



THE UNIVERSITY OF
SYDNEY

Young Leaders Program: Global Business Management and Cross Cultural Communication

**Keio University, Japan
25 February – 14 March 2020**

WELCOME TO THE UNIVERSITY OF SYDNEY

Founded in 1850, the University of Sydney is Australia's oldest university. Over the past 160 years, we have established a solid international reputation for outstanding teaching and excellence in research. We maintain a university in which the brightest researchers and the most promising students from all social and cultural backgrounds can thrive and realize their full potential for the benefit of themselves, Australia and the wider world. We continually strive to find new ways of being accountable to the public good by producing ideas and people leading to better solutions and richer lives.

- Year of foundation: **1850**
- Enrolments (total): **61,309** (2018)
- Enrolments (international): **22,144** (2018)
- Countries represented by our student body: **170**
- Alumni worldwide: **350,000**
- Staff: **8500**
- Items in the University's Library: more than **5.2 million**
- Student clubs and societies: **200+** including **43** sports clubs

YOUNG LEADERS PROGRAM

Global Business Management and Cross Cultural Communication is a tailor made, three-week intensive program designed for selected students from Keio University.

The program is delivered through a combination of English classes, academic lectures, workshops, discussions and educational field trips. It facilitates an interactive learning approach with participants encouraged to engage in discussions and debates with their peers.

The learning outcomes of the program are:

- Recognise the importance of understanding Australian cultural values and their impact on society and business
- Effectively use cross-cultural communication and leadership skills in daily life and a global business management career
- Improve ability and confidence in using English language skills in an academic and business environment
- Develop relationships and networks with Australian students, academics and the local community.

PROGRAM COMPONENTS

Component 1: English language communication skills

The aim of this component is to enhance the overall English proficiency of students across all skills: speaking, listening, reading and writing skill, as well as to develop confidence in interacting with native English speakers within the broader community and academic space using an integrated approach towards achieving optimum communicative competence.

Some of the topics covered may include: Australian history and society and business culture, law and politics, global work environments, cross cultural communication and multiculturalism. Students are expected to actively participate in various discussions, group work activities, in-class presentations and assignments.

Component 2: Lectures and Workshops

These lectures and workshops will allow students to further develop their understanding in global business issues and cross cultural communication. Lectures and workshops will encourage students to actively participate and engage in utilizing new concepts and ideas.

1. *Australian History, Politics and Culture.*

An introduction to understanding Australia, this session will look at indigenous history, discovery of Australia by the British and early settler life in Sydney. The second half will focus on learning about Australia's type of government and political system, economy and currency, demographics and multicultural society, geography, plants and animals.

2. *Global Products, Services and Cross Cultural Marketing Management*

This module is about how a business can integrate and function successfully in international market environments. The module delves into the international macro environment including political, economic, social, cultural, technical and regulative environments with an emphasis on culture. The module is about how these macro environmental factors affect the firm and its microenvironment comprising the firm, its suppliers, competitors, and its stakeholders. The module deals with how to develop and implement an international strategy by investigating stages in globalisation and factors affecting international and multi-national global strategy with an emphasis on adaptation versus global marketing strategy with an emphasis on standardisation.

3. *Managing Marketing Mix in a Global Marketplace*

This module directly looks in the business in relation to marketing mix elements and delves into which product and services to market in a foreign country market (product strategy) and distribution and logistics re decisions including wholesaler, retailer decision making in international markets (distribution strategy). It further deals with pricing of the products in international markets (pricing policy) and how to use the integrated marketing communication; i.e., promotional tools in foreign markets (promotional strategy). These involve advertising, PR, e-marketing and personal selling.

4. *Effective Ongoing Client and Stakeholder Communication, and Customer Service Excellence*

This module delivers the principles of effective stakeholder management in everyday working situations. Stakeholders are all those individuals and team members involved in helping the organisation to achieve its objectives.

5. *Global Entrepreneurship OR Start-ups – Successes and Failures*

Global Entrepreneurship

In this module, we invite external guest speakers who have founded their own global companies or work as freelancers both in Australia and internationally to discuss their brand, company and business model. The speakers will share their insights about the importance of understanding different cultures during start-to-end business engagement including marketing, business development, product or service provision stages etcetera. Students will learn different techniques to successfully promote products and services across different countries and cultural backgrounds.

