



EXECUTIVE PROGRAM BEIJING, CHINA

PROGRAMS START EVERY MONDAY



PROGRAM DESCRIPTION

This Executive Language program gives participants the opportunity to learn Chinese with native business practices, ethics, dialog, and mannerisms. The goal of this unique program is to deliver the knowledge and experience so participants can gain a competitive advantage in the international business world. In addition to learning in the classroom, participants will be exposed to local and regional businesses, and will discover how business is conducted first-hand.



CITY AND COUNTRY INFO

The capital of the People's Republic of China and one of the most populous cities in the world, Beijing is home to much of China's political, cultural, and educational landscape. Also known as Peking, Beijing boasts such iconic structures such as the Forbidden City, Tiananmen Square, the Temple of Heaven, and is the gateway to visiting the Great Wall of China. The city's origins date back to the 1st millennium BC, and since then it has grown into the powerful and beautiful city it is today.

Beijing is a paradigm for China's booming financial growth, with a Central Business District that is expanding and growing rapidly. Car ownership has increased exponentially over the past few years, and new millionaires are made daily. Not to be outdone, Beijing boasts a myriad of cultural establishments, ranging from Opera to National Museums. The 2008 Olympic Games served as a "coming out" party for China, showcasing to the rest of the world a country that is rich in tradition, ingenuity, and national pride.

HIGHLIGHTS OF PROGRAM

After participating in the Executive Language program in Beijing, participants will return with an improved comprehension of the native language, a savvy understanding of how locals conduct business operations, knowledge of cultural and societal issues, and what to expect when managing international business.

What's Included

- **Tuition and Class Materials:** Executive Language classes for 4 weeks, 20 hrs per week
- **Lodging:** In a Homestay, Apartment, or Hotel accommodations upon request
- **Placement Testing**
- **1-2 Organized Activities Weekly***
* Entrance fees, transportation, etc. may be at additional cost.
- **Access to E-mail**
- **Access to Multimedia Learning Center**
- **Certificate of Completion**
- **Pre-Departure Information**
- **Planning Guide**
- **Medical, Accident and Sickness Coverage ****
** See policy for definitions and exclusions.
- **Medivac Coverage**
- **Other Travel Coverage:** repatriation, baggage, personal effects, accidental death and dismemberment , etc.
- **24 Hour Emergency Multilingual Hotline:** call collect from anywhere in the world

FULL PROGRAM DESCRIPTION

Courses focus on Chinese Business Language and Business Culture. They aim to help you overcome language barriers and difficulties in understanding the culture, people, and the general way of doing business in China. Courses will allow you to develop and adapt your social skills to the Chinese way of thinking and will teach you all you need to know to communicate with Chinese companies and business people.

Skills to be taught include:

- Basic Chinese knowledge and skills that are applicable to commercial activities.
- Communication skills appropriate to the Chinese environment, be able to understand the essentials of the Chinese economy and rules for doing business, trading, investment, cooperation and management of enterprises.
- Competencies applicable to cross-cultural communication in the context of economic and intellectual exchange, as well as general knowledge of Chinese business customs, rules and culture.

This program offers levels for beginner, intermediate, and expert speakers. Each 4-week class meets for 20 hours per week, alternating between video/multimedia classes and a traditional classroom setting. All teachers are native speakers with university educations and are experienced teaching Chinese to foreigners.

LODGING OPTIONS

HOMESTAY

Host families are carefully selected and offer very good standard accommodation. They live in residential areas at a reasonable distance from the school (taxi fare \$1-\$3). They provide breakfast every morning of the week, dinner on Saturdays and Sundays.

SHARED OR PRIVATE APARTMENTS

Apartments are modern, new and conveniently located. Comfortable and clean rooms provide basic amenities.

HOTEL ACCOMMODATION

3 star hotels, single (double bed) or twin-bed rooms are equipped with nice and modern furniture, bathroom, kettle (or 24 hours hot and cold spring water), cups and jasmine teabags, hairdryer, satellite TV, fridge, telephone, air conditioning. A laundry service is also available at a very reasonable price. Most hotels also provide a business center where you can send and collect your email. Four and five star hotels have more facilities, some with swimming pool.

PRICE RANGE

Cost of the 4 week executive program, lodging, and cultural activities is about:

\$3,700*

*Cost can vary according to lodging and board

ELIGIBILITY AND GUIDELINES

U.S. citizens traveling on regular passports for tourism or business do not need a visa for a stay of 90 days or less. Those planning a longer visit must obtain a visa in advance.

Minimum age of 18 unless accompanied by an adult.

ACTIVITIES AND EXCURSIONS

Cultural activity program is offered each week but remains optional. Some are free, others range from \$6-\$12 each (average 65 RMB). Optional field trips including meals are usually under \$40 unless they include lodging). Here is a sample activity program:

Monday - Lama Temple or Calligraphy

Tuesday - Visit of Former residence Song Qingling or Tai Chi

Wednesday - China Gallery or Dashanzi Art village

Thursday - Chinese Movie at school

Friday - Houhai bar street / tasting a cup of Chinese tea

Other: Tai Chi Chinese calligraphy, Chinese painting, Paper cutting, Dumpling making (tasting included!), Chinese cooking, Chinese medicine, Visit to Panjiayuan flea market, Visit to the Hutong (ancient section)

HOW TO REGISTER

To register for the EXECUTIVE PROGRAM in Beijing, either follow the link below or call 1-888-678-6211.

<http://www.nrcsa.com/reg/on-line/regform.html>

When you register, \$140 USD is due to secure your place in the program.