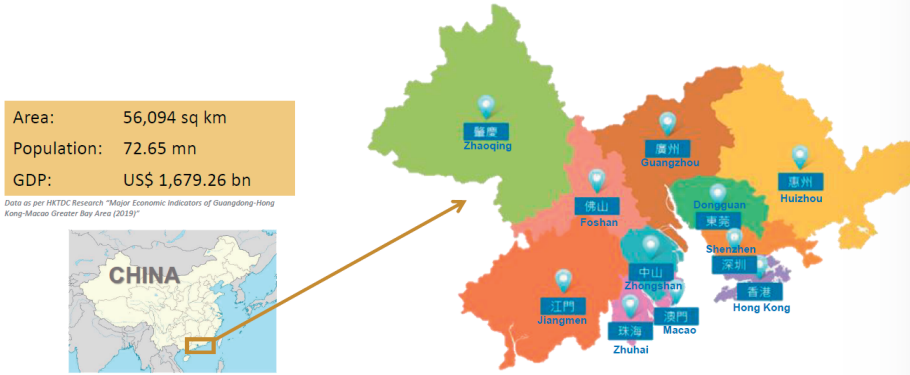


Program Overview



The GBA Discovery Program provides an in-depth exploration of the Guangdong–Hong Kong–Macao Greater Bay Area (GBA) — one of the world’s most dynamic economic and innovation hubs. The program offers a unique blend of academic learning, industry engagement, and culturalimmersion. Participants will explore the GBA’s thriving economy, technological advancements, and rich cultural heritage rooted in Lingnan culture¹, whose openness and inclusivity have fueled its high-tech innovation and vitality. Through firsthand experiences, students will uncover its role as a global bridge between East and West.



¹ Lingnan culture refers to the traditional and regional culture of southern China's Lingnan area (including Guangdong, Guangxi, Hainan, Hong Kong, and Macau), characterized by Cantonese language, cuisine, architecture, and folk arts. Shaped by the ancient Maritime Silk Road, it blends Central Chinese traditions, maritime influences, and overseas interactions, embodying a unique identity of openness, pragmatism, and innovation.

Program Highlight

Cultural Fusion

Explore how Guangzhou,Shenzhen,Hong Kong and Macau blend rich cultural heritage with cutting-edge innovation. Experience the GBA’s dynamic balance between tradition and modernity, exploring historic landmarks and modern business hubs.

Practical Chinese Learning

Chinese learning goes beyond language,integrating into business,culture,and daily interactions. Students will use Chinese in professional settings,gaining the skills needed to navigate China’s seconomic landscape.

Economic Powerhouse

Gain firsthand exposure to China’s innovation, policy,and entrepreneurship through industry visits, expert insights,and real-world case studies. Understand the GBA’s role in driving national and global growth.

Cultural Workshops

Engage in Lingnan cultural heritage workshops that include traditional crafts, calligraphy, painting, and folk arts. Learn to appreciate Chinese aesthetics and Lingnan traditions through hands-on creation.

Accommodation and Transportation

Participants will stay at an Academic Exchange Center located 900 meters from the campus, within walking distance. The facility offers both twin rooms and single rooms, each equipped with essential amenities, including washing machines. With hotel-style management services, the center provides a comfortable, convenient, and secure living environment throughout the program.

Transportation arrangements include airport pick-up and drop-off services for arriving and departing students. Throughout the program, organized transportation will be provided for industry visits, field trips, and cultural activities, ensuring safe, convenient, and efficient travel between venues and the campus.



Date : 18/10 /2025 — 01/11 /2025

Duration & Format : Two weeks on site

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Fee: 1250 euros

Includes :

- Workshops and Learning Materials
- Airport Pick-up and Send-off
- Accommodation Arrangements
- Transportation and Entrance Fees for Tours
- Certification of Participation

Excludes airfare and meals.

GBA Discovery

Where East meets West



Autumn, 2025
Guangdong , China

Program sample schedule

GBA Discovery Program Schedule (SCNU, 2025 Autumn)					
Week 1					
TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8:30–10:00 AM	Opening Ceremony	Chinese Language	Chinese Language	Chinese Language	Independent Exploration Day
10:20–11:50 AM	Experiential Activity	Chinese Language Tutorial (Listening & Speaking)	Experiential Activity	Chinese Language Tutorial (Listening & Speaking)	
Afternoon	Reserved for individual exploration				
Week 2 Track 1– Business					
TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8:30–10:00 AM	Academic Course ¹ <small>AI for business/Private Enterprises in GBA/Survey of Chinese Service Industry/Chinese Calligraphy and Painting</small>	Guest Speaker lecture	Academic Course ¹ <small>Survey of Chinese Service Industry/Understanding Electronics and Informatics</small>	Academic Course ¹ <small>Understanding the GBA: East Meets West/Intercultural Communication in Business</small>	Closing Ceremony
10:20–11:50 AM	Academic Course ¹ <small>AI for the Future/Digital Transformation of Intelligent Manufacturing/Intercultural Communication in Business</small>	Industry Visit	Workshop	Workshop	
Afternoon	Reserved for individual exploration				
Week 2 Track 2– Culture					
TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8:30–10:00 AM	Academic Course ¹ + Experience <small>AI for the Future/Digital Transformation of Intelligent Manufacturing/Intercultural Communication in Business</small>	Culture visit & Experience	Academic Course ¹ + Experience <small>Survey of Chinese Service Industry/Understanding Electronics and Informatics/Advanced Chinese</small>	Academic Course ¹ <small>Understanding the GBA: East Meets West/Intercultural Communication in Business</small>	Closing Ceremony
10:20–11:50 AM				Workshop	
Afternoon	Reserved for individual exploration				

¹ course are subject to change

The explanation of the above course activities is as following:

1. Academic Courses



The program will select specific courses or themes from the following modules: Cross-cultural studies, Business and innovation, Intangible cultural heritage, providing students with targeted and relevant content. For the Chinese language courses, students will undergo a placement test after registration to determine their proficiency level. Classes will be organized according to different levels to better match students' learning needs and ensure effective language acquisition.

