



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

# AUSTRALIAN BUSINESS EXPERIENCE PROGRAM

# THE UNIVERSITY OF QUEENSLAND

*Studying at a university ranked in the top 100 worldwide has its advantages...*

- Received more Australia Awards for University Teaching than any other Australian University.
- St Lucia is renowned as one of Australia's most attractive university campuses.
- UQ ranks 47<sup>th</sup> in the world according to QS World University Rankings.
- Awarded the maximum five-star rating for student demand, staff qualification and resources.\*
- UQ Business School MBA program ranked 16<sup>th</sup> in the world by The Economist, identified as leading MBA outside of Europe and North America.

Top 100 rankings: Times Higher Education World University Rankings (2017), QS World University Rankings (2017), Academic Rankings of World Universities (2017)

\*The Good Universities Guide (2018)



GROUP  
OF EIGHT  
AUSTRALIA

# BRISBANE

*a modern city lifestyle at a relaxed subtropical pace*

- State capital of Queensland and Australia's third largest city
- Warm, subtropical climate
- Welcoming, multicultural population of 2.1 million





# BRISBANE

*200 days of sunshine a year*

Summer (December-January)  
20-30°C / 68-86°F

Autumn (March-May)  
12-28°C / 53-82°F

Winter (June-August)  
8-21°C / 46-70°F

Spring (September-November)  
12-26°C / 53-79°F





# BRISBANE

*Easy to use, safe public transport*







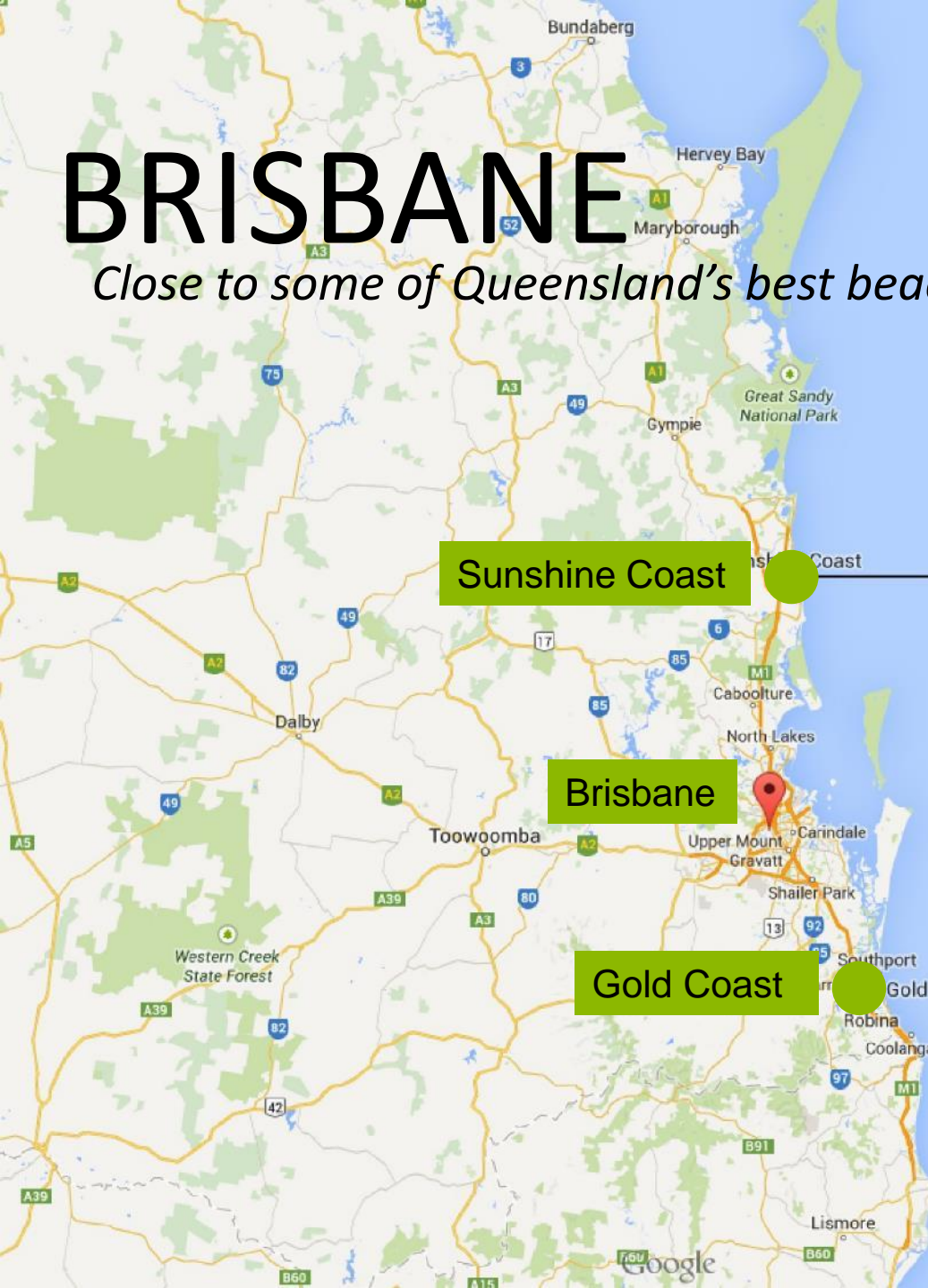
# BRISBANE

*Ranked No. 16 as world's most liveable cities 2017\**

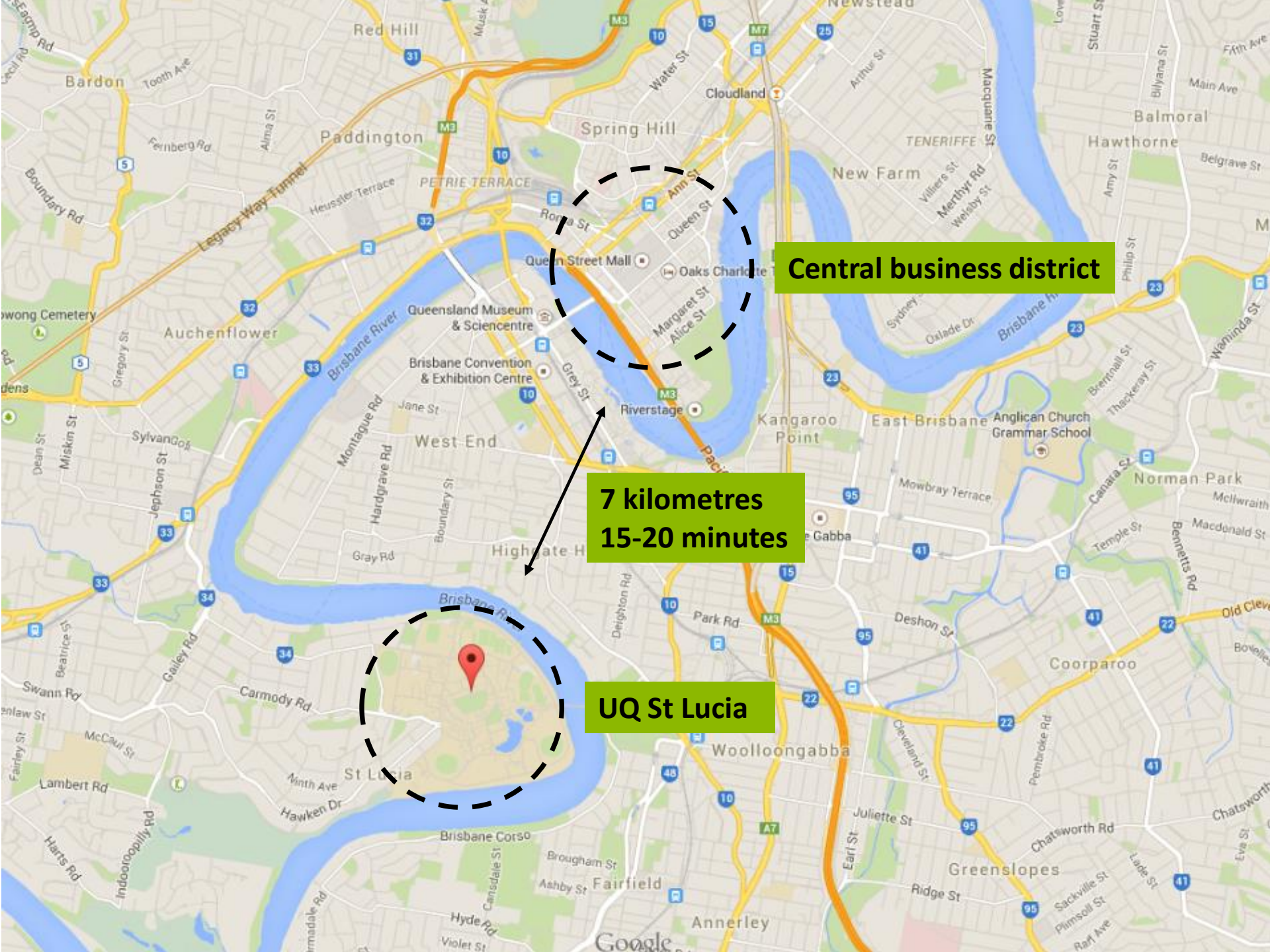


# BRISBANE

*Close to some of Queensland's best beaches*







**Central business district**

**7 kilometres  
15-20 minutes**

**UQ St Lucia**





# UQ ST LUCIA

UQ-ICTE students can find almost everything they need on campus including

- 220+ affiliated clubs and societies
- Places to eat and drink including coffee shops, student cafeterias, Subway restaurant and Pizza Cafe
- Gym, swimming pool and playing fields
- Health, counselling, employment and accommodation services
- Art galleries, museums, movies, live entertainment and special events



# ABOUT UQ-ICTE

The University of Queensland's Institute of Continuing & TESOL Education (UQ-ICTE) is an award-winning institute with more than 30 years experience developing and delivering customised study abroad programs.

## Our programs

- Draw on the teaching and research strengths of The University of Queensland
- Connect students with industry leaders through guest lectures, workshops and site visits
- Introduce students to new cultures and new ways of thinking





THE UNIVERSIDAD DE LIMA  
AUSTRALIAN BUSINESS EXPERIENCE  
PROGRAM  
30 July – 11 August, 2018



# FIVE REASONS TO SIGN UP

1. Gain a global perspective. The best way to learn about the world is to leave home!
2. Discover how Australian politics, economy and culture influence its business practices and place in the Asia Pacific region
3. Attend lectures, seminars and workshops at a world top 100 ranked university
4. Learn how the 'rise of Asia' and emerging economies are changing global business
5. Visit Australian business and experience first-hand how today's business leaders are preparing for tomorrow's challenges

# A TYPICAL DAY

## **7.30 – 8.45 am**

- Wake up and have breakfast with your Australian homestay family
- Travel by public transport to UQ St Lucia

## **9.00 am – 12.00 midday**

- Morning session (lecture, workshop or seminar)

## **12.00 – 1.00 pm**

- Lunch on campus

## **1.00 – 3.30 pm**

- Afternoon session (lecture, workshop, seminar or site visit)

## **3.30 pm - evening**

- Free afternoon to explore Brisbane
- Dinner and conversation with your homestay family



