



UNIVERSITY OF OREGON  
Lundquist College of Business

# ENGAGING ASIA INITIATIVE



# 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 launched a far-reaching initiative in 2006 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 immerse business students at the MBA level in 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 IS AN OPPORTUNITY THAT VERY FEW STUDENTS GET.”

**Bill Sedlak, JD/MBA '09**



In 2006, a group of MBA 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. Since 2008, cohorts from all four centers—Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, Center for Sustainable Business Practices, and Finance and Securities Analysis Center—have been able to travel to Asia visiting Beijing, Shanghai, Hong Kong, Shenzhen, and Singapore. After 2008, following the expiration of U.S. Department of Education grant funding,

tours have been 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. Since it began, the Engaging Asia Initiative has assisted hundreds of students and faculty in gaining direct knowledge of business practices in East Asia.

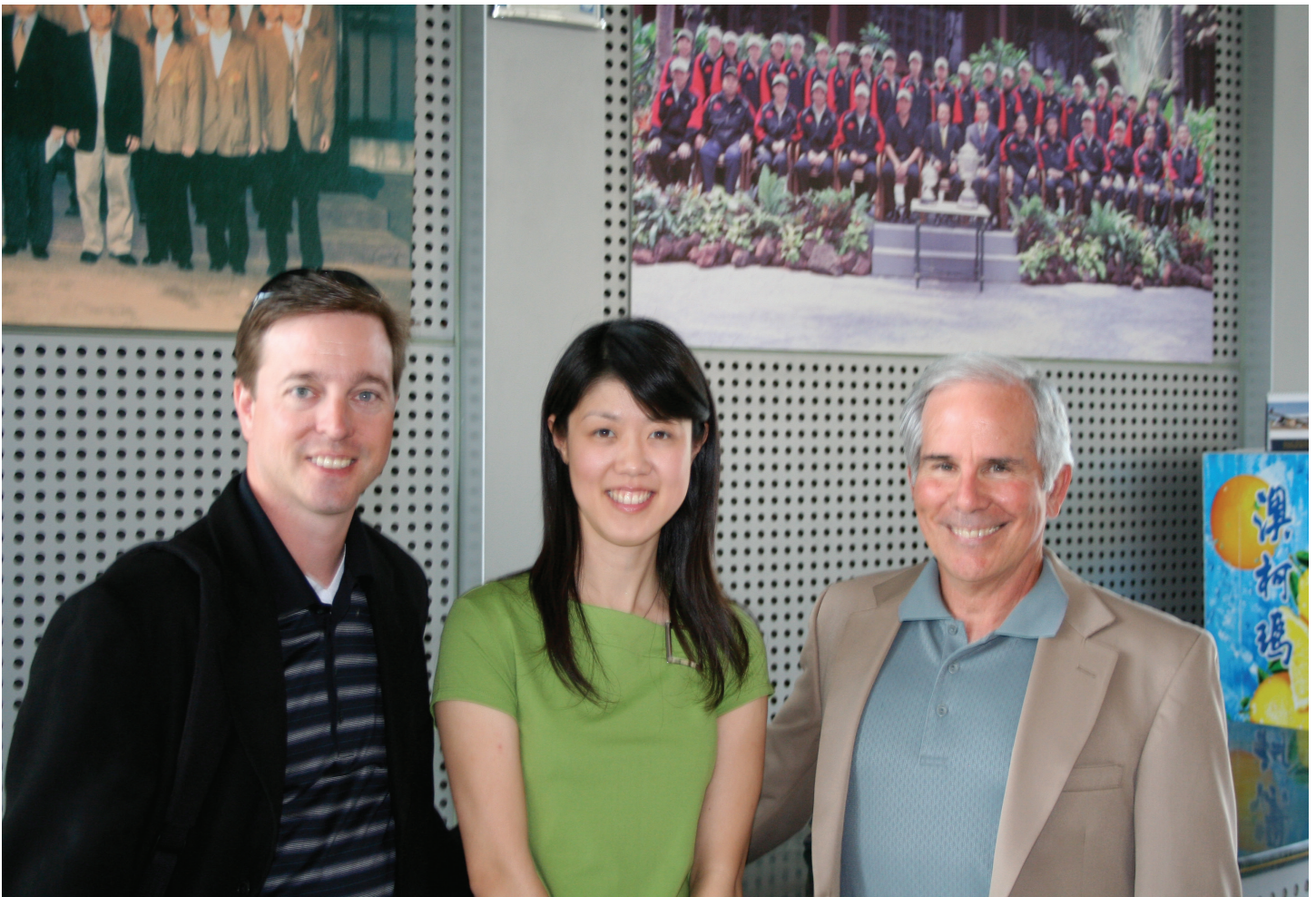


# MAKING IT PERMANENT

The Lundquist College of Business seeks to continue the Engaging Asia study tour program. By helping the college attract great students and offer unique opportunities to study East Asian business and culture, 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 global trips a permanent part of the MBA curriculum.





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

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

“PREPARATION FOR THE ENGAGING ASIA STUDY TOUR EXPOSES STUDENTS TO THE CONCEPTUAL CHALLENGES AND OPPORTUNITIES OF GLOBAL BUSINESS. BUT ONCE THEY LAND IN CHINA, THE REALITY SETS IN THAT NO ONE CAN BE ‘GLOBAL’ WITHOUT FIRST-HAND EXPOSURE TO DIFFERENT MARKETS.”

**Nathan Lillegard, Program Manager,  
Lundquist Center for Entrepreneurship**

ineering school; Seoul, Korea's Hanyang University; the Singapore Sports Council in Singapore; and Nyenrode Busienss University in the Netherlands. Expanding on these partnerships will facilitate

additional experiential opportunities in more countries, accelerating students' abilities to apply knowledge to new situations and enhance their career opportunities.

# EXPERIENCE FOR A LIFETIME



A permanently funded Engaging Asia program would provide funds to send MBA students and faculty on a global study tour annually. This endowment fund will allow the Lundquist College of Business to dramatically enhance the student experience, help the college attract the best and brightest students, and enable us to expand the offering to more programs.

With vital support from our dedicated network of alumni and friends, we will provide our students with the experience of a lifetime, and the opportunity to be the most knowledge-able and motivated business leaders of tomorrow.

Thank you for considering a gift to the Faculty Excellence Fund at the Lundquist College of Business. We welcome the opportunity to answer questions and tell you more. Please contact us at:

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“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, JD/MBA '09





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