Start-ups – Successes and Failures

This module discusses the difference between start-ups, small business and entrepreneurship and what may lead to the success or failure of a new start-up. Students will meet with staff from a startup program that provides seed funding and assistance to individuals aspiring to launch their personal start-up ideas into viable commercial and sociable ventures. Students will be introduced to some existing successful start-ups that have begun in Sydney.

6. *International Business Strategy and Management I and II*

- I. ***Globalization and international business:*** This session will examine the impact of globalization on business and business on globalization. It will explore to what extent people are globally connected. We will also question what we mean by the concept of distance and the extent to which it affects the internationalization of business. In particular, is the impact of distance on internationalization most importantly assessed inter-regionally, intra-regionally, or country-by-country.
- II. ***Global business strategy and multinational enterprises:*** This session will examine the extent to which multinational enterprises adopt global or regional strategies. It will explore how firms internationalize in practice and how they overcome barriers to internationalization. In particular, it will assess the extent to which internationalization is good for business performance.

7. *Leadership, People Management and Teamwork*

Understanding self-leadership and emotional intelligence theory will allow participants to evaluate their own strengths and weaknesses in leadership. There will also be a number of interactive activities to enable students to improve their skills in teamwork and leadership. In this increasingly globalized world, it is essential to have strong communication skills and intercultural understanding in order to be successful. Students will learn how to understand and work with people from different cultural backgrounds as well as using different types of communication skills. Through workshops and team activities, students will discover the importance of culture and diversity.

Component 3: Educational Field trips and visits

The field trips and visits are designed to complement the students learning and to give them a broader understanding of Australian environment and lifestyle.

1. ***Beach: Surf Education and Safety Workshop:*** This activity will include a lecture on the history of Australian beach culture as well as beach safety rules. Students will then do some practical lifesaving training including water skills and beach training games.

2. **International Business and Banking. Visit to MUFG Bank:** Students will visit the corporate office of a local company to meet with employees to discuss the employees' experience of working in Australia compared to overseas countries, and how cultural differences may influence the day-to-day operations of global business management.
3. **Reserve Bank of Australia Museum: Australian Currency, Finance and Economy:** The Reserve Bank of Australia (RBA) is Australia's central bank. Its duty is to contribute to the stability of the currency, full employment, and the economic prosperity and welfare of the Australian people. The visit will include a history of Australian finance and currency as well as explanation of Australian notes and coins and how they have changed over time. It will also look at the current economic ties between Australia and Japan.

Component 4: Cultural activities

Cultural activities enable students to understand more about Australian culture and values and see how these impact work and lifestyle.

1. **Cultural Exchange with Student Cultural Ambassadors:** This is an opportunity for students to practice informal conversation skills with local students (native English speakers) while partaking in a cultural activity such as an educational workshop, Australian sports session or guided tour of a tourist site.
2. **Australian Cooking Class and Cross Cultural Communication practice:** Together with our Student Cultural Ambassadors, Keio students will read, plan, prepare and cook a simple recipe of a popular Australian snack food such as Vegemite and cheese pastries or mini Pavlova desserts. Throughout the session, students will be encouraged to discuss the local and traditional foods and the dining customs of their respective countries whilst using their English reading, comprehension and speaking skills in a practical way.

Component 5: Interaction with local students

1. **Ambassadors:** Several local University of Sydney student Ambassadors will join the group, giving the Keio students the opportunity to ask questions and find out more about student life at the University of Sydney. Over the three weeks, these ambassadors will join the students on some of the field trips and cultural activities as well as some of the workshops, providing multiple opportunities to form friendships and learn more about Australia.

Component 6: Assessment:

Attendance and Participation (10%)
 English Assignment 1 (10%)
 English Presentation 2 (40%)
 Essay on selected lecture (40%)

**Note: All Lectures, trips and activities are subject to availability of presenters and the final program may differ from this outline.*

Young Leaders Program: Global Business Management and Cross Cultural Communication 2020

