Seoul Business and Cultural Study Programme

Objectives:
• Compare and contrast the entrepreneurial and cultural industry development between Hong Kong and Seoul in the Republic of Korea (Korea)
• Differentiate the education and training to young people between Hong Kong and Korea on the cultural industry
• Analyze the integrated effect of the cultural succession and advance technology application on industrial development in Korea
• Establish networks with students and staff in Korea
• Exchange and share experience with the Korean counterparts
• Plan, organize and conduct a themed study tour from inception to completion

Activities:
- Visit and observe the business practice at different markets
- Exchange with student bodies of Seoul National University
- Company visits
- Explore the culture and industries

Date:
30 May - 4 June 2016 (Mon-Sat) (6 days)

Fee:
HK$8,975 (Including: air fare, accommodation, meals, a Korean speaking interpreter, airport tax and insurance)

Target:
All Students (Students with Business CS or GE courses will be an advantage)

Application Deadline:
5:30pm, 28 Dec 2015 (Monday)

Interview Date:
14 and 15 Jan 2016 (Thursday and Friday)

Enrolment:
- Download application form:
  SDC website: http://www.cie.hkbu.edu.hk/sds/
  (Activity Enrolment > Academic & Cultural Exchange Programmes)
- Completed form, the first installment of programme fee (HK$5,000) in CHEQUE (payable to “Hong Kong Baptist University”) and photocopies of travel permit (HKID card and passport) should reach the Student Development Centre, 6/F Shek Mun Campus or the "College of International Education, Student Development Centre — Collection Box" at 8/F SCE Tower before 5:30pm, 28 Dec 2015 (Monday).

Enquiry:
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