



新聞稿 PRESS RELEASE

Summer Programme on Comparative Business: The Asia-Pacific Perspective
Co-organized by Georgetown University and The Chinese University of Hong Kong

A five-week summer programme in comparative business with a special focus on the Asia-Pacific market started yesterday (July 6) at the Chinese University campus.

Georgetown University's School of Business Administration and School for Summer and Continuing Education, jointly with the Office of International Studies Programmes of The Chinese University of Hong Kong, is running the programme for a group of 16 Georgetown University students. Each participant will be enrolled in two courses, International Marketing and Comparative Business Policy. International Marketing will focus on topics related to market entry and market development. Comparative Business Policy will be an integrative management course on competitive analysis and strategy.

The courses will be conducted by members of the Faculty of Business Administration of The Chinese University of Hong Kong. The course leaders are Dr Julie H Yu (Department of Marketing) and Dr David Holt (Department of Organization and Management). Other faculty members of the Chinese University, as well as members of the Hong Kong business community, will serve as guest lecturers.

An experiential component is an integral part of the programme. Guest lectures by managers on campus during class sessions, as well as site visits to various businesses, allow for interaction with practitioners and contribute to the appreciation of intercultural differences. Visits will include the Trade Development Council, Bank of China, The Stock Exchange of Hong Kong, Third Horizon garments, Royal Hong Kong Jockey Club, Computer Products, Modern Terminals Ltd, and the Regent Hotel.

Programme participants will also take two field trips to the People's Republic of China. Tours of Shenzhen and Guangzhou will focus on joint ventures and state-owned enterprises.

July 6, 1992

Attachments: Schedule of the Summer Programme
Topics and Speakers of the Seminars