

Practicum in Global Business Environments

Understanding the
WCSU-SIAS Partnership

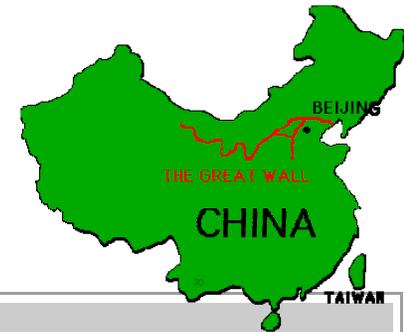




Overview



- Timeline of Practicum in Global Business Environments
- Background – Brief overview of the ‘China Initiative’
- Highlights from WCSU-SIAS Student-Industry Collaborations, Spring 2006 – Fall 2007
- Highlights from China Trips, Summer 2006 & 2007
- WCSU-SIAS Collaborations Growing Beyond the Ansell School of Business



Time	Focus
Spring 2006 Module One	<ol style="list-style-type: none"> 1. 1st WCSU China Forum: Open to Students, Faculty / Staff / Administrators. 2. Student-Industry Collaboration with Zhengzhou Yutong Bus Company Exploring ‘Best’ Entrance Strategies / Feasibility Analysis for Entrance Into U.S. Market 3. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module One, Strategic Marketing Plan
Summer 2006	<ol style="list-style-type: none"> 1. Delegation from WCSU visits SIAS International University; together present to Zhengzhou Yutong Bus Company Joint Strategic Marketing Plans completed by WCSU-SIAS Student Teams 2. Discuss and Design Co-Curricula for fall 2006 (Marketing MBA) and spring 2007 (Marketing Senior-Level Undergraduate Capstone) Student-Industry Collaboration 3. Initial Discussion on Forming Joint Research Centers between the Two Universities
Fall 2006 Module Two	<ol style="list-style-type: none"> 1. 2nd WCSU China Forum: Open to Students, Faculty / Staff / Administrators, and Business Community. SIAS participates via video conference. 2. Student-Industry Collaboration between WCSU MBA students and SIAS senior-level undergraduate business / English majors (writing thesis) working together on writing cases on Zhengzhou Yutong Bus Company Seeking Growth Through International Expansion into the US Market – Module Two, Case Study. 3. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module Two, Formal Cases with Teaching Notes. 4. Submission to 2006-2007 BusinessWeek / Society for Case Research student case writing competition (culmination of U.S. – Chinese Student teams working together)

Time	Focus
<p>Spring 2007</p> <p>Module Three & Four</p>	<ol style="list-style-type: none"> 1. Completion of Student-Industry Collaboration with Zhengzhou Yutong Bus Company with submission to company of a formal strategic marketing plan for entrance into two segments within the US bus industry. 2. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module Three, Strategic Marketing Plan 3. Student-Industry Collaboration with Carl's Jr, initiated by SIAS, written by WCSU capstone business MBA students, exploring growth options in the Chinese market. 4. Formal Student Team Presentations to Key Stakeholders. Completion of Module Four, Strategic Business Plan.
<p>Summer 2007</p>	<ol style="list-style-type: none"> 1. Delegation from WCSU visits SIAS International University (including participating WCSU students); Representative members of WCSU & SIAS student teams present to Zhengzhou Yutong Bus Company Strategic Marketing Plans completed by WCSU-SIAS Student Teams 2. Worked on-site at SIAS to Discuss and Design Co-Curricula for fall 2007 (MBA) and Spring 2008 (Undergraduate Capstone) Student-Industry Collaboration 3. Plan for next steps in partnership involving collaborative 'real-time' international projects / cases within various business disciplines / courses. 4. WCSU music students / faculty traveled together with WCSU faculty / students to SIAS, where WCSU music students worked with SIAS music students to produce / perform an opera for the homecoming ceremonies held at SIAS campus.
<p>Fall 2007</p> <p>Module Five</p>	<ol style="list-style-type: none"> 1. Student-Industry Collaboration between WCSU MBA students and SIAS senior-level undergraduate business / English majors working together on writing cases on our client organization, a U.S.-based company, Staples, Inc, Exploring Growth Opportunities in the Chinese Market – Module Four, Case Study. 2. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module Four, Formal Cases with Teaching Notes. 3. Submission to 2007-2008 BusinessWeek / Society for Case Research student case writing competition (culmination of U.S. – Chinese Student teams working together)



Background – Brief overview of the ‘China Initiative’

Fall 2005

- Dean Allen Morton and Sean Chen (CEO and Founder of SIAS) meet and discuss relationship possibilities between the two Universities.

- Sean Chen visits WCSU to meet with University and Ansell Business School Officials/Faculty/Staff.

