



UNIVERSITY OF OREGON
Lundquist College of Business

ENGAGING ASIA



A FAR-REACHING INITIATIVE

Business today is truly global. To prepare our students to achieve success in the ever-evolving world economy, the Lundquist College of Business at the University of Oregon has launched a far-reaching initiative, now in its fifth year, to expose business students to the culture,

history, politics, and economy of East Asia. The impetus for the initiative was a collaboration between the Lundquist College of Business and the University of Oregon's Center for Asian and Pacific Studies (CAPS) to secure a two-year U.S. Department of

Education Business and International Education Grant. That grant enabled the college to expose business students at the M.B.A. level to the culture and social context of Asia through both classroom instruction and hands-on experiential learning.



“THIS EXPERIENCE WAS SOMETHING EMPLOYERS WANTED TO DISCUSS IN INTERVIEWS. ASIA IS ON EVERYONE'S MIND, AND OREGON GAVE US AN OPPORTUNITY TO EXPERIENCE IT FIRST-HAND. THAT'S AN OPPORTUNITY VERY FEW STUDENTS GET.” —BILL SEDLAK, OREGON JD/M.B.A. '09



In 2006, a group of M.B.A. students affiliated with the Warsaw Sports Marketing Center made the trek of a lifetime to Beijing and Shanghai, and in 2007, students from the Lundquist Center for Entrepreneurship and Center for Sustainable Business Practices, along with a new contingent of Warsaw Center students, made a similar journey. In 2008 and 2009, cohorts from all four centers—Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, Center for Sustainable Business Practices, and Securities Analysis Center—were able to travel to China visiting Beijing, Shanghai, Hong Kong, and Shenzhen. The 2008 and 2009 tours were made possible through

generous gifts from friends and alumni of the Lundquist College of Business.

For students, the opportunity to experience Asia first-hand was an invaluable component of their education. Student after student returned from the trips with a changed worldview. In addition to cultural experiences, students toured companies and factories, participated in marketing events, attended lectures from leading firms in the region, and networked with top executives. In four years, the Engaging Asia Initiative has assisted more than 200 students and faculty in gaining direct knowledge of business practices in East Asia.



MAKING IT PERMANENT

The Lundquist College of Business seeks to continue the Asia study tour program. By helping the college attract great students and offer unique opportunities to study East Asian business and culture, quasi-endowment gifts strengthen the curriculum and enhance the student experience.

The U.S. Department of Education grant and private support enabled the college to pilot this important Engaging Asia Initiative. Now that we have witnessed the tremendous impact of these study tours on students, the college wishes to make annual trips to East Asia a permanent part of the M.B.A. curriculum.





A \$2 million quasi-endowment would permit students affiliated with all four of the college's signature centers—the Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, Securities Analysis Center, and Center for Sustainable Business Practices—to complete similar life-changing study tours.

Private support for this program would likewise allow the college to capitalize on and develop new relationships with leading universities throughout East Asia. Currently, the college has partnerships in place with Fudan University in Shanghai; Shanghai Jiao Tong University's eng-

“PRETRIP SEMINARS, MEETING WITH CHINESE BUSINESSES, AND SEEING FIRST-HAND THE PACE OF ECONOMIC DEVELOPMENT CAN LEAVE NO DOUBT—A BUSINESS EDUCATION THAT DOES NOT EXPOSE STUDENTS TO ASIA WILL NOT BE VERY RELEVANT.” —DONALD UPSON, TECHNOLOGY ENTREPRENEURSHIP PROGRAM SUPERVISOR

ineering school, and Seoul, Korea's Hanyang University. Expanding these partnerships will facilitate additional experiential opportunities in more

countries, accelerating students' abilities to apply business knowledge to new situations and enhance career opportunities available to them.

EXPERIENCE FOR A LIFETIME



The new Engaging Asia Program would provide funds to send M.B.A. students, and faculty on a study tour of East Asia annually. This quasi-endowment fund will allow the Lundquist College of Business to dramatically enhance the student experience and help the college attract the best and brightest M.B.A. students.

With vital support from our dedicated network of alumni and friends, we will transform lives as well as businesses by providing our students with the experience of a lifetime, and the opportunity to be the most knowledgeable and motivated business leaders of tomorrow. ■



“AS A STUDENT WHO TRIES TO BE INTERNATIONALLY AWARE, I CAN HONESTLY SAY THAT I DIDN'T HAVE ANY REAL UNDERSTANDING OF ASIA BEFORE THE LUNDQUIST COLLEGE TRIP. WITHOUT THIS GREAT TRIP, I NEVER WOULD HAVE KNOWN JUST HOW MUCH I DIDN'T KNOW. THE CULTURAL AND PROFESSIONAL OPPORTUNITIES THAT THE LUNDQUIST COLLEGE ORGANIZED PROVIDED THE BEST REAL-WORLD LEARNING EXPERIENCE OF MY EDUCATIONAL LIFE.” —**JOSH HOGAN, OREGON JD/M.B.A. '09**





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