

China Business Internship Program--Summer 2015



General Information:

Want to really stand out from your peers when it comes time to look for a job? Make a huge difference upgrading your resume by interning in China this summer. This program offers a unique opportunity with placements guaranteed in a professional practice internship working on a team based project for an international company expanding in China (e.g., General Motors, Chevron, LegoLand, Carlsberg, Ecco, etc.) or Chinese companies trying to expand their business globally. Students will get hands-on experience working on a specific project for an international company in China. Teams will include 3-4 Auburn students paired with Chinese students to complete the project for a truly international work experience. This program is appropriate for all business majors and minors, as well as related majors (Public relations, hospitality management, fashion merchandising, etc.) as teams will be created to include complimentary skill sets needed to complete the project for the client. We have spots for engineers and technical disciplines as well so ask about your opportunity.

The program will include significant travel and cultural opportunities. No foreign language skills required or assumed as each team will have a language coach/interpreter and guide for the duration of the program. Travel will include the ancient cultural capital Beijing (Great Wall, Forbidden City, Summer Palace, Silk Market, etc.), the financial center Shanghai (the Bund, Jade Buddha Temple, Nanjing Lu, etc.), and Chengdu (the “most Chinese place in China”). Work assignments will be in Chengdu, effectively the gateway to Western China—growing at twice the rate of Shanghai and Beijing and a strategic hub for international companies expanding in China. An Auburn faculty member will be on site and supervising the travel and projects for the duration of the program.

Program Start and End Date:

May 23, 2015 (leave USA) – July 11, 2015 (Return to USA).

Academic Director:

Dr. Dan Padgett

College of Business, Associate Professor of Marketing,
Department of Marketing.

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Objectives of the Program:

This program provides hands-on internship experience in a major business area, for 40+ hours per week—Monday through Friday each week for 6 weeks on site plus approximately 2 weeks of work—1 before and 1 after the internship preparing for the internship and preparing the final written report for the company. Students will work with an AU Faculty supervisor in their major business area along with the program director to complete their internship and course requirements.

Academic Program & Requirements: 9 Credits Possible! (included in program fees)

Typical courses are 3 credit hours each and include: Internship in major/minor area (MKTG 4920, FINC 4920, SCMN 4920, MGNT 4920, HRMN 4920, ISMN 4920, BUSIN 4920—for accounting majors and general business), PRCM 4920, etc.), MKTG 3310 (Principles of Marketing), MKTG 4400 (International Marketing), MKTG 4410 (Consumer behavior), MKTG 4320 (Advertising and Promotion), and FINC 3700 (Financial Marketing and Institutions). A Management course or possibly two will also be offered (likely MNGT 3100 –Principles of Management or MNGT 3460—Organizational Behavior, but there is a possibility we will be able to offer MNGT 4800—Strategic Management). A Supply Chain elective is also likely.

Program is open to business majors/minors and those in related fields with GPA of 2.5 or higher with other with other majors possible. Engineers and other technical disciplines needed! Student must complete all AU, College (COB, etc.), and course requirements and prerequisites to receive academic credit.

Program Fees: \$8549 & Includes the following:

- * Course credits: up to 9 hours (6 to 9 hours typical with 3 Internship and 3 - 6 elective hours)
- * Housing (hotels in Beijing and Shanghai and villas in Chengdu)
- * Orientation, interviews, placement, and basic social programs associated with the internship
- * Company visits and tours
- * Introduction to Mandarin Chinese and Chinese culture through language software program and language coach / interpreter throughout program.
- * Travel within China as part of the program (daily shuttle service or driver, bus, train, and flights within China to program destinations)
- * Beijing tours of Great Wall, Forbidden City, Summer Palace, Silk Market, etc.
- * Shanghai tours of the Bund, Jade Buddha Temple, Nanjing Lu (shopping/fashion district), Yu Yuan Garden, Huagpu River Cruise, etc.
- * Chengdu and area tours of Weshu Temple, the Tibetan area, Giant Buddha at Le Shan, Panda Breeding Center, Mount Emei, etc.
- * Welcome and farewell banquets
- * Entertainment programs such as Sichuan Opera, acrobatics, etc.
- * Cell phone rental
- * Some meals (Breakfast included daily plus some lunches and an occasional dinner or barbecue)
- * Trip cancellation insurance
- * Emergency evacuation insurance

Not Included (Must be provided by student):

Airfare to China and return (though we will arrange group flight)
Most meals (kitchen in each apartment)
Passport, visa (we will provide necessary information to obtain visa)
Personal expenses and other travel or entertainment

Auburn Abroad Fee: \$604*

HCOB Professional Fee (if applicable): \$150*

*These fees billed separately on student's Bursar Account.