# SAMPLE LECTURES, SEMINARS & WORKSHOPS

# Australian Business

- Introduction to the Australian Political, Social And Cultural Environment
- Development Of Australia's Economy (Historical development up to World War II, Post-war development, Engagement with Asia)
- The Australian Business Environment
- Marketing & Consumer Behaviour
- Entrepreneurship





# Asia Pacific Business

- Introduction to the Asia-Pacific Region (history, culture and politics)
- Regional Strategic Political, Security & Economic Alliances
- Marketing in the Asia Pacific Region
- Business Opportunities in Asia





# Emerging Markets

- Addressing Multinationals - Challenges of talent management in emerging economies
- Effects of Global Business And Globalization on Emerging Markets
- Definitions and Characteristics of Emerging Markets





# SAMPLE SITE VISITS

**Site visits will let you experience business theory in action in a global context.**

Sample site visits include:

- Port of Brisbane
- Sirromet Winery & discussion with Marketing Manager for Asia
- Perfect Potion



# *Port of Brisbane*

*One of Australia's fastest growing container ports, and Queensland's largest general cargo port.*



# *Sirromet Winery*

*An Australian local and Asia Pacific export success story. A family owned winery that has collected over 800 prestigious national and international wine awards since opening in 2000.*





# *Perfect Potion*

*A privately owned Australian manufacturer and retailer of organic skincare and aromatherapy products.*



# *Lone Pine Koala Sanctuary - Tuesday*

*The Sanctuary is the world's first and largest koala sanctuary with 130 koalas. Hold a koala, hand feed kangaroos and meet a large variety of Australian wildlife in beautiful, natural settings.*





*Presentation by, or site visit to a  
company doing business with Peru –  
to be finalised*





# *Tangalooma Island Resort - Saturday*

*Optional tour at own cost - Tangalooma Island Resort is a 75-minute catamaran cruise from Brisbane. The resort is a family holiday destination for guests seeking a unique adventure, educational or nature based experience - right on Brisbane's doorstep.*





# *Free day - Sunday*

*Optional activities at own cost include:*

- Springbrook Rainforest 1 day tour*
- Dreamworld tickets*
- Visit Gallery of Modern Art (Free)*
- Trip to Southbank and Riverside Markets or downtown shopping (Free)*
- City Cat (Ferry) trip*



# What our students had to say:

“It was an amazing experience, I really enjoyed it. It gives you the opportunity to learn about a new culture. In addition, it opens your eyes to new markets.”

“Wonderful. It has been a pleasure to visit and learn more about the market and culture of Australia. It can bring a lot of opportunities that you cannot imagine. It is perfect.”

“It was great being in Brisbane, I learned a lot about the Asian market and culture. Also, I practised my English talking to my homestay family. It was very interesting to learn about international business in a different country with people who have another perspective of the world. Everything was very good, every presentation and also the campus is very nice. I hope I can come back to UQ soon.”



# Program Details Fees for 10-14 students

## 3,050 AUD equivalente a \$ 2,400 USD (aprox.)

### *What is included?*

1. Program, tuition & program materials (presentations/seminars/site visits)
2. Homestay accommodation (breakfast and dinner on weekdays, breakfast, lunch and dinner on weekends)
3. Go Card – public transport card
4. Airport transfers & transfers to site/cultural visits
5. UQ Group Leader
6. Meals (as per itinerary)
7. Farewell reception

### *What is not included?*

1. Interpreters or written translation of program materials from English to Spanish
2. Airfares
3. Health and travel insurance
4. Participant's personal expenses

# *Homestay accommodation*

Homestay accommodation is a great way to learn about Australian culture and to practise English in a safe, friendly and relaxed environment.

Homestay accommodation includes:

- private bedroom with bed, desk, chair and wardrobe
- access to all family areas of the home
- breakfast and dinner on weekdays
- breakfast, lunch and dinner on weekends
- basic internet access (restrictions such as no large downloads can apply).

Homes are typically located within 10 kilometres of the UQ St Lucia campus in Brisbane.

