

China Know-How 2010: Modern China Studies for Scientists and Economists

Group I: August 20–September 20, 2010
(Beijing/Shanghai)

Group II: August 20–September 20, 2010
(Shanghai/Beijing)

Partners: Peking University
Fudan University

Project description

The “China Know-How” Summer Schools are intensive summer programs in the People’s Republic of China, organized annually by Eurasia-Pacific Uninet in cooperation with the China Studies Center of the University of Salzburg. Target audiences are students and young scientists from Austrian or European universities and other institutes of higher education, as well as employees from international companies. In August and September 2010, China Know-How took place for the 12th time. Course A of China Know-How Summer School, entitled “Modern China Studies for Scientists and Economists” focused on topics such as Economics, Politics, Law, Culture, and Cross-Cultural Management in Modern China. The units were conducted in English at the renowned Peking University, Beijing, and Fudan University, Shanghai, and used a variety of modules. In addition, lectures and discussions conducted by Austrian experts, excursions, and visits to joint venture companies were included in this program.

Course B of China Know-How, entitled “Chinese Language and Cultural Studies”, which had been organized in the previous years, was not carried out in 2010.

Targets of the program:

- know-how regarding Eastern Asia, especially China
- acquisition of additional qualifications useful for a potential future career in Asia
- preparing for future trading markets by becoming acquainted with the legal and economic system, labor and production processes, and living conditions in China
- obtaining a basic command of the Chinese language

Scholarships: students were subsidized with EURO 1,200 per person by

- Eurasia-Pacific Uninet scholarships
- Joint scholarships by Eurasia-Pacific Uninet and the University of Salzburg, the University of Graz, and the University of Applied Sciences Campus 02 Graz respectively
- Joint scholarships by Eurasia-Pacific Uninet and the Provincial Government of Upper Austria

Participants from the following higher education institutions attended this summer school in 2009:

- University of Vienna
- University of Salzburg
- University of Linz
- University of Graz
- University of Klagenfurt
- University of Innsbruck
- Vienna University of Economics and Business
- Vienna University of Technology
- University of Natural Resources and Applied Life Sciences
- University Mozarteum Salzburg
- University of Applied Sciences Technikum Wien
- University of Applied Sciences FH Joanneum
- University of Applied Sciences Campus 02 Graz
- Upper Austria University of Applied Sciences
- FH Kufstein Tirol University of Applied Sciences
- Lauder Business School, Vienna
- UMIT – University for Health Science, Medical Informatics and Technology
- University of Regensburg, Germany
- Deggendorf University of Applied Sciences, Germany
- Bocconi University, Italy

At Peking University, the participants attended lectures on:

- China’s Foreign Policy
- China’s Environmental Challenges
- China’s Culture
- China’s Law
- China’s Economy
- Chinese Painting
- China’s Population
- China’s Society
- Chinese (language classes)

Austrian experts who gave lectures:

- Mag. Andreas Werner,
Raiffeisen Zentralbank Beijing Branch
- Mag. Arnulf Gressel,
Austrian Embassy – Commercial Section

At Fudan University, the participants attended lectures on:

- The Development of Economy and Financial System in China
- Shanghai Stories in Social-Spatial Perspective
- A Brief Introduction to Modern History of China
- “When a Superpower Holds a Coming-Out Party: Ethnographic Perspectives on the 2010 Shanghai World Expo”
- China’s Health Care System
- Kung Fu and Taiji Practice
- Peking Opera



Company visits:

- Shanghai Volkswagen Automotive Co. Ltd.
- Engel Machinery (Shanghai) Co. Ltd.

Austrian experts who gave lectures:

- Mag. Birgit Murr,
General Project Manager Austrian Pavilion Expo ’10
(Reception at the Austrian Pavilion)
- Oliver Lorenz, MH | direkt Asia
- Rudolf Siebenhofer,
SielTMCi Siebenhofer Consulting e.U.

In addition, a sightseeing program was organized to several places of historic and cultural interest in Beijing (Great Wall, Tian’anmen Square and Forbidden City, Temple of Heaven, Lama Temple, Peking Opera, Kongfu Show at the Red Theater, optional visit to the Summer Palace) and Shanghai (boat trip on the Huangpu River, Yu Garden and Historical City, Shanghai Museum, Acrobatics Show, Jin Mao Tower, optional trips to Suzhou and Hangzhou).



