Southeast Asia from Singapore, to Hong Kong, to China!

Singapore, Hong Kong, and China!

Southeast Asia

Singapore - a melting pot of cultural practices from east and west, past and present - offers a fertile ground to examine the dynamics of competition and innovation at work in the practices and business of creative arts.

Travel.
- 5-day, 4-night trip to Hong Kong and China (Shenzhen and Guangzhou)
- Singapore city tour

Study.
- Enroll in two 4.0 quarter unit courses offered (8.0 units total)

Live.
- Shared doubles in on-campus dormitories
- Rooms include all utilities and wireless internet
- Access to campus gym, library, and computer labs

Highlights
- Open to students in good academic standing
- This program will be of special interest to Management and Economics students, or anyone interested in business
- This program is an intense academic program designed for motivated students interested in understanding the dynamic interplay of competitiveness, innovation, and creative cultures
- Open to all majors
- On-campus experience (live like a local student in dorms)

Asia is undergoing a major economic and cultural renaissance. Its growth is neither linear nor one-dimensional but varied and uneven. Throughout this program, you’ll be exposed to the dynamic, vibrant, and multi-layered nature of Asia’s growth trajectory. “What is Asia? Who is Asia?” are among the questions you will explore as you navigate your way through this program. You’ll experience this diversity first-hand with exciting excursions to Hong Kong, Shenzhen and Guangzhou (China).

Spend 5 days in Hong Kong, Shenzhen and Guangzhou
Travel to Hong Kong and China to examine and experience the economic vibrancy of East Asia. You will start in Hong Kong, a key Asian financial center, and examine the competitive nature of its banking industry. Then proceed to Shenzhen, China’s first Special Economic Zone and the starting point of the nation’s rapid industrialization. Here you will learn how the city – a beneficiary of some of China’s most progressive and experimental economic policies – transformed itself from a small village to an industrial powerhouse in less than 40 years. Finally, end your trip in Guangzhou with a visit to the Sino-Singapore Guangzhou Knowledge City Project. This is a multi-year, multi-billion dollar collaboration between the governments of China and Singapore. Its intent is to create Guangdong Province’s second economic miracle by transforming its labor-intensive industries to knowledge-intensive industries.

Singapore City Tour
During this special tour you will visit the Marina Bay Area and Orchard Road, Singapore’s equivalent of Fifth Avenue. You will also be introduced to Singapore’s famous “hawker food!” www.marina-bay.sg/
Economic Geographies of Competitiveness and Innovation
Management 190 (4 units)
This course explores the concepts of competitiveness and innovation from an economic-geographical perspective, and develops a multi-scalar perspective on competitiveness and innovation. By the end of this course, you’ll be able to illustrate the range of theoretical perspectives on competitiveness and innovation, demonstrate policy applications of competitiveness and innovation in various contexts in Asia, North America and Europe, and understand notions of competitiveness, innovation and creative culture in the Singaporean context. Instructors: Professor Jesse Poon and Professor Neil Coe

Complimenting the academic program will be visits to prominent firms and organizations where special sessions will be arranged with CEO’s, business leaders, entrepreneurs, designers, performing artists, culinary maestros, and others. The eclectic mix of personalities and industries will allow you to interact and gain first-hand insights from experienced practitioners.

Ranked as Asia’s top and the world’s 3rd most competitive economy by the World Economic Forum, Singapore’s miraculous transformation over 45 years has been widely cited as a model and benchmark for developing and developed countries alike. This summer, Singapore will be your “living laboratory” where you will examine and experience how economic, social, cultural, and political policies combine to influence the rise of a global city.