Expand International Education to China: Challenges and Opportunities

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Funded by BIE grant:
http://www2.ed.gov/programs/iegpsbie/index.html
Study abroad imbalances: Latest figures 2011
(source: Institute of International Education)

US students studying in China – 13,910 (in UK-32,683, Italy-27,940, Spain-25,411, France-17,161)

Chinese students studying in US – 157,558

President Obama’s “100K Strong initiative” – achieve 100,000 US students studying in China in the next five years
“Studying in countries like China isn’t only about your prospects in the global marketplace. It’s not just about whether you can compete with your peers in other countries to make America stronger. It’s also about whether you can come together, and work together with them to make our world stronger. It’s about the friendships you make, the bonds of trust you establish, and the image of America that you project to the rest of the world.”

-First Lady Michelle Obama
Duration of US Students Study Abroad

All destinations:
• Summer term: 37.8%
• One semester: 35.8%
• 8 weeks or less during academic year: 11.9%
• January Term: 6.9%

Source: IIE Open Door Policy

China:
• mainly short-term, summer highest then semester

Foreign visitors in China (2010):

<table>
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<tr>
<th></th>
<th>US</th>
<th>Japan</th>
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<tbody>
<tr>
<td>sightseeing/Leisure (L-visa)</td>
<td>56%</td>
<td>31%</td>
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<tr>
<td>business/short-term study (F-visa)</td>
<td>26%</td>
<td>25%</td>
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<tr>
<td>Others (including long-term X-visa)</td>
<td>13%</td>
<td>40%</td>
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Source: China National Tourist Office
Fields of Study of US Students Abroad

- Social Sciences: 22.3%
- Business and Management: 20.8%
- Humanities: 12.1%

In China: Mandarin, Chinese Culture, Chinese History, Chinese Economy, Chinese Foreign Policy, Chinese Philosophy and Religion, Chinese Art, Chinese Media Studies and Film
Profile of US Students Abroad

All Destinations:
- Junior: 35.8%
- Senior: 21.8%
- Sophomore: 13.2%
- Female: 63.5%
- White: 78.7%

China:
- mostly undergraduate

Foreign visitors in China (2010):
- Age 15-24: US 6.9% Japan 3.6%
- Female: 35% 24.6%
Reasons for US Students to Study in China

- China 2\textsuperscript{nd} largest economy in the world
- Chinese language study growing rapidly, including at secondary school level
- Chinese culture and philosophy of growing interest
- Increasing public and private sector support
- Resume enhancing
- Affordable
Challenges for US Students to Study in China

- Language
- Fear
- Chinese Universities International Offices “overloaded”
- How to connect with Chinese society
- Who teaches the courses?
- Location of the program
- Competition with established study abroad programs in Australia, Europe, Japan, and Latin America
How to prepare a faculty-led study tour course to China

- Choose a good outside vendor:
  - nature of the course: business, language, humanity
  - reputation and on-site assistance
  - location
  - price

- Get a BIE grant!
The College of New Jersey: International Program to China

June 20 - July 8, 2012

Program operated by Worldstrides Capstone
The College of New Jersey

- A primarily undergraduate public college with 6,000 students
- 95% of students are from New Jersey with 75% white, 5% Asian, 5% Black, and 5% Hispanic
- Average SAT (2010): 1243
- School of Business students 20%, School of Humanity and Social Sciences 25%
- Cost of attendance (tuition, fees, room and board) 2011: $23,000
2012 Summer Study Tour Course: INB250-Doing Business in China

Beijing, Shanghai, Hang Zhou
June 4 – July 5, 2012

- Two-week lectures at TCNJ: June 4–June 14
- Pre-tour of Hong Kong: June 19–June 24
- Beijing: June 24–June 30
- Shanghai and Hangzhou: June 30–July 5

Contact: Dr. Tang: tang@tcnj.edu Tel: x2240
BB308 or visit: http://bie.pages.tcnj.edu/

Scholarship up to $1,500 available!
Contact Dr. Tang Now!

Site Seeing:
The Great Wall, Forbidden City, Summer Palace, Shanghai Bund, West Lake, Feilai Feng
Optional tour: Hong Kong

商机 文化
BUSINESS CULTURE
The morning of June 19th we took a brief flight from Beijing to Shanghai and prepared for the second half of our adventure. That night we had a Shanghai welcome dinner and took our time exploring the animated streets.

June 20th was a business day for the group. We had a laid back lunch meeting with our very own lovely Richard Nixon’s grand Nephew...interesting. Devon Nixon is an entrepreneur working mainly out of Shanghai but also does business in Africa and South America. He provided us with more of a motivational talk than anything else. I suppose he opened my eyes to all the golden opportunities that exist if we simply make the effort to cease them. We had a couple of other business meetings, one was a marketing firm that also owned the bar below its office and often used it for charity events. Our afternoon also included a visit to a ceremonial tea house where we tasted various brews of tea and learned about their health benefits.

After the group got dinner a few of us explored Shanghai’s famous Bund to see adjacent Pudong’s iconic nighttime skyline. This area of Shanghai is filled to the brim with life. Plenty of bars, restaurants, tourists, locals, lights, music, strange vendors and yes fast food. I could have spent a decent amount of time just simply people watching there.
Three decades of growth and modernization has transformed the lifestyle and business environment in China. Please join us and hear the experience of business leaders, entrepreneurs, faculty, and students who have accumulated knowledge about this most dynamic market on the globe.

International Business Symposium: Doing Business with China

8:30-12:30
April 13, 2012
Business Lounge
School of Business
The College of New Jersey
Ewing, NJ 08628

Co-sponsored by Business and International Education Grant from U.S. Department of Education and NJ Small Business Development Center
Registration fee: $15 (free for TCNJ faculty and students)

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Combined Study Abroad with Outreach to Business

- Partnership with NJ Small Business Development Center
Export of Scrap and Waste
Studying and Doing Internships in China
Final Thoughts and Comments?