

DEPARTMENT OF MANAGEMENT'S EDUCATIONAL TRIP TO PARIS



Recently, the Department of Management, City University of Hong Kong, organized a trip to Paris as part of the "Overseas Business Discovery" course led by Professor Jane Lu. The trip provided students with a unique opportunity to gain valuable knowledge and skills in international business and cross-cultural communication while immersing themselves in French culture.

One of the highlights of the trip was visiting the world-famous Le Louvre art museum, where the students were able to admire masterpieces of art and architecture, such as the Mona Lisa, the Venus de Milo, and the Pyramid. They also learned about the history and culture of France through the exhibits, which left a lasting impression on them. The students visited Amboise, a town in the Loire Valley where Leonardo da Vinci spent his last years. They also enjoyed a tour of the Seine River while admiring the historically significant Parisian landscapes. They also attended cultural shows and visited local universities to get a true picture of Paris.



In addition to the cultural experiences, the trip also provided valuable educational opportunities in international business. The students attended academic seminars and workshops on topics related to global marketing, media, tourism, and nation branding and visited several leading companies and organizations in the banking, stock exchange, and luxury fashion industries. These visits gave the students a firsthand look at the inner workings of these industries and allowed them to exchange ideas with local industry professionals.



The trip to Paris was a unique and enriching experience for the students, providing them with valuable knowledge and skills in international business and cross-cultural communication. The memories and lessons learned from this trip will undoubtedly stay with the students for years to come, shaping their personal and professional development. The trip was a true testament to CityU's commitment to providing a professional, creative, and global education for its students. We commend Professor Jane Lu and the Department of Management, City University, for providing students with such an exceptional educational experience.