Keio University

25 February – 14 March 2020

Week 1

Mon 24	Tue 25 Feb	Wed 26 Feb	Thurs 27 Feb	Fri 28 Feb
Depart Japan	Flight Arrival Flight TBC Airport pick-up by the International Leaders Program (ILP) staff. Coach transfer to University. Homestay families collect students from campus.	<p style="text-align: center; color: #0070c0;"><i>Venue TBC</i></p> <p>9.30 – 10.30 Welcome and Program Orientation by ILP Team</p> <p>10.30 – 11.00 Homestay Orientation</p> <p>11.00 – 12.00 Campus Tour with Student Cultural Ambassadors</p> <p>12.00 – 13.30 Welcome Lunch provided by ILP</p> <p>13.30 – 15.30 <u>Lecture</u> Australian History, Politics and Culture</p>	<p style="text-align: center; color: #0070c0;"><i>Venue TBC</i></p> <p>9.30 – 12.00 <u>English Class</u> Business English and Cross Cultural Communication</p> <p>12.30 – 13.30 Lunch Break</p> <p>13.30 – 15.30 <u>English Class</u> Business English and Cross Cultural Communication</p>	<p style="text-align: center; color: #0070c0;"><i>Venue TBC</i></p> <p>10.00 – 12.30 <u>Cultural Activity</u> Cultural Exchange and Activities with Student Cultural Ambassadors</p> <p>12.30 – 13.30 Lunch Break</p> <p>13.30 – 16.00 <u>Field Trip</u> Beach: Surf Education and Safety Workshop with Student Cultural Ambassadors</p>
Sat 29 Feb		Sun 1 March		
Free Day		Free Day		

Week 2

Mon 2 March	Tue 3 March	Wed 4 March	Thurs 5 March	Fri 6 March
Venue TBC	Venue TBC	Venue TBC	Venue TBC	Venue TBC
9.30 – 12.00 <u>English Class</u> Business English and Cross Cultural Communication	9.30 – 11.30 <u>Lecture</u> Global Products, Services and Cross Cultural Marketing Management	10.00 – 12.00 <u>Guest Lecture</u> Effective Ongoing Client and Stakeholder Communication, and Customer Service Excellence	10.00 – 12.00 <u>Field Trip</u> International Business and Banking. Visit to MUFG Bank.	9.30 – 12.00 <u>English Class</u> Assessment 1 Preparation
12.00 – 13.30 Lunch Break	11.30 – 13.00 Lunch Break	12.00 – 13.30 Lunch Break	12.00 – 13.30 Lunch Break	12.00 – 13.30 Lunch Break
13.30 – 15.30 <u>English Class</u> Business English and Cross Cultural Communication 15.30 – 16.00 Initial Homestay Evaluation	13.00 – 15.00 <u>Lecture</u> Managing Marketing Mix in a Global Marketplace	13.30 – 15.30 <u>Guest Lecture</u> Global Entrepreneurship OR Start-ups – Successes and Failures	13.30 – 15.30 <u>Field Trip</u> Reserve Bank of Australia Museum: Australian Currency, Finance and Economy	13.30 – 15.30 <u>Cultural Activity</u> Australian Cooking Class and Cross Cultural Communication practice. with Student Cultural Ambassadors
Sat 7 March		Sun 8 March		
Free Day		Free Day		

Week 3

Mon 9 March	Tue 10 March	Wed 11 March	Thurs 12 March	Fri 13 March
<i>Venue TBC</i>	<i>Venue TBC</i>	<i>Venue TBC</i>	<i>Venue TBC</i>	<i>Venue TBC</i>
9.30 – 12.00 <u>English Class</u> Business English and Cross Cultural Communication	9.30 – 12.00 <u>Lecture</u> International Business Strategy and Management: I	9.30 – 12.00 <u>Lecture</u> Leadership, People Management and Teamwork	9.30 – 12.00 <u>English Class</u> Business English and Cross Cultural Communication	9.30 – 12.00 <u>English Class</u> Final Assessment: Group Presentations
12.00 – 13.30 Lunch Break	12.00 – 13.30 Lunch Break	12.00 – 13.30 Lunch Break	12.00 – 13.30 Lunch Break	12.00 – 13.30 Farewell Lunch, provided by ILP
13.30 – 15.30 <u>English Class</u> Business English and Cross Cultural Communication	13.30 – 15.30 <u>Lecture</u> International Business Strategy and Management: II	13.30 – 15.30 <u>Lecture</u> Business Negotiation	PM Independent study and preparation for Final Assessment	13.30 – 15.30 <u>Closing Ceremony</u> <ul style="list-style-type: none"> • Program Evaluation • Certificate Presentation • Group Photo

Sat 14 March	ASSESSMENT DEADLINE TBC
Transfer from homestay to University. Coach Transfer to Sydney International Airport Flight Departure: TBC	