

EXCHANGE STUDENT PROGRAM WITH GLOBAL LEADERSHIP CENTER – OHIO UNIVERSITY, USA

About

Name: The International Collaborative Consulting Project (ICCP).

The International Collaborative Consulting Project is designed to be a cooperative research and skills-development project between Ohio University's Global Leadership Center (GLC) and Nha Trang University (NTU). The goals are to develop more knowledgeable, skilled, effective, and internationally-minded business students in Vietnam and in the USA. In turn, this project will strengthen the nascent, though promising, collaboration between Ohio University's GLC and Nha Trang University.

Specifically, ICCP aims to provide students with an outstanding learning experience for students of both GLC and NTU, something that textbooks alone cannot offer them. It does not just allow the transfer of classroom education into a hands-on learning experience, but also bridges the gap between school and community. Students will gain new perspectives, be able to test their interests, increase cross-cultural communication skills, refine decision-making and problem solving skills, acquire more research skills, and develop lasting international friendship network among others. Throughout the project, students will be better prepared to live and work in today increasingly multi-cultural world.

This project is divided into two phases; the first phase is online collaboration and the second phase is in Nha Trang, Vietnam. The first phase runs from Monday, October 3 to Wednesday, November 16. The second phase runs from Monday November 28 through Friday, December 9.

Students will work as members of an international team consisting of students from Nha Trang University and Ohio University's Global Leadership Center. Each team will be assigned a client which is a business operating in Nha Trang City, Vietnam. Teams will perform practical research based on the clients' proposals or NTU's students' and faculty's suggestions. During the first phase, students will collaborate online (SKYPE, email, etc.) or via telephone. They will conduct research related to their clients and produce a preliminary report (e.g. the company's name, products/services offered, history, and/or other relevant information) and then an Industry, SWOT & 4Ps analysis. In the

second phase, GLC's students will join their NTU's teammates in Nha Trang and conduct more intensive research on their clients. At the end of the project, each team will generate an executive summary of their research and do a final presentation to NTU faculty and clients' representatives.

Results

This program has been carried out since 2010, and NTU has received 4 groups (over 80 students) from Ohio University.