- Ansell Business School Officials/Center for Business Research maintains communication with various SIAS University Officials, discussing possibilities for working together.



Background – Brief overview of the ‘China Initiative’

Winter 2005

- The Ansell Business School / Center for Business Research work to put in place first Student-Industry Collaboration between the two Universities.
- First WCSU China Forum to inform / educate WCSU officials / faculty / staff and students on Chinese culture / customs / business / economy / etc.



Panelists for 1st WCSU China Forum led by John Jaddou (far right, Veraxia Consulting)



MKT 490 Marketing students attending 1st WCSU China Forum

Background – Brief overview of the ‘China Initiative’

Spring 2006

- The Ansell Business School/Center for Business Research work to put in place second Student-Industry Collaboration between the two Universities.
- Second WCSU China Forum to inform/educate Greater Danbury Business Community and WCSU officials/faculty/staff and students on Chinese culture/customs/business/economy/etc and business opportunities.



Starting with back row, working left to right:
President Schmotter (WCSU), Dean Allen
Morton (WCSU), and John Jaddou (Veraxia).
Front row are invited guest speakers from
various corporations and universities.



Staples, Inc.

Jing Dai, Invited Forum Speaker and Company Sponsor
for Fall 2007 WCSU-SIAS Student Collaboration

Highlights from WCSU-SIAS Student-Industry Collaborations

Spring 2006

- Senior-Level Marketing Capstone Course, pilots student-industry collaboration between WCSU and SIAS, writing a strategic marketing plan for a Chinese Bus Manufacturer (Zhengzhou Yutong) exploring growth options through international expansion into the US market



➤ Formal student team presentations to relevant stakeholders in China and U.S. via video conference.

Highlights from China Trip, Summer 2006

Summer 2006:

Faculty Working Together to

- Establish a Joint Research Center between WCSU and SIAS International University
- Design Co-Curriculum for Fall 2006 Student-Industry Collaboration, Modular Two with Yutong
- Open Up Opportunities for Cross-Discipline Student-Industry Collaborations, Mini Case Studies, etc., for Finance, Accounting, Management, MIS, Marketing, and JLA.



Partnering through
Joint Research
Centers



Left to Right: President Schmotter (WCSU) and CEO and Founder Shawn Chen (SIAS) signing joint partnership agreement between the two universities.