Important Dates/Calendar

***Applications will close when programs have been filled. Contact Dr. Padgett for further information.**

October 27, 2014	Application period begins, but space is limited so apply now.*
February 6, 2015	First ½ payment due to Bursar
March 13, 2015	Second ½ payment due to Bursar
March	Completed application packet due to Auburn Office of International Education
April 3, 2015	Auburn Study Abroad Fee due to Bursar (\$604)
May 23, 2015	Leave USA, arrive China May 24th
May 24 – May 27	Shanghai tours / company visits / excursions
May 28 – July 6	Internship projects in Chengdu & Chengdu tours / excursions
July 7 – July 10	Beijing tours / company visits / excursions
July 11, 2015	Leave China / arrive USA
August 2015	HCOB Professional fee due to Bursar (\$150)

Passport and Visa Requirements:

Students will be required to have a valid Passport good for 1 year from the program end date (must be valid through (July 11, 2016). Additional entry permit and visa requirements will be determined for each individual student per China immigration policies (supporting paperwork and documentation provided by Auburn University and our partner in China). Any necessary visa application paperwork will be distributed at internship group meetings. Passport info: www.auburn.edu/aub-ie/studyabroad.

Living Arrangements/ Housing/Meals/Transportation:

Students will stay in hotels during the travel portion of the program and will live in student apartments in Chengdu during the internship. All daily travel required will be provided. Student apartments are fully furnished with high speed Ethernet connections, and part time maid service. Some meals included.

Representative Examples of Past Internship Projects in China

General Motors: Electric Vehicle project—team researched the types and quantities of different electric vehicles in Chengdu and suburbs as an exploration of the current usage of electric vehicle technology in the west of China as well as to get an idea as to the key structural and perceptual issues that might impact EV technology during expansion.

Chevron: Sulfur market feasibility study—team conducted a feasibility study to determine if China had enough capacity to absorb new volumes of Sulfur that would be produced as part of the operation of the new Chevron natural gas facility near Chengdu which is expected to become operational next year.

Chevron: Assessment of process, cost, and equipment needed to handle toxic Hydrogen Sulfide as a byproduct of the natural gas extraction process. Team investigated system and process options, and made a recommendation based on efficiency and cost.

Chevron: Cash Management process audit—team analyzed the internal cash exchange processes within Chevron's Chengdu operation to identify key cash currency availability problems and suggest options for streamlining the forecasting for currency needs and acquisition process.

Legoland: Business model study—team conducted a competitive analysis of theme parks in and around Chengdu as well as a business model analysis to provide intelligence data for a project to locate a new Legoland theme park in the Chengdu area.

Legoland: Market analysis—marketing study of the competitive market for potential consumers for a new Legoland theme park in Western China.

Crowne Plaza: Marketing audit—team provided a third party audit of the current competitive situation in Chengdu for luxury hotels and provided marketing suggestions to enhance Crowne Plaza's market position for business travelers.

Carlsberg: Competitive analysis of the marketing and supply chain for beer in Western China. Team conducted primary research and made suggestions for improving Carlsberg's competitive situation.

Majors needed: See Dr. Padgett for possibilities if your major is not listed.

Marketing & Supply Chain,
Management (all areas)

International Business

Finance & Accounting

Public Relations, Hospitality, Fashion Merchandising, etc.

Engineering (Work on a business/engineering project)

Applications begin October 27th. Program is limited to 20 students so APPLY NOW.

For more information or to apply, contact: Dr. Dan Padgett, (334) 844-2462 or E-mail: padgedt@auburn.edu. Ask how you can bring a friend from another university.