Global Conversations Forum
- China -

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CURRENT FORMS OF COLLABORATION WITH BJTU

- Undergraduate 2+2 Program
- Admission of BJTU graduates into our MS and MBA programs
- RIT Faculty Summer Teaching at BJTU
- Reciprocal Undergraduate Student Study Abroad Exchange Program
Key Insights from the Experience

• Pay attention to student quality
• Student language skills from both sides will be something to work on
• Curriculum matching will need more attention
• A lot of detailed paperwork and procedures to go through. Need at least one dedicated faculty or administrative member from both sides to move it forward and maintain the relationship
• Top management support is key
• Don’t expect to get all the benefits over night. You need to really invest in the relationship (Guanxi)
• May involve mindset changes and policy changes at the college
• But the reward in the long term will be huge
FINAL THOUGHTS

• Entering the ever growing Chinese higher education market is a strategic opportunity for RIT and the Saunders College of Business. We can’t afford to miss it.
• We need to pay close attention to how we access the market.
  • Given the potential of this market, there are plenty of for-profit education agencies looking for business between Chinese students and U.S. universities.
  • These are typically brokers of information and relationships. They do not usually put the students’ and the university’s interests first.
  • There is no guarantee of the quality of students that they can attract.
• A more efficient entry method is to directly connect with reputable Chinese universities like BJTU and establish long-term collaborative relationships.
• Unlike third party agencies, BJTU has no intention of profiting from any of the above proposed relationships.
• As we gradually develop mutual trust, more substantial and innovative forms of collaboration can then be developed.
• We need to do more detailed ground work, rather than just talk about the potential opportunities and not put it into action.