



# Study Abroad In China

## Shanghai Ferris Micro-Campus

Summer 2019

### WHERE

Shanghai, China

### WHEN

Summer 2019  
Four Week Program  
Live and learn in China

### TOTAL STUDENT COST

Estimated \$4,500  
For 3 Credits  
Estimated \$5,800  
For 6 Credits

*Includes tuition credits, airfare, accommodations,  
in country transportation, and health insurance.*

Expand your business and communication horizons by studying abroad in Shanghai! On this 4-week program you will take core business courses offered in China's financial capital where classroom discussions will be shaped through exploring the culture society of the world's largest economy.

|                                  | ECON<br>222 | MGMT<br>370 | MKTG<br>290 | COMM<br>365 |
|----------------------------------|-------------|-------------|-------------|-------------|
| <i>Gen. Ed.</i>                  | x           |             |             | x           |
| <i>Bus. Core</i>                 | x           | x           |             |             |
| <i>Can be directed elective*</i> | x           | x           | x           | x           |

*\*With advisors approval*

### Key Information

1. Can use financial aid
2. Take Ferris Classes in Shanghai
3. Choose up to 6 credits
4. College of Business students can earn \$500 towards the cost of the program

Please contact the Office of International Education at [international@ferris.edu](mailto:international@ferris.edu) to learn more or attend our weekly Friday Workshops in IRC 104 from 1 PM to 2 PM.

*See back for more information about this opportunity.*



## ECON222 - Principles of Microeconomics Offered by Dr. Alex Cartwright, COB

Micro-economics principles apply to businesses of all sizes in all industries; to the extent students want to move beyond entry level jobs and into management roles, a solid understanding of microeconomic concepts will only be beneficial.

The course, offered at Shanghai Printing and Publishing College, will also cover many ideas in political economy, which will be beneficial for students interested in public policy, political science, or understanding regulatory environments.

The course will also cover the basics of “behavioral economics” - the intersection of economics and psychology. Students interested in marketing and/or consumer behavior will benefit from seeing how similar ideas are relevant to economics.



## MGMT 370 - Quality/Operations Management Offered by Dr. David Marion, COB

Are you interested in improving the processes at a place of business? Are you the type that likes things in order? Operations Management may just be your favorite class! OM covers things like process mapping, how to forecast product, and methods of process improvement within any type of company. While in China, topics will be focused on how the Chinese do business as they are our largest competitor! We will also visit a couple of businesses.



## MKT 290 Marketing elective in China Offered by Dr. Tim Brotherton, COB

This course develops students’ assessment of the marketing environment in China and evaluation of the marketing mix practices of firms operating in China. Participants will develop the expertise to understand the marketing challenges, from a local and international perspective, with selling in China and the future needs and wants of Chinese customers. The class project will be to describe a potential business opportunity in Shanghai, China.



## COMM 365 Intercultural Communication, Shanghai Offered by Dr. Donna Smith, College of Arts and Sciences

COMM 365 meets the following Ferris general education requirements:

If you entered Ferris fall 2017 or later: Self and Society and Global Diversity

If you entered Ferris before the fall of 2017: Social Awareness and Global

COMM 365, Shanghai, is extremely interactive. The class operates with a “buddy” system consisting of Chinese students who participate in class activities. The course strives to introduce students to the global diversity of the world they inhabit in which they will seek employment. Classes are discussion oriented. In addition to social type activities with the “buddies,” students will visit a local shopping mall to observe differences in shopping behaviors between the people frequenting Chinese and U.S. malls, and a Chinese restaurant to observe behavioral differences between Chinese and U.S. diners.

Please contact the Office of International Education at [international@ferris.edu](mailto:international@ferris.edu) to learn more or attend our weekly Friday Workshops in IRC 104 from 1 PM to 2 PM.