

## INTERNATIONAL SUMMER UNIVERSITY (ISU) HONGKONG 2017

**LITTICH** Edith, Vienna University of Economics and Business

**HUI** Pamsy, The Hongkong Polytechnic University

### General Information

The International Summer University (ISU) program Hong Kong 2017 (hereinafter referred to as ISU Hong Kong 2017) was held in Hong Kong from July 10 to August 4, 2017 as a joint program of The Hong Kong Polytechnic University (hereinafter referred to as PolyU) and WU (Vienna University of Economics and Business) (hereinafter referred to as WU). The ISU Hong Kong was a success considering that it was organized for the first time, fulfilling both the expectations of the PolyU and of the Austrian students (overall satisfaction: 2,04; WU: 2,05, PolyU: 2,00). The program was co-taught by faculty members from PolyU and WU. It focused on “Managing global business and marketing challenges – An Asian Perspective”. In total 30 students have been nominated to take part in ISU Hong Kong 2017 (20 WU/10 PolyU).

### Academic Program

The academic coordination of ISU Hong Kong 2017 was carried out jointly by Prof. Dr. Barbara Stöttinger (WU) und Dr. Pun-zee Pamsy Hui (PolyU) as well as Mr. Sherman Lam. Classes had a strong emphasis on interactivity and presentations. Topics focused on understanding the Hong Kong and Chinese market and conducting a marketing entry strategy for different Asian countries. WU faculty representatives were Prof. Dr. Barbara Stöttinger and Dr. Brigitte Bojkowszky. The lecturer teaching from PolyU was Mr. Sherman Lam, M.B.A.

### Company Visits

Four company visits enriched the academic courses. They allowed students to experience how businesses work in the region and provided useful and interesting insights into the respective companies. The students visited “STS Sugar Co. Ltd.”, their project partner “Paul Lafayet”, “Liebherr (HKG) Ltd.” and “Red Bull Hong Kong Ltd.” Furthermore, Mag. Franz Rössler, the Austrian Trade Commissioner for Hong Kong, Macao and South China held a fascinating guest speech at the PolyU. The students appreciated all of the visits, especially the visit to Paul Lafayet and Red Bull.

### Intercultural Evening and Understanding

In addition to international teamwork on a group project throughout the program, students held an International Cultural Event (ICE) on July 20, 2017. At the so-called „ICE“, students presented their everyday life at their respective country by introducing traditional food, music, games and dances. The Hong Kong field trip was a highlight for the WU students because they had the chance to discover different sides of Hong Kong at the very beginning of the program.