Highlights of Summer Trip to SIAS International University, Welcoming Ceremony

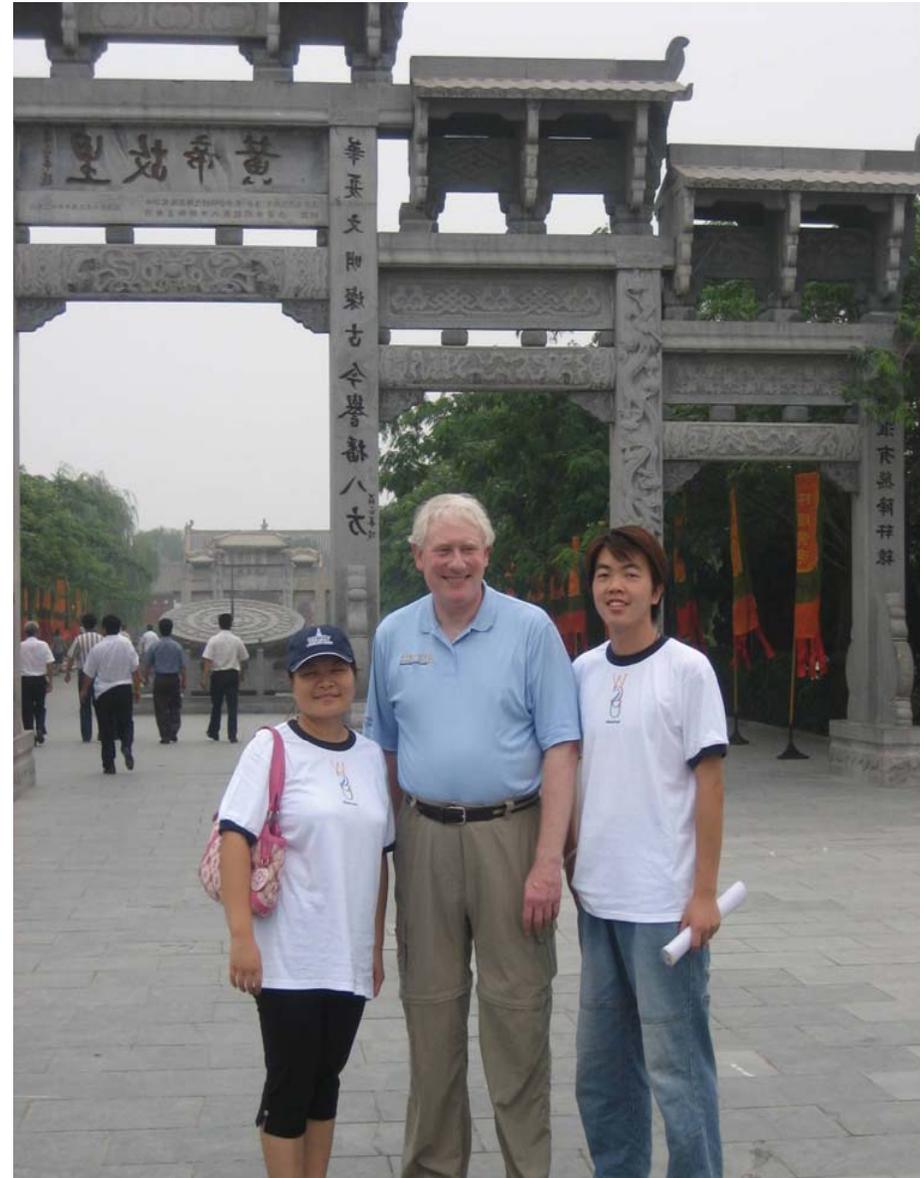


**SIAS Band Leading Off
Welcoming Ceremony for
WCSU Delegation**



**WCSU's President Schmotter with
SIAS Founder Shawn Chen**

SIAS International University
Campus, Summer 2006



President Schmotter with two SIAS students wearing WCSU shirts and hats given as gifts

Highlights from WCSU-SIAS Student-Industry Collaborations, Fall 2006



- Teams of WCSU-SIAS students worked together writing an in-depth case study for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. market.

- Culmination of a semester of joint learning was the submission of the joint team's written case study with teaching note to an annual competitive student case writing competition.

2006-2007 Student Case Writing Competition



WCSU MBA Students & SIAS Undergraduate Students Working Together – Video Conference



Highlights from WCSU-SIAS Student-Industry Collaborations, Spring 2007

- Teams of WCSU-SIAS undergraduate students worked together completing the strategic marketing plan for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. East Coast Shuttle Bus or Tour Bus Market (Large Metropolitan Areas).
 - Culmination of a semester of joint learning ended in presentation of marketing plans to Zhengzhou Yutong executives, WCSU executives in-residence, WCSU & SIAS Deans / Career Development Personnel / Faculty / Staff.

**SIAS Student Team A /
SIAS Business Dean /
Yutong Executives**



**WCSU Student
Team A**



SIAS Student Team A
with SIAS Business
Dean and Client
Company



WCSU Student
Team A



Strategic Marketing Plan for Zhengzhou Yutong Bus Company <http://www.yutong.com>

Marketing Management, MKT 490
Capstone Undergraduate Marketing Course
Ancell School of Business, WCSU
<http://www.wcsu.edu/asb/mkt/>
Dr. Karen L. Koza

Student-Industry Collaboration with

SIAS International University
Xinzheng City, Henan
The People's Republic of China
<http://en.sias.edu.cn/>

Co-Sponsored through
The Joint Research Centers:

Center for Business Research
Ancell School of Business, WCSU
<http://www.wcsu.edu/cbr/>

&

Center for Business Research
SIAS International University

Team: **Give Team Name**

WCSU Student Team
List Students

SIAS Student Team
List Students

Student Teams
Formally Present
Strategic Marketing
Plans to Client
Company,
Zhengzhou Yutong
Bus Company on
May 29th 2007
via
Video Conference

SIAS International University – WCSU's Sister University in China

Summer 2007 China Trip

Formally Establishing
Joint Research Centers





Picture of members of Joint Research Center and WCSU-SIAS student teams, Summer 2007



The Center for Business Research

Ancell School of Business

Summer 2007 China Trip



The Joint Research Centers: WCSU & SIAS Personnel



Summer 2007 China Trip



**Official Signing of Documents
Joining the Two Research Centers**



**Summer 2007
China Trip**



WCSU Students Meeting SIAS Students

**Members of the WCSU-SIAS Student Teams
Participating in the Spring 2007 Student-Industry
Collaboration, Where Student Teams Wrote
Strategic Marketing Plans for Zhengzhou Yutong
Bus Manufacturer**



Summer 2007 China Trip



**Visit to Our Client Company –
Zhengzhou Yutong Bus Manufacturer**



Summer 2007 China Trip

Formal Presentation of
Marketing Plans to
Zhengzhou Yutong
Executives by Student
Team Members





