

China Know-How 2011: Modern China Studies for Scientists and Economists

Partners: Peking University, Beijing,
Fudan University, Shanghai, China

Venue: Peking University, Beijing,
Fudan University, Shanghai, China

Dates: Group I: August 19 – September 19, 2011
(Shanghai/Beijing)
Group II: August 20 – September 20, 2011
(Beijing/Shanghai)

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The “China Know-How” Summer Schools are intensive summer programmes in the People’s Republic of China, organised annually by the Eurasia-Pacific Uninet in cooperation with the China Studies Centre of the University of Salzburg. Target audiences are students and young scientists from Austrian or European universities and other institutions of higher education as well as employees from international companies.

In August and September 2011 China Know-How took place for the 13th time. Course A of the 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 programme.

Course A included 2 written examinations at the end of each part, one in Beijing at Peking University and one in Shanghai at Fudan University. For a successful participation in the programme students were awarded 6 ECTS credits by the Eurasia-Pacific Uninet, which could be credited towards their studies under consideration of the rules and regulations applied at their home university.

Course B of China Know-How, entitled “Chinese Language and Cultural Studies”, which had been organised in the previous years, was not carried out in 2011.

Targets of the programme:

- 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, labour and production processes, and living conditions in China
- obtaining a basic command of the Chinese language

Participants from the following higher education institutions attended this summer school in 2011:

- 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
- Medical University of Innsbruck
- University of Applied Sciences Technikum Wien
- Salzburg University of Applied Sciences
- Upper Austria University of Applied Sciences
- University of Applied Sciences Campus 02 Graz
- MCI – Management Centre Innsbruck
- FH Kufstein Tirol University of Applied Sciences
- Ingolstadt University of Applied Sciences, Germany
- Interdisciplinary Centre (IDC) Herzliya, Israel

**Scholarships:**

Students studying at Austrian universities or other institutions of higher education participating in the Eurasia-Pacific Uninet were subsidised with 1200 euros per person

- either by Eurasia-Pacific Uninet scholarships exclusively
- or by joint scholarships from the Eurasia-Pacific Uninet and the University of Salzburg, the University of Graz, and the University of Applied Sciences Campus 02 Graz, respectively

At Peking University the participants attended lectures on:

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

Company visit

- Airbus China, presentation by Mr Michael von Sparr, Senior Director of General Procurement & Sourcing China, Airbus (China) Enterprise Management & Services Co.





Austrian and international experts who gave lectures:

- Mag. Andreas Werner, General Manager, Raiffeisen Bank International (RBI) Beijing Branch about understanding today's China by a brief historical summary (in German)
- Mag. Arnulf Gressel, Commercial Attaché, Austrian Embassy – Commercial Section in Beijing about Austrian trade relations with China (in German)
- Mr Larry Yan, Chief Financial Officer of Mercedes-Benz Auto Finance, and his team about Mercedes-Benz and Daimler China

Furthermore, the participants were invited to a reception at the Austrian Embassy given for the President of the Austrian Federal Council, Mag. Susanne Neuwirth.

At Fudan University the participants attended lectures on:

- Chinese History
- Peking Opera
- Chinese Political System
- China's Financial System: Structure and Characteristics
- Chinese Culture and Society
- Chinese Religion
- Chinese Gender Situation
- Kung Fu and Taiji Practice



Company visits:

- Geberit Shanghai Trading Co., presentation by Mr Manfred Königslehner, Technical Director Asia Pacific Geberit and President of the Austrian Association in Shanghai (in German)
- Engel Machinery (Shanghai) Co.
- Shanghai Volkswagen Automotive Co. (SVW)

Austrian and international experts who gave lectures:

- Dr. Marcus Hernig, intercultural trainer and consultant, Associate Professor at Zhejiang University, Hangzhou, lecture title "Right in the middle of China" (in German)
- Janis Vougioukas, East Asia correspondent of the weekly "stern", discussion
- Rudolf Siebenhofer, SieI TMCi Siebenhofer Consulting, about management experience with R&D in China (in German)

In addition, a sightseeing programme was organised to several places of historic and cultural interest in Beijing and Shanghai.

- In Beijing: Great Wall at Mutianyu Section, Tiananmen Square and Forbidden City, Temple of Heaven and Hongqiao Market, Lama Temple, Peking Opera at the Huguang Guildhall, Kung Fu Show at the Red Theatre, optional visit to the Summer Palace).
- In Shanghai: boat trip on the Huangpu River (with the lit skyline of Shanghai's Pudong district), Yu Garden and Historical City, Shanghai Museum, Acrobatics Show, Moganshan Road Art District, one-day trip to Suzhou, optional trip to Hangzhou.

