International Residency Course for Cohort 4 of AU-EMBA

(August - September 2012)

This report is based on the information from Dr. Sevgin Eroglu and Dr. David Ewert who have successfully completed the implementation of phase I and phase II of the course. We cover the following subjects from the viewpoint of the USAID/HED funded project: Objectives, Activities and Observations, Attendance and Participation, Facilities Provided, Accomplishments, Recommendations and logistics, and Additional Notes and Recommendations.

The objective of the visit of Dr. Eroglu to Egypt was to complete the Phase I of the course (“International Residency”) for the Egyptian Executive MBA students. This phase required lecturing to the group about the general course objectives, content matter and to describe the specifics about the upcoming Phase II. It also required them to present their audit reports that they wrote about the host companies that they would visit in Atlanta In Phase II. This second Phase required them to make a trip to Atlanta (September 15-29, 2012) with the purpose of academic and practical education as well as being submerged in the business and social culture of the U.S. The final stage, Phase III, requires the students to compose an all encompassing report on the general topic of globalization with a specific focus on the take-aways they have obtained from the lectures, visits and experiences they obtained during the first two phases of their course. The phase III report, in addition to their performance in the first two phases, determines the final course grades of the students. Being the instructor in charge for this course, Dr. Sevgin Eroglu is involved in all the stages of this multi-phased course.

In regards to “Capacity Building” objective of the project, we believe Alexandria University is now able to conduct the program on their own. As Dr. Ewert noted, Egyptian director, Dr. Aly Messallam, knows well the host firms visited in Alexandria and the individuals who met. He could contact the individuals he met at each firm and request future visits. He, also, has met the professors making presentations and could deal with them directly.

Next we shall summary the activities and observations from the program. As explained above, Dr. Sevgin Eroglu’s involvement in this course spans a number of roles and responsibilities. In Phase I, Dr. Sevgin Eroglu conducted two sessions, one in Cairo and one in Alexandria. The sessions involved an introduction to the 3-pronged course and its requirements, lectures (on the topic of globalization and major concepts in international marketing and business), evaluation of the groups’ presentations on the host company audits and a general orientation on the Atlanta trip. In the second phase, it was 10 full days of lectures (one by Dr. Eroglu and the remainder by various GSU professors), company visits and cultural activities (such as attending arts events, visiting historic and cultural sites, etc) and entertainment (such as Welcome and Farewell receptions). During the Q&A at both the firm visits and the presentations by the professors the
group asked many questions, excellent questions. The final phase of the course activity requires the students’ completion of the extensive course project upon their return to Egypt. Dr. Sevgin Eroglu will evaluate that report along with the performance on other phases to arrive at the final course grade for each student.

Next we will discuss the attendance of the group that was monitored by Dr. David Ewert and Dr. Eroglu. This Cohort 4, a group of 25 (plus their leading professor) was particularly impressive in terms of being punctual and very responsible in terms of all the conduct issues with the exception of one case where they had to leave the late person behind, but even then, he got himself over to the company and did not miss a whole lot. Another incident happened when a few students did not come in on time, but that was just the first meeting on the first day and they quickly caught on afterwards. Thankfully, Dr. Messallam, the Egyptian project director and the leader of the group, promptly addressed this issue early on. For background on jobs etc. see the attached list of students.

The group composition, for the first time, was a bit lopsided in that there were only 4 women as opposed to the higher number that we typically got in the former three cohorts. We think having more females in these groups improves the overall “atmosphere” in ways that are hard to articulate—both within the group as well as when we do our visits. Not much can be done by GSU to change the composition because the participants are predetermined as the students registered for the course, but at the very least we should be cognizant of it. The level of English comprehended was clearly much higher than that spoken, but that did not seem to affect the desire to contribute on part of the students.

The professional appearance and conduct of the group, as always, was very impressive, and as always, we got a lot of compliments regarding that. We honestly believe that these groups do a tremendous job in presenting the country of Egypt and instilling hope and very positive expectations in anybody who comes in contact with them. Once again, Dr. Eroglu and Dr. Ewert had a good many top level managers in the host companies favorably commenting on the professionalism, interest, knowledge and passion to learn of our students.

As it was described above, this group was exceptionally punctual with a great attendance record with the abovementioned minor cases. The students were highly satisfied with efforts of the visiting faculty and complimented on the quality of their daily interaction. They also talked with some of the students about plans after graduation.

As of the facilities provided, the group was provided all sorts of technical facilities to enhance their learning experience at all times. They were also provided free internet access in their hotel rooms. Campus meeting was held at state-of-the-art facilities of GSU’s Executive Center in Buckhead. Student’s reaction was positive and they had no complains about the program.
As of the overall accomplishments of the cohort, we feel that this was yet another International Residency which ended very successfully. The students, as the previous ones did, expressed how this was a life-changing experience for them. One of the major accomplishments for them was to see firsthand the diversity of our workforces. More importantly they expressed how their views about America and Americans had changed after being submerged in the business and social culture here. They met with senior managers/executives and professors both men and women of different races and ethnic backgrounds. The warm welcome and hospitality that they experienced at every level (from corporate offices to hotel reception to interactions with folks at all walks of life) truly impressed and surprised them—as it did with all the previous cohorts. In addition, their knowledge in both business and cultural competency matters was greatly enriched. Equally important is the fact that these young professionals impressed the American businesspeople and citizens in a very positive way in the way they conducted themselves and interacted with the locals. Similar to other groups, we, as the GSU professors, heard a lot of accolades about the students and their leadership. All in all, once again, we surpassed all expectations—both our visitors and ours.