China Know-How 2010: Modern China Studies for Scientists and Economists, Program Group I

Aug. 21	Arrival in Beijing Group Pick-up from Beijing Capital International Airport and Transfer to Swissôtel Beijing
Aug. 22	Orientation Meeting at PKU Group Photo Welcome Luncheon hosted by PKU Meeting with PKU Language Partners PKU Campus Tour with Language Partners Lecture 1: China's Foreign Policy (Prof. Lian Yuru)
Aug. 23	Lecture 2: China's Environmental Challenges (Prof. Xu Jianhua) Chinese Class 1 Lecture 3: China's Culture (Prof. Zhao Dongmei)
Aug. 24	Lecture 4: China's Law (Prof. Zhang Qi) Lecture by Mag. Arnulf Gressel, Austrian Embassy - Commercial Section Lecture 5: China's Economy (Prof. Yan Se)
Aug. 25	Lecture 6: Chinese Painting (Prof. Ding Ning) Chinese Class 2 Lecture 7: China's Population (Prof. Zhou Yun)
Aug. 26	Visit to the Great Wall at Mutianyu Section
Aug. 27	Chinese Class 3 Visit to the Temple of Heaven and the Hongqiao Market Peking Opera at Huguang Theater
Aug. 28	Lecture 8: China's Society (Prof. Ma Rong) Visit to the Tiananmen Square and the Forbidden City
Aug. 29	Free time
Aug. 30	Chinese Class 4 Preparation for the Final Exam
Aug. 31	Final Exam Visit to the Lama Temple Kung Fu Show at Red Theater
Sept. 1	Closing Ceremony
Sept. 2	Free time
Sept. 3	Lecture by Mag. Andreas Werner, RZB Beijing Branch
Sept. 4	Free time
Sept. 5	Check-out from Swissôtel Beijing Departure from Beijing to Shanghai by Night Train

Sept. 6	Arrival in Shanghai Group Pick-up from Shanghai Railway Station and Transfer to Lansheng Hotel Shanghai Orientation Meeting at Fudan - Introduction Fudan and Austrian Center Fudan Campus Tour Welcome Dinner hosted by Fudan
Sept. 7	Lecture: Peking Opera (Ms. Chen Chaohong, Peking Opera Actress) Visit to the Shanghai Museum Huangpu River Cruise
Sept. 8	Lecture: Shanghai Stories in Social-Spatial Perspective (Prof. Yu Hai) Company Visit: ENGEL Machinery Shanghai Co.Ltd
Sept. 9	Lecture: Kung Fu & Taiji Practice (Ms. Jin Xiaoyan) Lecture by Rudolf Siebenhofer, SieITMCI Siebenhofer Consulting e.U.
Sept. 10	Lecture: A Brief Introduction to Modern History of China (Dr. Jin Guangyao)
Sept. 11	Optional Day Trip to Suzhou
Sept. 12	Free time
Sept. 13	Lecture: "When a Superpower Holds a Coming-Out Party: Ethnographic Perspectives on the 2010 Shanghai World Expo" (Dr. Pan Tianshu) Company Visit: Shanghai Volkswagen Automotive Co. Ltd.
Sept. 14	Day at Shanghai World Expo 2010 - Reception at the Austrian Pavillion Lecture by Mag. Birgit Murr, General Project Manager Austrian Pavillion Expo 2010
Sept. 15	Lecture: The Development of Economy and Financial System in China (Prof. Yang Qin) Lecture: Chinas Health Care System (Dr. Zhu Chouwen)
Sept. 16	Lecture by Oliver Lorenz, MH direkt: "B2B Direct Marketing in China" Final Exam Acrobatics Show
Sept. 17	Visit to the Yu Garden and the Historical City Farewell Dinner & Presentation of Certificates
Sept. 18	Optional Day Trip to Hangzhou
Sept. 19	Free time
Sept. 20	Check-out from Lansheng Hotel Shanghai Departure from Shanghai Pudong International Airport to Austria