

漫游北京 感知中国

Explore Beijing, Feel China

北
京

10 Tourist
Attractions

Chinese Cultural
Experience

Business
Exploration



INTERNATIONAL
BUSINESS SCHOOL
OF BFSU
北外国际商学院



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ChinaXplore @ IBS.BFSU
Short-Term Program

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THE BENEFITS

01 Discover Beijing's Iconic Landmarks

Visit world-famous sites like the Great Wall, Forbidden City, and Temple of Heaven with guided insights.

02 Be Cultural Ambassador

Showcase your own country's culture in the trip learning about Chinese culture and be a part to advance the mutual exchanges between two countries.

03 Make Friends with Chinese Peers

Have outstanding BFSU students join your trip and take you go around Beijing.

04 Explore Chinese Business

Enjoy the school-enterprise resources of IBS.BFSU. Go into IBS.BFSU's partner companies, have a face-to-face meeting with business managers.

05 Take Unforgettable Memories

Capture every exciting moment and build lasting memories with your new friends in Beijing.

DESTINATION

BEIJING

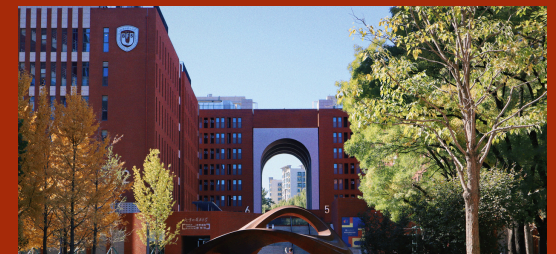
Beijing is the capital of the People's Republic of China and it has been the capital for five dynasties during the long history of China. As the political, cultural, economic and business center of China, Beijing is home to headquarters of many Chinese companies and branches of almost all Fortune 500 multinationals. Most of the best Chinese universities are located in Beijing, attracting talents from all over the world. This fast-changing city gives an impression of a modern city with strong traditional flavour.



ORGANIZER

International Business School
Beijing Foreign Studies University

Beijing Foreign Studies University (BFSU) is a key public university directly affiliated with and financed by the Ministry of Education of China. It's reputed as the "cradle of diplomats" in China, with alumni including more than 400 Chinese ambassadors and over 1000 diplomatic counsellors. International Business School (IBS) is the largest school in BFSU and the most internationalized business school in China, with 1200 Chinese students and 600 international students from over 80 countries studying together. We offer various business programs in English and in Chinese, including bachelor programs, master programs, one-semester certificate programs, and summer camps.



ATTRACTIONS

01 Tian'anmen Square-Forbidden City

Tian'anmen Square:

The world's largest city center square, you can also see Chinese landmarks such as the Great Hall of the People, Monument to the People's Heroes, and the Tian'anmen Gate Tower on the square.



Forbidden City:

The most complete and largest existing palace complex in human history, and it is the imperial palace of the Ming and Qing dynasties in China. You can experience the art of ancient Chinese architecture, get a close look at Chinese cultural relics collections, and capture the atmosphere of ancient court life here. Official website: <https://www.dpm.org.cn/>



02 Temple of Heaven

The Temple of Heaven, located in Beijing, China, is a magnificent complex built during the Ming Dynasty, where emperors performed rituals to honor heaven and pray for good harvests. Featuring unique architectural designs like the Circular Mound Altar and the Hall of Prayer for Good Harvests, it symbolizes the ancient Chinese philosophy of harmony between humans and nature.

Recognized as a UNESCO World Heritage Site, visitors can also enhance their experience by sampling Temple of Heaven coffee and exploring the creative cultural products available.

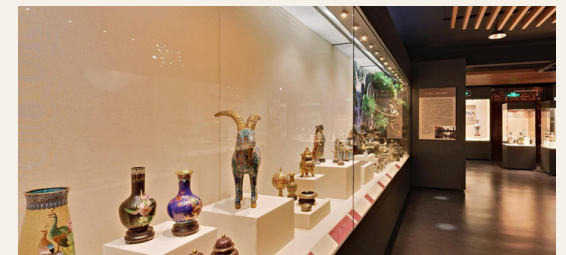


03 Beijing Enamel Factory

The Beijing Enamel Factory Co., Ltd., established in January 1956, stands as a testament to the rich history of cloisonné craftsmanship. It was formed by merging 42 private enamel factories and even the former imperial workshop of the Qing Dynasty.

