

2015 Fall Immersion Week Agenda

Date	Time	Topic	Lecturer	Description	Activity Count & Location	Deposit
Mon 11/2	8:00-12:00	Shanghai Volkswagen	Mr. Nikola Zivlak & Marko	In this field trip, the company will be shown around the most important parts of the factory, including the body shop, and the assembly shop, and will get to experience real live manufacturing of some of the best sold and newest models of this global giant's vehicles.	1 Fieldtrips Gather in front of No.3 Teaching Building	CYN 50 +50 (Entry Fee) (50 Seats)
	9 :30-11:30	Time Management with Microsoft Outlook Group 1 Part I (RTCS students required)	Mr. Francis Yep	This workshop will show students how to use the modules in Microsoft Outlook 2013 to manage time and to improve personal productivity. Open for students who are enrolled in RTCS course. <i>(Group 1 includes Part I and Part II, 2 parts are packaged)</i>	1 Workshop IECB 211	CYN 50 (23 Seats)
	10:00-12:00	Writing your Thesis (Required for students who are going to graduate next semester)	Mr. Christopher Desmond Fay	A look at the process; the structure; and some of the problems students face when writing an undergraduate thesis.	1 Workshop IECB 121	CYN 50 (30 Seats)
	13:30-15:30	Build Your Personal Brand	Mr. Wance Tacconelli	What would you like people to think when they hear your name? In today's hypercompetitive society, building a clear, distinct image that reflects your unique personality and skills is crucial to be recognized. This workshop will provide some practical tools to help you build your personal brand, and progress in your career and life.	1 Workshop IECB 119	CYN 50 (30 Seats)
Tue 11/3	9 :30-11:30	Time Management with Microsoft Outlook Group 1 Part II (RTCS students required)	Mr. Francis Yep	This workshop is a continuation of the first. It will show students how to use advance planning tools, organization tools, and information management tools to increase efficiency while in school and in life. Open for students who are enrolled in RTCS course. <i>(Group 1 includes Part I and Part II, 2 parts are packaged)</i>	1 Workshop IECB 111	CYN 50 (23 Seats)
	10:00-12:00	Online Library Resource(For RTCS students only)	Ms. Jianping Liu	Learn how to use the library facility and resource.	1 workshop IECB 211	CNY 50 (35 seats)
	9:30-12:00	How can Zara and H&M work?	Dr. Bin Shen (Jerry)	This seminar will focus on fashion supply chain and introduce how fashion companies such as Zara and H&M work. It will detail and focus on the multiple and various merchandising practices used around the world. Students will research and explore differences strategies in fashion supply chain (including retail, wholesale, manufacture).	1 Workshop IECB 117	CYN 50 (63 Seats)
	13:00-17:00	Shanghai Film Park	Ms. Mariska Stevens	Funded and built by the Shanghai Film (Group) Co Ltd, Shanghai Film Studios Amusement Park is a site for film & TV shooting, sightseeing, and cultural communication. It has the sets of "1930s Nanjing Road", "shi-ku-men Alleyways of Shanghai", "Old Town of Shanghai" and so on. The film studio combines its purpose with an effective business model, to be expanded in a Chinese cultural business model. It is a fore front for China's film industry.	1 Fieldtrip Gather in front of No.3 Teaching Building	CYN 50 + 40 (Entry Fee) (50 Seats)

	13:30-16:30	Cross-Cultural Management and Communication	Dr. Gene SMITH, PhD	<p>People remember people. If you make your foreign guests feel at home by greeting them in their own language or by being mindful of their dietary needs, they will remember you and consequently the company.</p> <p>Benefits of cultural awareness from the visitor's viewpoint:</p> <ul style="list-style-type: none"> ● Receives a positive first impression ● Feels more relaxed ● Senses a feeling of warmth ● Sees company as being enlightened ● Encouraged to do business again ● Likely to recommend company to others 	1 Workshop No.3 Teaching Building 4 th Floor	CYN 50 (150 Seats)
Wed 11/4	9:00-12:00	Negotiations	Dr. Gene SMITH, PhD	<p>This program will consist of up to seven distinct topics that are essential to understanding how to interact and conduct effective business with other cross-cultural groups:</p> <ol style="list-style-type: none"> 1. Negotiations, contracts, and building relationships with cross cultural groups 2. Negotiating exercises 3. Working in cross-cultural teams 4. Presentations to global audiences 5. Etiquette and protocol when entertaining other cultures, including meals, gifts, and 6. Oral and written cross-cultural communication, including video and phone conferences, emails, reports, small talk, and sensitive and taboo subjects. 	1 Workshop No.3 Teaching Building 4 th Floor	CYN 50 (150 Seats)
	10:00-11:30	Online Library Resource (For Graduates Only)	Ms. Jianping Liu	How to make use of library resources in paper writing (Required for students who are writing thesis and going to write thesis)	1 workshop IECB 211	CNY 50 (30 seats)
	13:30-15:30	Your First Step in a great walk to career	Catherine & Toto (From The MEIJI Internship Ltd.)	Interview skills, resume writing, company demand, intern opportunity is coming to you.	1 Workshop IECB 118	CYN 50 (50 Seats)
	13:00-17:00	Shanghai Smart City Expo	Mariska Stevens & Simon	Smart city is a new pattern to strengthen urban planning, construction, management and operation through the integrated use of modern science and technology, the integration of information resources, overall business application system. It means that builds cities smartly, offer smart management and service, promote urban sustainable operation smartly. Students will do a project on the various exhibitors information boots on the fair, combining interviews with photo's on various smart city topics such as urban agriculture, green energy solutions, traffic solutions, city and food and such. They need to find the right companies to create a chain solution for certain problems concerning the modern city.	1 Fieldtrip Gather in from of No.3 Teaching Building	CNY 50 (20 seats)
Thur 11/5	9:00-11:00	Architecture in China	Mr. Mike Bradley	A very interesting overview of latest developments in architecture in China.	1 workshop IECB 117	CNY 50 (63 seats)
	9:00-12:00	Corporate Training Using Role Playing	Mr. David Warner	This will be an example of how corporate trainings using role playing are conducted in China.	1 workshop IECB 119	CNY 50 (45 seats)
	8:00-14:00	Donglong Textile Factory	Mr. Naeem Faraz	Application of Statistics and Mathematics in real life problem	1 Fieldtrip Gather in front of No.3 Teaching Building	CNY 50 + 20(Lunch Fee)(43 Seats)
	13:00-17:00	The Coca-Cola Company (Freshmen only)	Mr. John Alexander	You will visit the biggest bottling line of Coca-Cola Company in Shanghai and intuitively understand its development history.	1 Fieldtrip Gather in front of No.3 Teaching Building	CNY 50 + 30(Entry Fee)(50 Seats)

