

Global Business in Asia:
New Horizons

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THE UNIVERSITY OF HONG KONG

HKU
SUMMER
PROGRAMME
2012

Global Business in Asia: New Horizons

Programme Highlights

Experience two of the most vibrant cities and major business centers in Asia: Hong Kong and Shanghai

Gain a deep understanding of the business and economic environment of the fastest-growing economy in the world

Meet and interact with leading enterprises representing major business sectors such as the finance, hotel, automobile, IT, and creative industries

Establish close contact with scholars of China and senior managers of major companies operating in China

Explore the multiple facets of the Chinese culture and society

Gain a truly international perspective of Asia



Dates	17 June to 14 July 2012
Location	Hong Kong & Shanghai
No. of HKU credits	12
Application fee	USD 45
Deadline	15 March 2012
Fee*	USD 5,500

*Fee Includes tuition, accommodation, site visits, social and networking events, transportation between Hong Kong and Shanghai

<http://www.hku.hk/summer>



USD 500
discount

if you apply by
1 February 2012

Enquiries
summer@hku.hk

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CONTACT US

**PLY ONLINE
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Programmes details, accommodation and
A for non-local students, please refer to

ku.hk/summer

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