



# FLORIDA INTERNATIONAL UNIVERSITY

## CHAPMAN GRADUATE SCHOOL OF BUSINESS





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# Dual Degree MBA Program

Chapman (FIU)  
Handelshochschule Leipzig

Dr. Joyce J. Elam

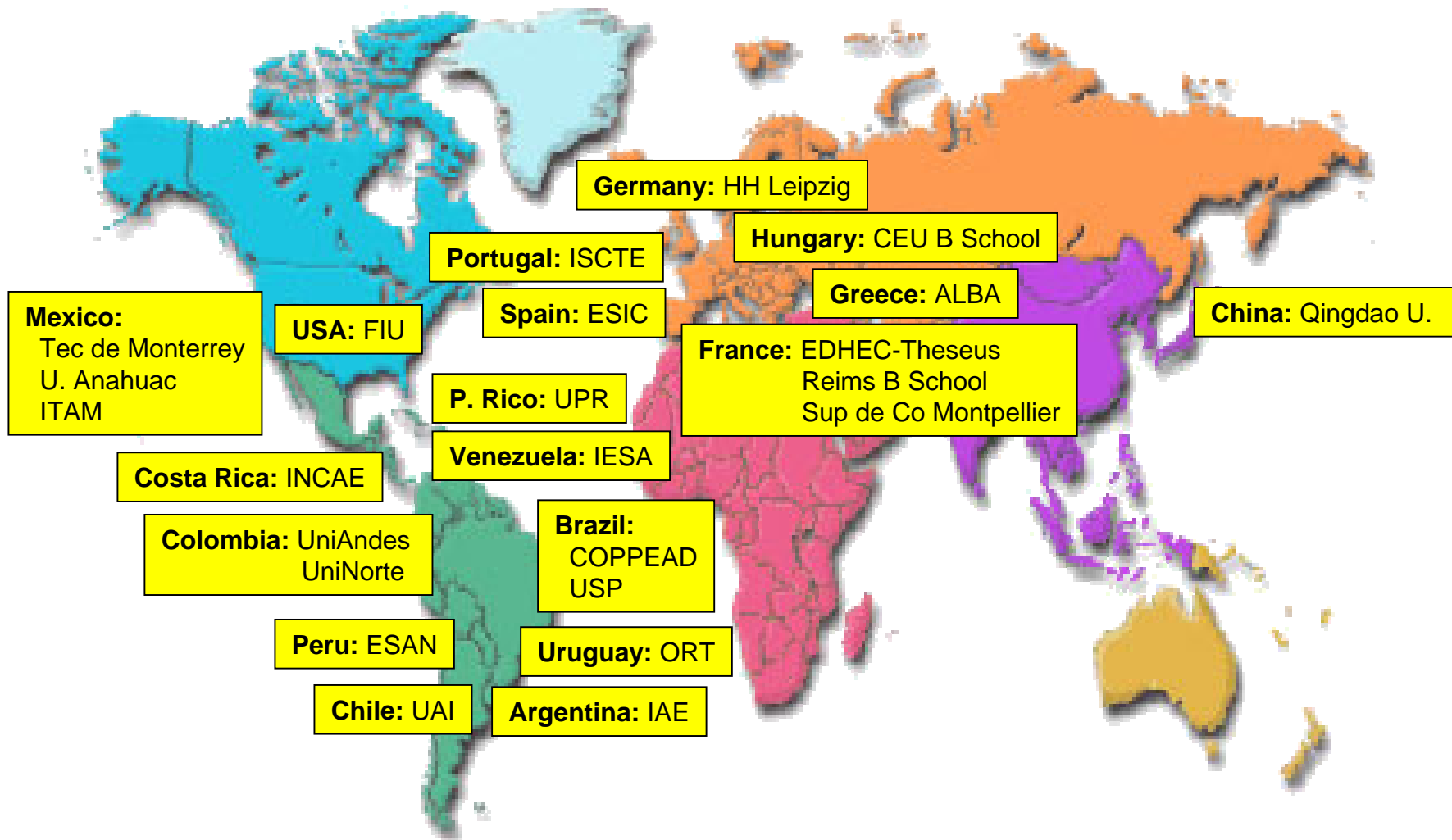


# Dual Degree Network

- **The Concept**
- **Current Partners**
- **Unique Features**
- **Benefits**



# The Network Today





## Dual Degree Students to Date

University	2003-04	2004-05	2005-06	2006 (Fall)	TOTAL
COPPEAD	2	0	0	1	3
ORT Univ.	0	0	3	1	4
Anahuac	-	0	1	0	1
UniAndes	-	1	0	1	2
UniNorte	-	0	3	1	4
IESA	-	2	0	0	2
EGADE	-	6	4	0	10
U Pto Rico	-	4	0	0	4
INCAE	-	0	0	1	1
ESAN	-	1	3	3	7
IAE	-	-	0	0	0
U A. Ibáñez	-	-	2	0	2
EDHEC	-	-	1	4	5
<b>Total</b>	<b>2</b>	<b>14</b>	<b>17</b>	<b>12</b>	<b>45</b>