	13:30-15:30	Time Management with Microsoft Outlook <u>Group 2 Part I (same as group 1)</u>	Mr. Francis Yep	This workshop will show students how to use the modules in Microsoft Outlook 2013 to manage time and to improve personal productivity. Open for students who are enrolled in RTCS course. <u>(Group 2 includes Part I and Part II, 2 parts are packaged)</u>	1 Workshop IECB 211	CYN 50 (23 Seats)
Fri 11/6	9:30-10:30	Visa in China	Mr. Tao Wang	This workshop will illustrate different visa types in China including working, intern, studying and staying. Up-dated policy and law of Chinese visa current structure and development.	1 Workshop No.3 Teaching Building 4 th Floor	CYN 50 (150 Seats)
	10:30-12:30	Time Management with Microsoft Outlook <u>Group 2 Part II(same as group 1)</u>	Mr. Francis Yep	This workshop is a continuation of the first. It will show students how to use advance planning tools, organization tools, and information management tools to increase efficiency while in school and in life. Open for students who are enrolled in RTCS course. <u>(Group 2 includes Part I and Part II, 2 parts are packaged)</u>	1 Workshop IECB 211	CYN 50 (23 Seats)
	14:00-17:00	Culture and Law along the new silk road	Mariska Stevens	Speakers and forum discussion with Chinese me's and sme companies and international and Chinese Lawyers on mergers acquisition, market strategies, and cross cultural communication between China and Europe	1 Workshop No.3 Teaching Building 4 th Floor	CYN 50 (100 Seats)
Open Time	During the Immersion Week	Do a fancy job with Chinese! (Comprehensive Chinese I Only)	Comprehensive Chinese I Only	Students will be given 4 tasks to create a piece of work in Chinese. The tasks will be including self-introduction, making a small supermarket, hand-drawn campus map and creating two logos in Chinese character. The work will consist 4 pages and will be displayed in public.	1 Fieldtrip	CYN 50 (40 Seats)
		I love traveling (Comprehensive Chinese II Only)	Comprehensive Chinese II Only	Students will be given 4 places then select one to make a poster. On the poster, students are required to introduce the place, the food, the attractions etc to well advertise the place. Posters should be made with exquisite layout and will be display in public.	1 Fieldtrip	CYN 50 (25 Seats)
		Taste China, Taste Shanghai (Comprehensive Chinese III Only)	Comprehensive Chinese III Only	3-4 minutes long videos are required to be taken in this event. There are 4 topics to be selected: 1-2 places that are worthy to visit in Shanghai, Chinese element exploring, Sing Chinese songs by changing lyrics and a small drama. Students should speak only Chinese in the video by heart. Subtitles are required.	1 Fieldtrip	CYN 50 (25 Seats)
		Text book play (Comprehensive Chinese IV Only)	Comprehensive Chinese IV Only	Students will create a drama based on their text book, and will perform in Room 117 on Thursday of Immersion week. Referees will be invited to evaluate the performance and audiences are welcome. The performance should be 6-8 minutes long and it is expected to be impressive and creative .Costumes and props are welcome to use to increase the grade.	1 Fieldtrip	CYN 50 (44 Seats)

Remarks: (Exchange students are exempted from immersion week activities.)

- Every student is available to attend **maximum 5 activities** this immersion week.
- **Online Registration Time:**
First Round: Mon-Tue (Oct 26th to 27th)
Second Round: Wed-Thur (Oct 28th to 29th)
Deposit Payment Place: IECB 100 (CIP Office)
P.S. Students who select activities during first round but without deposit payment until Oct 27th 16:00, selected seats will be released to second round.
- Deposit: CNY 50/activity
- Student should pay for the activities he/she are going to register during the registration on site. The office will return the deposit to student if he/she attended the activities he/she registered on time. Otherwise student won't get his/her deposit back. **No attendance, no refund.**
- **The registration is based on "First come, First Service" basics.**
- Please fill the information in your log book after every activity you have attended and ask for stamp on site in the end of activities.
- **Notice: Please get your deposit refund from Nov 9th to 13th, otherwise office will not refund afterward.**

Terms & Regulations

- Please dress smart casual during all field trips and workshops.
- Observe all safety regulations stipulated by the companies
- All buses will leave on time, therefore please DO NOT BE LATE.