

Practicum in Global Business Environments

Understanding the
WCSU-SIAS Partnership



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