

# **Practicum in Global Business Environments**

Understanding the  
WCSU-SIAS Partnership



# 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



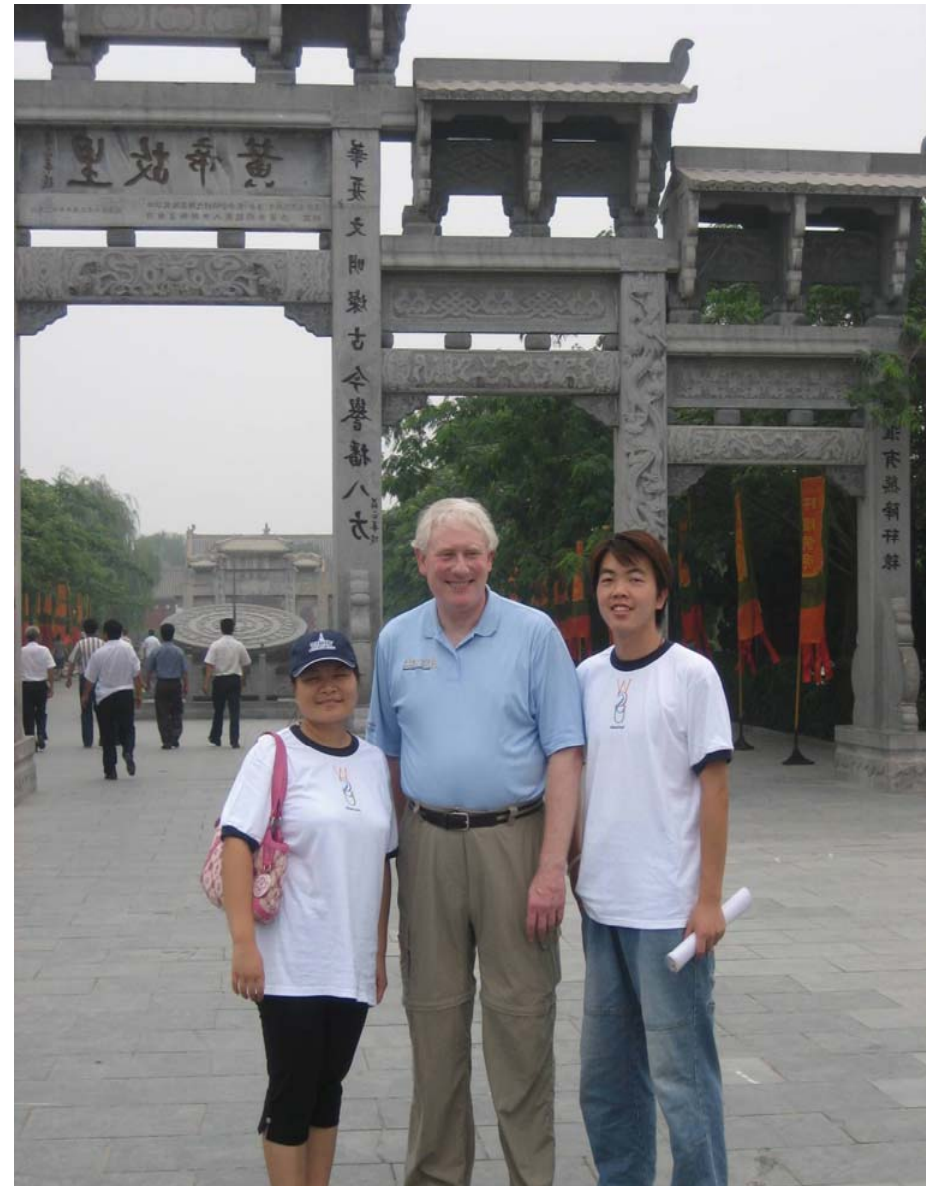
**SIAS Band Leading Off  
Welcoming Ceremony for  
WCSU Delegation**



**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

## 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 team members participating in spring 2007 collaboration, 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

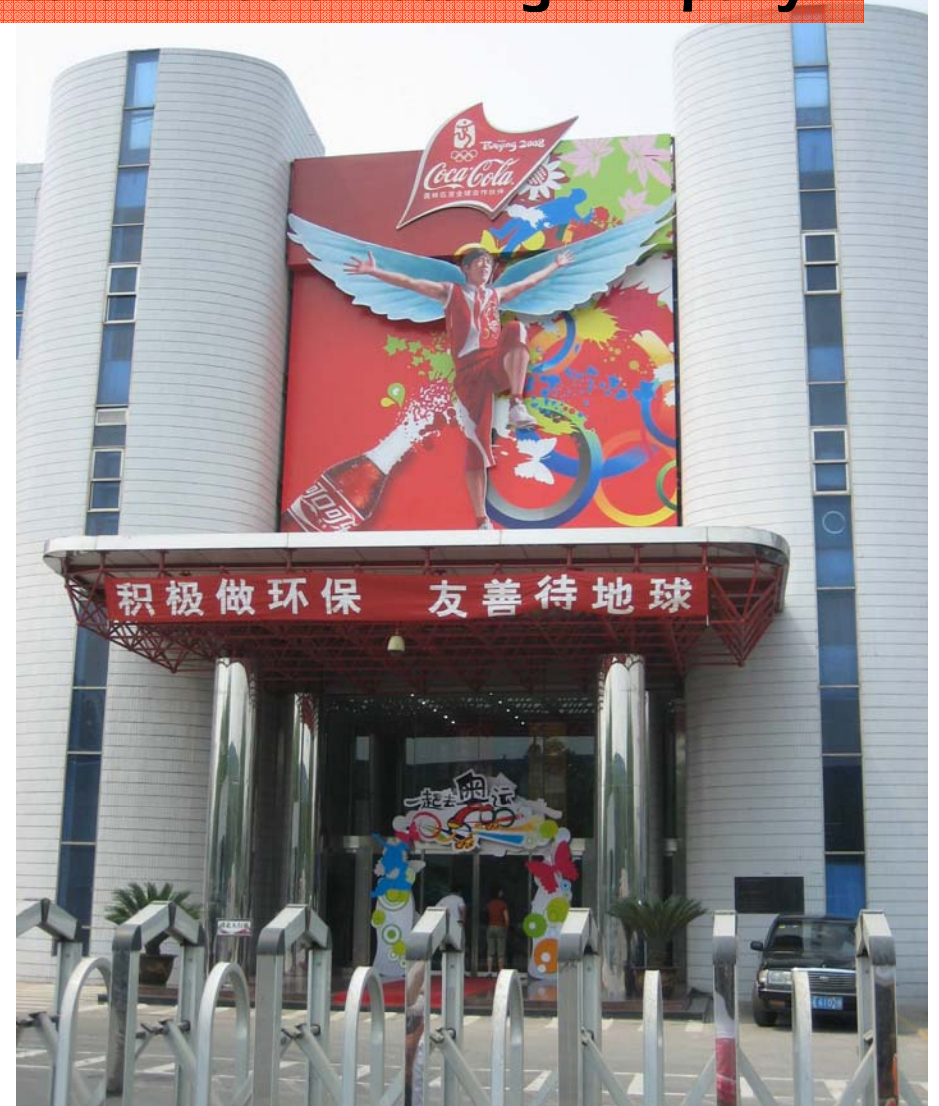
Factory Tour of  
Zhengzhou  
Yutong Bus  
Manufacturer





## 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



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

