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GLOBAL BUSINESS PRACTICUM IN CHINA

An intensive program for high performing students
from partnering Universities



Partnering with



Practical

Education

Program

2015

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GLOBAL BUSINESS PRACTICUM

Practicum overview

The Global Business Practicum (GBP) is an intensive work project undertaken by high-achieving graduate students at an overseas host company. The Global Business Practicum is run by Honeylight Enterprises (and Partners) in **Shanghai, China throughout April and December.**

China is a fascinating place, culturally, linguistically, and socially. The wealth of skills and knowledge you will gain during this China program augments university studies and offers career enhancing opportunities. Students experience the city's culture, society and business practices first-hand whilst applying their business and management skills to live projects in real organizations.



Typical host companies include multinationals, Property Developers, Architects, ICT companies such as Huawei and SAP, Oil and Gas Companies, multinational service companies, large manufacturers of household brands, HR companies, large tourism companies, Steel and automobile manufacturers. Universities should mark student preferences when booking the program.

We organise host companies that work with groups of up to 30 Masters students (working in project teams of 4-6 students) who can provide insights into the latest developments in marketing, management, business and IT, HR, or business analysis. Projects vary and could include, as examples, a design industry exercise, a business analysis exercise, development of a marketing plan or recommendations for change management, future growth, efficiency or effectiveness.

Each team will have a full week in China (e.g. Monday to Monday) to undertake the project, create a report and present their recommendations on the final day of the placement to senior management from the host company. This week is preceded by a 2 day briefing session and a one week supervised research program in your University of origin to prepare for the trip in project teams.

We organize all logistics and work with the best Host Companies to:

- Offer a viable, clearly defined and achievable group project.(based on preferred topics and student CVs)
- Accommodate a team of 4-6 students and offer office space and resources to complete the project.
- Offer an induction to the students.
- Be well located and close to public transport.
- Offer a dedicated project supervisor / coordinator
- Provide senior staff member/s for a presentation of Practicum findings.

Student Eligibility Criteria (and the benefits they offer the host company)

- Well-developed problem solving skills, teamwork skills, IT & communication skills.
- Use initiative to work independently within their host company
- Hardworking and academically excellent, with a commitment to ongoing personal/professional development
- No cost to host company apart from an investment of time and access to the company environment.
- The students will be supported by Honeylight Enterprises GBP Co-coordinator and dedicated staff.
- All intellectual property produced through the project remains (report and presentation) with Host Company.

Testimonies:

The best China Program you could find!
John Masters, Student, USA

This program rounded off my University degree.
Elaine Jackson, final year Masters, UK

“This Program was a life change experience for us. We learnt more in terms of applied knowledge, culture and business, than any classroom education can provide. We feel more equipped to face the real world and recommend this program to all Masters students wanting to broaden their horizons and expand their skill base”
Student Project Team, MNC China

Typical Industry Sectors

- ❖ We work with leading companies who provide actual projects; Themes revolve around your discipline (e.g. business analysis, marketing, environment, architecture, design, human resources, IT in industries such as :
- ❖ Green Building and urban development
- ❖ Banking and finance
- ❖ Hospitality, Tourism and travel
- ❖ Technology and Telecommunications
- ❖ Banking and Finance
- ❖ Manufacturing (steel, cars, other products)
- ❖ Media, Social and digital
- ❖ Resources (oil, gas)
- ❖ HR, Consulting
- ❖ Logistics, Import/export



How it Works: Frequently Asked Questions

What do the students receive in terms of briefing

We ensure all logistics are taken care of so the students can concentrate on getting the most out of the experience.

We provide each project group with a project outline and work schedule at the commencement of the program. There may be some additional reading or research recommended for the students to carry out prior to their arrival. In addition to this, a 2 day preparatory briefing will be provided to the students in their city of origin on campus prior to departing for travel. This will include:

1. Project and team introductions
2. Country specific briefings
3. Research information session (e.g. library resources)
4. Student project presentation skills
5. Team building exercises
6. Question and answer session
7. Research and work briefing

How long is the Business Practicum?

The project is 2.5 weeks, comprising: 2 days in a briefing session, 1 week research in their city of origin followed by 8 days in China with their host company (e.g. Sunday-Monday). It is important that each project has quantifiable outcomes.

Student Assessment and Evaluation

The project the students complete can form the major part of a fully assessed subject, academically, with feedback from the host Organisation. They will present their project

to the appropriate senior management at their assigned company on the final day of the placement.

Number and eligibility of students

Each participating company hosts a group of 4-6 students that work together on one project. Each program can take up to 30 students (e.g. 6 groups of 5 students) who meet the Eligibility Criteria. Whilst experience is not essential, applicants with appropriate business experience may be given preference.

Is the Global Business Practicum a short-term internship?

No, unlike an internship, the students are expected to generate work almost immediately. Also, they are not working for the company, they are working 'on' or 'with' the company and its related industry. Apart from the briefing session, the students should be relatively autonomous in their roles – however support is available from the program coordinator and/or company project supervisor if the students have questions or need clarification.

Enrollment and enquiries

Via email to info@honeylight.com.au (marked as "Global Business Practicum"). Places are allocated on a first come first served basis, subject to eligibility and availability. Enrolments close 30 days before the program and participants are informed of their acceptance within 10 days of the closing date once payment is made.

2015 GLOBAL BUSINESS PRACTICUM IN CHINA

REGISTRATION FORM: Please email completed form to: info@honeylight.com.au or fax to +613 9532 8550.

Program Cost: Includes economy airfare, tuition, instruction, supervision, in country support, assessment, meals, land transfers in China and accommodation.

From UK: £4000
 From Europe: Euro: 5000
 From US: US\$5,500
 From Australia/NZ: AUD\$6,900

Group Discount: Groups of 3 people or more may be eligible for a group discount

Title: Hon./Dr/Mr/Mrs/Ms
 Surname _____ Given Names _____
 Nationality _____
 Department _____
 Your University _____
 Degree attaining _____ Year # ____ of ____ years
 Address _____ Postcode/Zip _____
 Telephone _____ Mobile _____ Fax _____
 Email _____

YOUR PREFERRED PROJECT DISCIPLINE (Tick)

- Green Building and urban development
- Banking and finance
- Hospitality, Tourism and travel
- Technology and Telecommunications
- Banking and Finance
- Manufacturing (steel, cars, other products)
- Media, Social and digital
- Resources (oil, gas)
- HR, Consulting
- Import/export

YOUR PREFERRED PROGRAM DATE (Tick)

- APRIL
- JUNE
- AUGUST
- OCTOBER
- DECEMBER

PAYMENT

I will be paying by: 1. Cheque (Yes/No) 2. MasterCard OR Visa: (Yes/No)

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Cardholder Name: _____ Expiry Date _____
 Cardholder Signature _____

3. If paying by Electronic Funds Transfer, payment to be made to Honeylight Enterprises Pty Ltd on receipt of invoice

CONDITIONS

Places are limited to ensure groups of no more than 25 people. Registrations close 21 days prior to departure and are confirmed on full payment of program cost. Cancellations are subject to airfare conditions. No program refund within 21 days of departure. All program participants must ensure they have valid passports for a minimum of 6 months. Each participant is responsible for organising their own insurance, and entry visas (at least 2 weeks prior to departure).