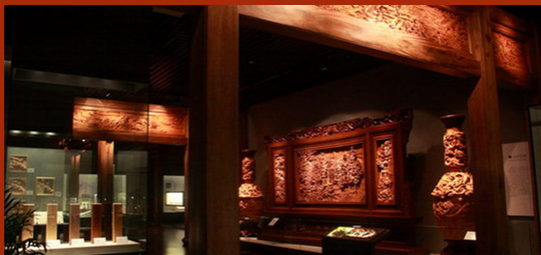
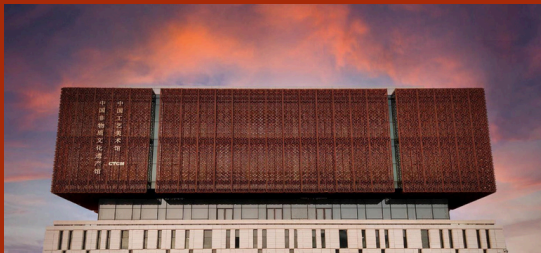
This company holds a unique position as the only Chinese time-honored brand in the national cloisonné industry. It's also recognized as a production protection demonstration base for the national intangible cultural heritage of Jingtai Blue making techniques. What's more, it boasts China's first Jingtai Blue art museum and an interactive experience venue.

A highlight of visiting the Beijing Enamel Factory is the opportunity to watch artisans at work, providing a fascinating glimpse into the intricate process of creating these exquisite enamel pieces.



04 Chinese Traditional Culture Museum

The China National Arts and Crafts Museum and China Intangible Cultural Heritage Museum (also known as the Chinese Traditional Culture Museum) is a non-profit public institution under the Ministry of Culture and Tourism. The museum is dedicated to the collection and display of exceptional Chinese arts and crafts, highlighting major projects representing intangible cultural heritage.



05 Olympic Park (The Bird Nest+The Water Cube)

National Stadium (The Bird Nest):

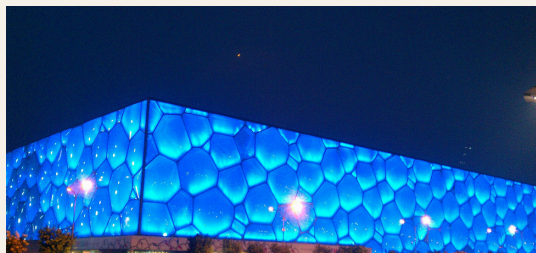
It is the main stadium and the venue for the opening and closing ceremonies of the 2008 Beijing Summer Olympics and the 2022 Beijing Winter Olympics. The shape of the stadium is like a “nest” and cradle of life, holding the hope of mankind for the future. Official website: <https://www.n-s.cn/>



National Aquatics center (The Water Cube):

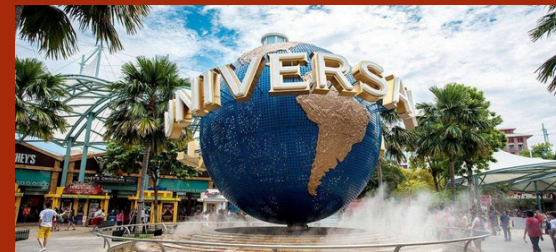
The National Aquatics Center is a boutique venue for the 2008 Beijing Olympics and a classic renovation venue for the 2022 Beijing Winter Olympics. Water Cube is in harmony with the circular shape and red color of the Bird's Nest. Both of these building hark back to traditional beliefs and architectural practices of ancient China with their basis in religions like Confucianism.

Please note that the Bird Nest and the Water Cube are viewed from the outside and do not enter the interior.



06 Universal Studios

It is the third universal resort in Asia and consists of seven different theme parks, including Jurassic Park, Transformers, Harry Potter, and Kung Fu Panda.



07 Summer Palace

The Summer Palace: The royal palace and large royal gardens. The Summer Palace has accumulated a profound cultural tradition of Chinese gardens and has become a master of Chinese classical garden art. In 1998, the Summer Palace was listed as a world cultural heritage.