China Know-How 2011: Modern China Studies for Scientists and Economists, Program Group I

Aug. 19	Flight from various cities in Austria via Frankfurt to Shanghai
Aug. 20	Arrival in Shanghai at Shanghai Pudong International Airport Group pick-up from airport by Fudan University transfer to Grand Mercure Baolong Hotel Shanghai
Aug. 21	Orientation meeting at Fudan University - introduction Fudan and Austrian Center, self-introduction of participants Fudan campus tour and group photo Welcome dinner hosted by Fudan University
Aug. 22	Lecture 1: Chinese History by Prof. Jin Guangyao Lecture 2: Peking Opera by Ms. Chen Chaohong, Peking Opera Actress Huangpu River Cruise
Aug. 23	Lecture 3: Chinese Political System by Assoc. Prof. Jing Yijia Company Visit: Geberit Shanghai Trading Co., welcome and presentation by Mr. Manfred Königslehner, Technical Director Asia Pacific Geberit and President of the Austrian Association in Shanghai (in German)
Aug. 24	Lecture 4: China's Financial System: Structure and Characteristics by Assoc. Prof. Lu Hanyin Shanghai Museum, People's Square
Aug. 25	Lecture 5: Chinese Culture and Society by Prof. Chen Na Visit to the Yu Garden and the Historical City
Aug. 26	Lecture 6: "Mittendrin in China" ("Right in the middle of China") by Dr. Marcus Hernig (in German) Discussion "As a foreign correspondent in China" with Mr. Janis Vougioukas, East Asia correspondent of the weekly "stern" Acrobatics Show
Aug. 27	Free time
Aug. 28	Free time
Aug. 29	Lecture 7: Chinese Religion by Prof. Fan Lizhu Company Visit: ENGEL Machinery Shanghai Co.Ltd
Aug. 30	One day trip to Suzhou
Aug. 31	Lecture 8: Management experience with R&D in China by Mr. Rudolf Siebenhofer, SieITMCI Siebenhofer. Consulting (in German) Lecture 9: Chinese Gender Situation by Dr. Zhu Jianfeng
Sept. 1	Final exam Moganshan Road Art District
Sept. 2	Lecture 10: Kung Fu & Taiji Practice with Ms. Jin Xiaoyan Farewell dinner & presentation of certificates
Sept. 3	Free time
Sept. 4	Check out from Grand Mercure Baolong Hotel Shanghai and transfer to Shanghai Railway Station Train ride from Shanghai to Beijing by Beijing-Shanghai High-Speed Train Arrival in Beijing at Beijing Railway Station Group Pick-up from railway station by Peking University (PKU) and Transfer to Swissôtel Beijing

Sep. 5	Additional lecture by Mag. Andreas Werner, General Manager, Raiffeisen Bank International (RBI) Beijing Branch, about understanding today's China by a brief historical summary (in German)
Sept. 6	Orientation meeting at PKU Group photo Welcome luncheon hosted by PKU Meeting with PKU language partners PKU campus tour with language partners Visit to the Lama Temple
Sept. 7	Lecture 1: China's Foreign Policy by Prof. Lian Yuru Additional lecture by Mag. Arnulf Gressel, Commercial Attaché, Austrian Embassy - Commercial Section in Beijing, about Austrian trade relations with China (in German)
Sept. 8	Lecture 2: China's Economy by Prof. Yan Se Chinese Class 1 Lecture 3: China's Law by Prof. Wang Shizhou
Sept. 9	Lecture 4: China's Environmental Challenges by Prof. Li Dihua Chinese Class 2 Lecture 5: Chinese Painting by Prof. Ding Ning Kung Fu Show at the Red Theatre
Sept. 10	Visit to the Great Wall at Mutianyu Section
Sept. 11	Free time
Sept. 12	Lecture 6: China's Culture by Prof. Zhao Dongmei Chinese Class 3 Additional lecture by Mr. Larry Yan, Chief Financial Officer of Mercedes-Benz Auto Finance, and his team, about Mercedes-Benz and Daimler China
Sept. 13	Lecture 7: China's Population by Prof. Gao Xiang Chinese Class 4 Lecture 8: China's Society by Prof. Ma Rong
Sept. 14	Final exam Company visit: Airbus China, presentation by Mr. Michael von Sparr, Senior Director of General Procurement & Sourcing China, Airbus (China) Enterprise Management & Services Co.
Sept. 15	Closing Ceremony Visit to the Temple of Heaven and the Hongqiao Market Peking Opera at the Huguang Guildhall
Sept. 16	Visit to the Tiananmen Square and the Forbidden City
Sept. 17	Free time
Sept. 18	Free time
Sept. 19	Check-out from Swissôtel Beijing and transfer to Beijing Capital International Airport Flight from Beijing via Frankfurt back to Austria