



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)