08 Hutong (Shi Cha Hai / Nanluogu Lane)

TShichahai :

TShichahai is a famous scenic area in the northwest part of Beijing, which includes three lakes (Qianhai, meaning Front Sea; Houhai, meaning Back Sea, and Xihai, meaning West Sea), surrounding places of historic interest and scenic beauty, and remnants of old-style local residences, Hutong and Courtyard.



Nanluogu Lane:

It is one of the oldest neighborhoods in Beijing, and is the largest, highest-grade, and richest chessboard-style traditional residential area in China, with the Yuan Dynasty hutong courtyard texture preserved intact, as well as the most ancient Beijing style street.



09 Mutianyu Great Wall (with cable car)

It is one of the famous sections of the Great Wall of China, which is the longest Great Wall in China, and the wall remains intact, and it reflects the ancient charm of the Great Wall in Ming Dynasty well. In 1987, Mutianyu Great Wall was listed as "World Cultural Heritage" by UNESCO.



10 Beijing Zoo (including the Aquarium)

Situated in the Xicheng District, Beijing Zoo was the first of its kind in China. It contains a diverse collection of animals, a number of exhibition halls and some sites of historical interest.



ACTIVITIES

01 Seminars and Academic Exchanges

Step into BFSU classroom and attend seminars on China's economy, business, policy and culture, or language courses.

*This seminars are recommended for students with at least undergraduate background.



02 Visit IBS.BFSU Partner Companies

Students will visit two enterprises per day (such as Lenovo, Beijing Hyundai, etc.). The department heads of the enterprises will introduce business operation, marketing strategies etc. to students, and answer questions from students.

This is a rare opportunity for students to learn about Chinese enterprises and meet key personnel from the companies.

NOTES

CERTIFICATE

Every student who take apart in the activities will receive a certificate filled with memories, serving as a testament to this unforgettable experience.

SPEICAL MEALS

There are two special meals: Peking Roasted Duck and Copper Pot Hot Pot.



PEKING ROASTED DUCK



COPPER POT HOT POT

COST

The program cost includes:

- Local transportation
- Accommodation
- Tickets for attractions
- 3 meals/day
includes 2 speical meals
- Insurance
- Pre-departure materials
for VISA

The airtickets and visa fee are not included

PRICE

\$2100 per person

CHINAXPLORE @ IBS.BFSU SHORT-TERM PROGRAM SCHEDULE

No	Date	Time	Schedule	Meals
Day 1	11.10	Morning	Arrive in Beijing	Dinner
		Afternoon		
Day 2	11.11	Morning	Opening Ceremony+Campus Tour	Breakfast+ Lunch + Dinner
		Afternoon	Lecture: Pinyin+Basic Chinese Lecture: Traveling & Living in Beijing	
Day 3	11.12	Morning	Tian Anmen Square+ Forbidden City	Breakfast+ Lunch + Special Dinner
		Afternoon	Temple of Heaven	
Day 4	11.13	Morning	Beijing Enamel Factory	Breakfast+ Lunch + Dinner
		Afternoon	Cultural Experience: Making Lacquer Fan+Chinese Calligraphy	
Day 5	11.14	Morning	Chinese Traditional Culture Museum	Breakfast+ Lunch + Dinner
		Afternoon	Olympic Park (The Bird Nest+The Water Cube)	



CHINAXPLORE @ IBS.BFSU SHORT-TERM PROGRAM SCHEDULE

No	Date	Time	Schedule	Meals
Day 6	11.15	Morning	Universal Studios	Breakfast+ Dinner
		Afternoon		
Day 7	11.16	Morning	Freetime	Breakfast
		Afternoon		
Day 8	11.17	Morning	Business Lecture	Breakfast+ Lunch + Dinner
		Afternoon	Company Visit	
Day 9	11.18	Morning	Summer Palace	Breakfast+ Lunch + Dinner
		Afternoon	Hutong (Shi Cha Hai / Nanluo Guxiang)	
Day 10	11.19	Morning	Mutianyu Great Wall (with cable car)	Breakfast+ Lunch + Dinner
		Afternoon		
Day 11	11.20	Morning	Beijing Zoo (including Aquarium)	Breakfast+ Lunch + Special Dinner
		Afternoon	Closing Ceremony+Shopping mall	
Day 12	11.21	Whole Day	See off	Breakfast

*The specific itinerary may be subject to change due to force majeure, and the final interpretation right of this project belongs to IBS.BFSU.