Next we will make recommendations, describe lessons learned and present the logistics. This is the 4th time we have done this program in Atlanta and we think we really do not have much to learn. One exception is the fact that we always need to change the profile of our host companies based on the composition of our student group to have the maximum compatibility among the industries (theirs and the ones that our host companies operate in). Having the host firms know that the students have made reports on their firms impresses the hosts. Few of their visitors have this much preparation. The students need to know which firms we will visit well before they come to Atlanta and GSU. Providing these students with the email addresses of our hosts does work well. That is, the hosts and the professors get thank-you notes not only from us, but also from the students. This is the first time we have students with this list.

Dr. Eroglu also believes that we should encourage more students to participate in the arts and cultural activities as they add tremendously to the personal development and sophistication of the students. They would benefit with at least a half day off during their two weeks. On this visit they had a day of up front.

We have relied on the same transportation company that we have used for all other cohorts which has always been fantastic for this group especially. The owner/driver is not only punctual and professional but he also knows to connect with them on a cultural and personal level. On the logistics side, we went back to the same hotel arrangement where we all received a “special” treatment due to the fact that one of the top management at the hotel company happens to be a GSU alum who wanted to give a hand to ensure that the students had a great lodging experience. With respect to food, we, again, relied on our caterers and restaurants who are known to be “hallal” in their operations.
Meeting with Alumni in Egypt - In Alexandria, Dr. Sevgin Eroglu was invited to spend an enchanting evening with an alumni group who told her about their post-graduation successes and, especially, their efforts to establish an Alumni Club for the AU-EMBA. She was thrilled to learn that all the past cohorts are now uniting under an Alumni Club umbrella and are already planning, among other things, a reunion, perhaps to Atlanta or elsewhere outside Egypt. They noted that the main bonding in this program has come from the International Residency which they have all regarded as an amazing experience that they have all shared together. They also noted that every graduate they knew had moved up, promoted or otherwise improved aspects of his/her life and that the program had been an incredibly positive and powerful force of change in their lives.

We can proudly say that the course was a success and we achieved all the objectives defined in the opening paragraph. We believe that International Residency trip is very important part of the program. The students were encouraged by Dr. Ewert who mentioned how his trip many years ago had a significant impact on his career. The students told him that they believed that their trip could have a similar impact.

Program Schedule and participants information is attached.
## Schedule

### Saturday, September 15, Arrival

### Monday, September 17, 2012

- **9:00 - 12:00, Welcome and Orientation, GSU Buckhead Center**
  - Professors Bijan Fazlollahi, Sevo Eroglu and Dave Ewert

- **1:30 - 3:00, Georgia Department of Economic Development**
  - Jim Blair, Director for Foreign Direct Investment

### Tuesday, September 18, 2012

- **9:30 - 12:00, Toto USA**
  - Bill Strang, Senior Vice President of Operations

- **1:30 - 4:30, Emerging Markets, GSU Buckhead Center**
  - Professor Tamer Cavsugil

### Wednesday, September 19, 2012

- **8:00 - 11:15, Coca-Cola, GSU Buckhead Center**
  - Ken Carty, Former Chief Procurement Officer for Coca-Cola
  - Fred Yochum, Former VP Commercial Products Supply

### Monday, September 24, 2012

- **9:00 - 12:00, Performance Indicators and the Balance Scorecard**
  - Vince Giovinazzo, Professor Emeritus, GSU Buckhead Center 548

- **1:30 - 4:30, How to Solve Tough Crisis Problems, GSU Buckhead Center 543**
  - Harvey Brightman, Regents Professor Emeritus

### Tuesday, September 25, 2012

- **9:30 - 12:00, Aventure Aviation**
  - Zaheer Faruqi, President and Owner

- **2:30 - 4:00 Gaining a Competitive Advantage with Better Service**
  - Ken Bernhardt, Regents Professor Emeritus , GSU Buckhead Center 548

- **4:15 5:00, Coca-Cola**
  - Van Wilberding, Global Threat Analyst, GSU Buckhead Center 548

### Wednesday, September 26, 2012

- **9:00 - 11:00, Yokogawa Corporation of America**
  - GM Engineering Mohammed Khalifa and Vice President Richard Westerfield

- **1:15, 1:30 - 3:30, CNN Worldwide**
  - Executive Tour
1:30 - 4:00, **UPS**
Imad Nusheiwat, Director, UPS Corporate Strategy

**Thursday, September 20, 2012**
10:00 - 12:30, **Chick-fil-A** - presentation, lunch
Greg Ingram, Brand Standards/Marketing Department

2:00 - 4:30, RCB Building, **Explorations: Risk Analysis and Management**
Professor and Associate Dean Richard Phillips

**Thursday, September 27, 2012**
9:00 - 1:30, **Porsche Cars of North America**

3:00-5:00, **Strengthening Business Opportunities: Korea and the State of Georgia**
Randy Jackson, VP Human Resources, **KIA Motors Manufacturing Georgia**
Craig Lesser, Former Commissioner of the Georgia Dept of Economic Development
Room 413, GSU Buckhead Center

6:30 - **Farewell Party, Istanblue**

**Friday, September 21, 2012**
9:00 - 11:30, **Marriott International**
Sandy Koziatek, Director of Finance & Accounting
J W Marriott Hotel, Buckhead

12:15 - 2:00 **Nakato's Restaurant**

2:30 - 5:00, **Cross Cultural Negotiations**, GSU Buckhead Center 548
Professor Leigh Anne Liu

**Friday, September 28, 2012**
10:00 - 1:00, **Kia Motors Manufacturing Georgia**
Byung-Ho (Brian) Chun, Director, HR&Admin./Legal Sub-division

**Saturday, September 22, 2012**

**Saturday, September 29**

**Sunday, September 23, 2012**
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