**Summer 2007
China Trip**



**Factory Tour of
Zhengzhou
Yutong Bus
Manufacturer**



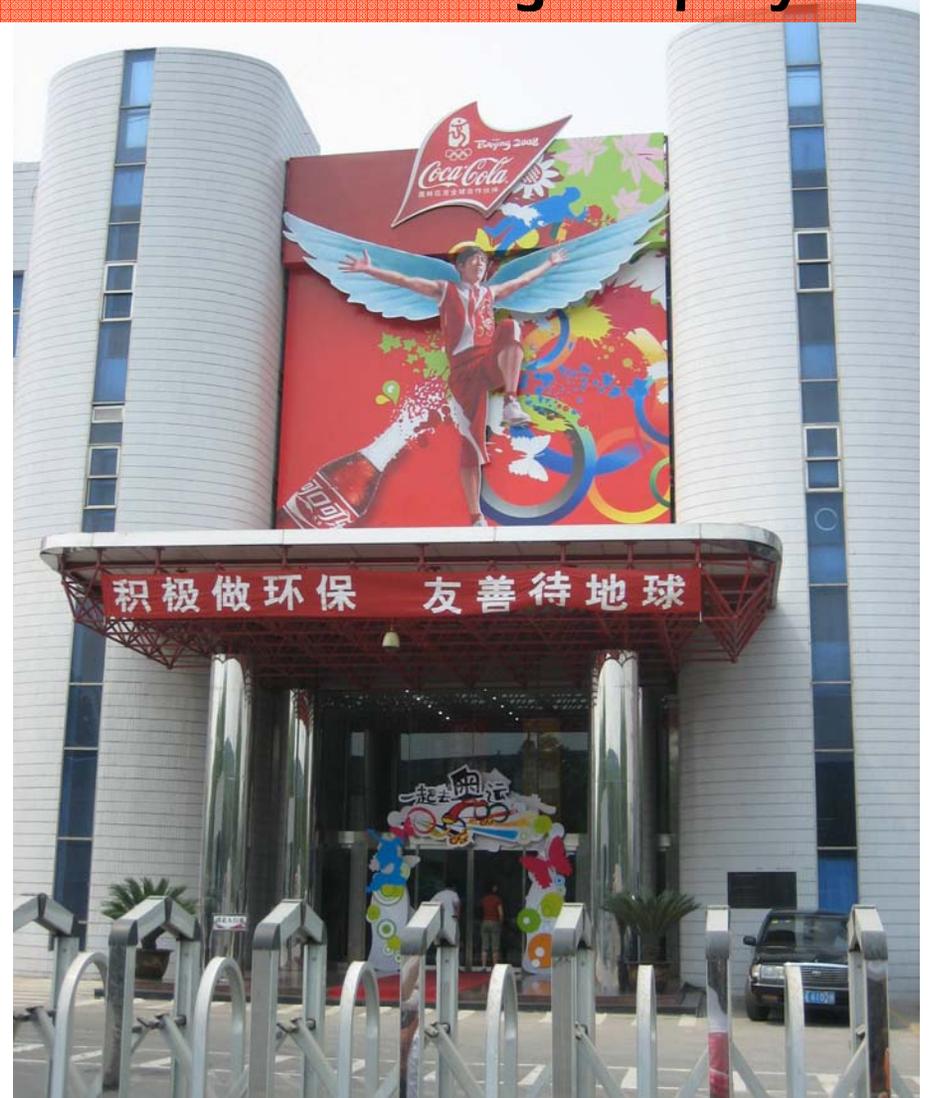
Summer 2007 China Trip

Factory Tour of
Zhengzhou
Yutong Bus
Manufacturer



Summer 2007 China Trip

Visit to Coca-Cola Bottling Company





Summer 2007 China Trip



Visit to Rebecca Hair Manufacturer:
Rebecca Hair Supplies approximately
75% of all wigs purchased in the US

WCSU-SIAS Collaborations Growing Beyond the Ansell School of Business, Summer 2007



WCSU-SIAS Music Students Performing 'Pirates of Penzance' at the SIAS Homecoming Day Opening Ceremonies, Summer 2007

Ansell Business School Students / Faculty / Staff with Music Department Students / Faculty at Tiananmen Square





Two of the Many Highlights of
Summer 2007 Trip:
The Great Wall and
The Forbidden City



Highlights from WCSU-SIAS Student-Industry Collaborations, Fall 2007 (currently in progress)

2007-2008 Student Case Writing Competition

- Teams of WCSU-SIAS students are currently working together writing an in-depth case study for Staples, Inc with a strategic focus on growth within the Chinese market.
 - Culmination of a semester of joint learning will be the submission of the joint team's written case study with teaching note to an annual competitive student case writing competition.





Partnering
through
Joint
Collaborations



WCSU Team 1





Partnering
through
Joint
Collaborations



WCSU Team 2





Partnering
through
Joint
Collaborations



WCSU Team 3





Partnering
through
Joint
Collaborations



WCSU Team 4





Partnering
through
Joint
Collaborations



WCSU Team 5

