffalo.edu](mailto:maryodrz@buffalo.edu)  
or [studyabroad@buffalo.edu](mailto:studyabroad@buffalo.edu)
- 3) Dr. Vanessa Liu, Senior Lecturer  
SPEED, Hong Kong Polytechnic University  
12/F SPEED Counter, PolyU West Kowloon Campus  
9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong  
Phone: (852) 3746 0077  
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