## Unique Feature: Student Projects

- Offered each semester as a synthesis to the MIB program.
- Students work in multinational groups of 3-4 and are assigned to an international project from local or international companies and non-profit organizations.
- Supervised by a faculty member.
- Projects must be completed in one semester (4 months) and can start in August, January or May.
- Company assigns an executive as Project Leader who works with Faculty Advisor.
- Confidentiality agreement signed by students and faculty advisor.
- Company reimburses students for out of pocket expenses.
- Total commitment equivalent to 150 hours per student per term.
- A final report and presentation are provided at the end.



# Student Projects – Recent Companies



Marsh & McLennan Companies



Sony Ericsson



Citizenship and  
Immigration Canada

Citoyenneté et  
Immigration Canada



ASSURANT



Intelligent Office

Work Anywhere...Professionally





## Student Projects – Fall 2005

- A study of insurance opportunities within the pension funds system in Argentina
- A comparative analysis of organizational structures among multinational corporate headquarters in S. Florida
- Analysis and proposal for standardizing all business processes and procedures in their Caribbean operations
- Defining a marketing strategy to penetrate the Spanish market from South Florida
- Identify alternatives and determine most cost effective shipping strategies between Canada and Florida markets
- Conduct research on internet advertising strategies for international newspapers





## Student Projects – Spring 2006

- An analysis of the Miami market for corporate transient business and a market entry strategy for Miami-based mid-sized companies with Latin American operations.
- Market strategies for the quarry & aggregate business segment in Mexico.
- Comparison of different Latin American countries for the location of an offshore support center for their North American health and pharmaceutical operations.
- Market research for new makeup products made in France but designed specifically for the Miami latin market.
- Strategic analysis and benchmarking for Latin America, including acquisition possibilities of Internet companies.
- Service analysis and international benchmarking for Florida operations in order to increase efficiency and customer satisfaction.



## Student Projects – Summer 2006

- An analysis of service processes and quality at their Miami Consulate
- Market strategies for entering the Southeast Asia market for medical and military safety equipment.
- Toy distribution and warehouse location analysis for the Caribbean and northern South America.
- Customer service study to determine optimal time to renew customer policies in S. America.
- Diagnosis of information system implementation rules for Latin American operations.
- Possibilities for international franchising for non-fast food Mediterranean restaurant.



## Student Projects – Fall 2006

- Analysis of proven practices essential in identifying opportunities and improving restaurant profitability.
- Best Practices from regional retail programs in Latin America; Web site benchmarking and evaluation.
- A comprehensive analysis regarding the products, marketing and competitive environment in the final expense (burial) life insurance industry.
- Industry benchmarking process and report.
- Analysis of the US Hispanic market for insurance brokers
- Analysis of M&A's due diligence practices and recommendation for a market positioning strategy for company's Private Equity, M&A services in Latin America.



## Client Quotes

The material presented was clear, concise, and closely followed the prescribed scope

Being a small company with limited resources, but unlimited potential, participating in this project was tremendous

Tex Clark  
Radiation Shield Technologies, Inc.



"The Master's Project team did an outstanding job with their project and presentation. I was particularly impressed with the fact that they not only incorporated financial and logistical issues, but also analyzed the commercial impact of implementing their proposed strategy. Often times, presentations of this nature only focus on one aspect of the business and do not cross functional lines. Congratulations... and thank you!"

Orlando Delgado  
Mattel



Streamlining Process at Canadian Consulate in Miami". The presentation was excellent and we are satisfied with their work and conclusions.

*Marie-Josée Dubé*  
*Consul*  
*Consulate General of Canada*



The FIU & Caterpillar Team successfully presented its findings and recommendations to Caterpillar's management on April 12<sup>th</sup>, 2006. The work performed is being utilized as a foundation to grow Caterpillar Latin America Commercial Division's sales in this market.

Jose Brousset  
Marketing & Operations Manager  
Latin America Commercial Division





## Key Advantages for the Network Schools

- Present and brand the Network Partner Schools among international employers and differentiate them from other international schools due to global student diversity, quality and numbers.
- Attract additional international employers by leveraging the reputation of the Partner Schools and obtain critical mass in specialized areas.
- Substantially increase the international job opportunities available to our students.
- Create clearing house for faculty exchanges



## Key Advantages for the Students:

- Provide an intensive global educational experience
- Access many more U.S. and International job opportunities
- Be identified by international recruiters searching student resumes
- Explore/research companies offering international job opportunities
- Interact with companies online through chats and webcasts
- Interview with companies through pre-selected resumes