2. Industry Visit



Explore leading companies in the GBA, including GDUT Institute of Collaborative Innovation in CNC Equipment, FAW-Volkswagen Foshan Branch, or Mona Lisa Group etc.

3. Cultural Visit



Cultural visits may include sites such as the Hong Xian Nv Art Center, Guangzhou Customs Museum, or Foshan Ancestral Temple, and Lingnan Tiandi, offering students a glimpse into Lingnan heritage and southern China's cultural traditions.

4. Experiential Activities



Engage in Lingnan cultural heritage workshops, including traditional crafts, calligraphy, painting, and cultural experiences like Chinese tea art and martial arts.

5. Workshops



Each course module includes interactive workshop using case studies, group discussions, to reinforce learning, culminating in a final project presentation.

6. Program Outcome



Starting from Week 2, students will form project groups and participate in targeted workshops aligned with their chosen Track. The program will culminate in a final project presentation (eg., digital, visual,interactive, etc.), showcasing their learning outcomes and summer school experience through a collaborative and practical approach.

Curriculum and Courses

The program is structured into four modules, each offering a blend of theoretical and practical learning.

Module 1: Business and Innovation

1. Private Enterprises in GBA:
 - Focus: Economic transformation, innovation, and corporate strategies in the GBA.
 - Key Topics: Globalization, organizational culture, and entrepreneurship.
 - Activities: Case studies, company visits and expert lectures.
2. Survey of Chinese Service Industry:
 - Focus: Digital transformation in financial services, healthcare, and cultural tourism.
 - Key Topics: AI-driven customer service, big data applications, and e-commerce integration.
 - Activities: Industry visits and project-based learning.
3. AI for the Future:
 - Focus: Introduction to AI tools and technologies, including large language models (LLMs).
 - Key Topics: AI-driven problem-solving and model customization.
 - Activities: Hands-on AI model creation for real-world applications.
4. Digital Transformation of Intelligent Manufacturing:
 - Focus: Data science applications in manufacturing.
 - Key Topics: Data collection, analysis, visualization, and system deployment.
 - Activities: Real-world data analytics projects in ESG and healthcare.
5. Understanding Electronics and Informatics:
 - Focus: Principles of modern electronics and informatics.
 - Key Topics: Circuits, wireless communications, and digital signal processing.
 - Activities: Lectures, lab sessions, and industry visits.

Module 2: Cross-cultural Studies

1. Understanding the GBA: East Meets West:
 - Focus: Cultural diversity and integration in the GBA.
 - Themes: Historical roots, cultural identity, and intercity dynamics (Hong Kong, Macau, Guangzhou, Shenzhen).
 - Activities: Theme-orientated case study , lecture and on class discussion and immersive field experience.
2. Intercultural Dialogue: Enhancing Mutual Understanding:
 - Focus: Bringing Chinese and international students together for authentic cultural exchange.
 - Themes: Daily life, society, technology, and art.
 - Activities: Case studies and lectures on global cultural perspectives, fostering mutual understanding and adaptability in diverse contexts.
 - Outcome: Promotes critical thinking and cultural empathy through shared experiences.
3. Intercultural Communication in Business:
 - Focus: Cross-cultural adaptability and business communication.
 - Key Topics: Chinese business culture (e.g., Mianzi, Harmony, Integrity).
 - Activities: Simulated negotiations and case studies on Chinese enterprise management.

Module 3: Intangible Cultural Heritage

1. Chinese Culture and Traditional Aesthetics:
 - Focus: Confucianism, poetry, opera, folklore, and architecture.
 - Activities: Cultural analysis and aesthetic appreciation through lectures and hands-on activities.
2. Discovering Lingnan Cultural Heritage:
 - Focus: Explore the artistic traditions and craftsmanship of Lingnan culture.
 - Key Topics: Historical background, artistic characteristics, and craftsmanship.
 - Activities: Field teaching (e.g., Foshan Ancestral Temple), artisan-guided workshops, and hands-on practice in traditional crafts.
3. Chinese Calligraphy and Painting:
 - Focus: Appreciation and creation of Chinese art.
 - Key Topics: Aesthetic characteristics of calligraphy and painting.
 - Activities: Copying classic works and learning painting techniques.

Module 4: Chinese Language

1. Elementary Chinese:
 - Focus: Basic pronunciation, daily conversations, and cultural customs.
 - Activities: Games, songs, and role-playing to enhance engagement.
2. Intermediate Chinese:
 - Focus: Vocabulary expansion and business communication.
 - Activities: Reading, writing, and oral practice in business contexts.
3. Advanced Chinese:
 - Focus: Fluent communication and understanding of complex materials.
 - Activities: Cross-cultural comparison and practical application in business scenarios.