Study Abroad to China and India
Tips, Challenges, and Surprises

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Business in Chinese Culture

- First embedded study abroad program offered at Bradley University
- First Non-Western Civ class taught by the Foster College of Business Administration
- First study abroad program open to Sophomores
- Created in conjunction with the college’s Global Scholar Program as a complement to our IB major
- Later added Business in Indian Culture
Study Abroad Component

- 8-9 day trip during Spring break
- Moves all lectures prior to the trip.
  Incorporates the trip in follow up lectures
- Class able to bond prior to the trip with faculty and their peers
- Trip to incorporate both cultural and business visits
Study Abroad Challenges

- University had prior experience in China with Executive MBA trip
- All logistics were contracted out to a facilitator offering graduate student (MBA) study abroad services. Quite expensive.
- Used same service for first undergraduate trip but lost money
  - Travel fee paid by students: $2400
  - 17 students, 2 faculty/staff
  - Airfare: $1000
  - Plus: Shanghai hotel inadequate, buses were small
How to Cut Costs yet Keep Goals?

- Goal: keep student travel fee to $2,500-$3,000
- Needed enough ‘profit’ to support three faculty staff on the trip with 20 students
- Keep hotel’s moderate but:
  - Beijing: pedestrian friendly
  - Shanghai: close to the Bund / Nanjing Road
- Preferred non-stop flights on United which had risen to nearly $1300
- MBA contractor quoted $1200/person
Options

- Book flights direct with United: cost savings - $50 per ticket
- Reduce hotel quality or use other locations: option dropped
- Reduce faculty staff: dropped. Needed at least 2 for safety, 1 for professional dev.
- Change contractors!
Booking with United Airlines

- Received better service than through travel agent – saved agent fee of $50
- Required a minimum of 10 seats
- Able to lock airfare with a deposit (approx. $50 / ticket) and not book until 30 days out
- Able to reduce an many as needed 90 days out and another 20% 30 days out
- Had better control of seat assignments
- **Tip:** tell them you have a competitive quote when getting fare: get cheapest fare basis
The Missing Link

- Saved nearly 50% on U.S. contractor
- Thanks to Dashan Cui – Governors State!
- Improved hotels and buses
- Outstanding guides
- Handled all logistics
- Relationship was effortless. No attitude!
The Itinerary

- Friday departure: Chicago / Beijing
- Saturday arrival: group dinner (a must)
- Sunday: Great Wall at Badaling (Tip: turn left to avoid crowds) Ming Tombs could be missed to save time
- Monday: Temple of Heaven (Tip: go in morning) Summer Palace; Hutong Tour with pedi-cabs (a must)
The Itinerary

■ Tuesday: Business visit; return to hotel to change into tourist dress; Tian Anmen Square and Forbidden City; late afternoon flight; night arrival into Shanghai

■ Wednesday: Urban Planning Center; Shanghai Museum (Tip: have a guide or purchase audio); Yu Garden (a must); Huangpu River Tour (a must)
The Itinerary

- Thursday: Suzhou business visit (garden a miss). Day visit to Suzhou is problematic due to traffic. Suggest on-your-own dinner

- Friday: business visits and the French Concession; gala farewell dinner (Tip: Novotel Hotel PuDong revolving restaurant. Less expensive than Jinmao Tower Hyatt buffet. $20)

- Saturday: morning free then mid afternoon transfer to airport Tip: Take Maglev train but have bus take luggage to airport.
General Tips

- Include breakfast on all days
- Avoid too many group meals
- Urge agent to offer varied cuisine for lunches
- Use SBDC / ITC or state for business contacts. Perhaps visit U.S. location first. (Or local university partner and visit students.)
- Buy an unlocked, quad band phone and prepurchase a SIMS card in China.

http://www.cellhut.com
General Tips

- Plan for cough and stomach problems
- Use individual tourist visas not group visa
- VIB Funding: have faculty accompany as professional development
- Hold Chinese dinner before trip
- Offer basic Mandarin
- Do Beijing then Shanghai
- Create family email distribution list
Contact Details

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India Trip

- Surprise: much more expensive
- $3,400 travel fee and still had to pay faculty costs separately
- Still used outside / local logistics provider: Thomas Cook India (TCI)
- Used a travel agent for flights – got a better deal than direct with airlines
Trip Itinerary

- Leave Thursday for Friday night arrival
- Saturday: Red Fort, Jama Masjid, Raj Ghat, Humayun’s tomb and India Gate
- Sunday: The Big Day! Taj Mahal and Agra Fort (a must)
- Tip: consider train to Agra either back/forth or to with bus return – it’s a LONG day
- Tip: consider hotel stay in Agra
Trip Itinerary

- Monday: Business visits / free time
- Night train to Mumbai – no more!
- Fly to Pune or Mumbai
- Internal flights finally getting cheaper: from $300 to $125.
Trip Itinerary

- Tuesday: Mumbai city tour
- Wednesday: business visits
- Thursday: visit to Pune for local university exchange
- Surprise: India university tend to request a per student fee for hosting visit – includes lecture
Trip Itinerary

- **Friday**: business visits including Parle Products Factory in Vile Parle (Parle Biscuits – great visit)

- **Saturday**: Bollywood tour (prepare to pay), shopping time, late night flight (1 am) for Sunday arrival

- Or: Elephanta Caves
India Tips

- Food easier than China but water and food safety huge concern
- Watch Slumdog Millionaire together before trip
- Local English a huge advantage over China – set up any opportunities for direct contact with locals
- Try and have someone from India on the trip
Our Contractor: TCI India
Have Used Same Model for Brazil

- Tips: don’t stay on beach in Rio
- Watch being close to mardi gras
- Business visits need good intro’s but a decent contract can handle
- Prepare students for backlash against Spanish
- Sao Paulo interesting, but also big and sprawling
Our Contractor: Southbridge Access

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Thanks! Questions?

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