CofC in Hong Kong and China

BUSINESS

May 12 - June 4, 2018

PROGRAM FEE - $4,500*
*(Subject to change & does not include tuition)

Students will take the following courses:

MKTG/INTB 309: Marketing Study Abroad (3 cr)

HTMT 380: Managing Global Tourism (3 cr)

This program examines the most significant cultural, political, and economic environment in the second largest economy of China. This program exposes students to the opportunities and challenges of doing business in China for U.S. firms. Students will visit major Chinese cities such as Beijing, Shanghai, Chengdu, and Hong Kong. Students will also engage in academic activities at universities in China, as well as guided study tours to cultural and historic sites such as the Great Wall and the Forbidden City in Beijing, the Bund in Shanghai, and the world-renowned Panda Research Base in Chengdu.
Why Participate in a CofC Summer Study Abroad Program?

- Go abroad with CofC faculty and fellow CofC students for 1 to 5 weeks during the summer term
- Earn CofC credit towards your major, minor, general education, or elective requirements
- Most, if not all, travel logistics arranged by the College (program fee and arrangements vary by program)
- Pay CofC in-state tuition or reduced out-of-state tuition
- Scholarships of up to $1,500 available through the Center for International Education; additional scholarships available through other CofC departments
- You may be eligible for additional financial aid during the summer term
- Come home with a lifetime of memories and the strong desire to go abroad again!

Faculty Information:

CofC in China Program Directors:
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Dr. Wayne Smith- smithww@cofc.edu

To Learn More:

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