

# Export Management Program: A Partnership

West Virginia University  
College of Business and Economics  
&  
West Virginia Export Council  
April 21, 2009

# The Idea

- Hands on Experience for Students
- Provide Students with a Global Experience
- Assist West Virginia Small Businesses Grow
- Involve Professionals in the Global Environment
- Highly Interactive

# The Need – Companies

- West Virginia Companies are small – fewer than ten employees
- Exporting creates jobs and WV needs jobs
- WV Companies export less than in surrounding states
- Why is participation rate low?
  - Fear
  - Lack of information
  - Lack of commitment



Jean Jacobs, West Virginia Timber Company



Eugene Walters, Yoder Lumber Company

# The Need - Students

- First generation students
- Little work experience
- Experiential learning builds resume
- Learn research skills
- Learn communication skills
- Gain comfort working with business people
- Learn presentation skills
- Builds confidence



Student/company team working together

# Challenges

- College's Acceptance of the Idea
- Company Participation
- Student Participant Participation
- Guest Speakers
- Class Size

# Partnerships

- West Virginia College of Business
  - Center for Chinese Business
- West Virginia Export Council
- US Department of Commerce
  - Export Assistance Centers
- West Virginia Development Office
- Banks, freight forwarders, lawyers, exporters, and other service providers
- Potentially – other colleges and universities in the area



# Teaching the Course

## Division of Labor

- Don Gallion – Director of National DEC, President of WV Export Council and adjunct professor of international business
  - Solicits participating companies
  - Arranges speakers from WVEC
- Cyril Logar, Professor of Marketing
  - Primary teacher
  - Provides format
  - Lectures and guides discussion
- William Riley, Professor of Finance
  - Secondary teacher/lecturer
  - Organizes threaded discussion
  - Solicits companies and helps identify speakers



*Congratulations!*

Helping the state's economy through exports.

Gov. Joe Manchin, second from right, presents, from left, Professor Cy Logar; Don Gallion, West Virginia Export Council and CEO of FCX Corp.; and Professor Bill Riley, awards for exporting and encouraging exporting in the state. They are involved in the Center for Chinese Business Export Manager Program in the WVU College of Business and Economics. This program pairs businesses and students who work together to develop actual entry plans for the growing Asian market.

Find out more at the WVU  
College of Business & Economics:  
[www.be.wvu.edu/export](http://www.be.wvu.edu/export)



# Program Outline

- 5 Weekends During the Semester Developing an Export Business/Marketing Plan
- Weekend 1: State & Federal Resources
- Weekend 2: Culture
- Weekend 3: Banking, Finance, & Legal
- Weekend 4: Marketing & Travel
- Weekend 5: Presentations

# Speakers

- State and Federal
- Culture
- Banking, Finance, & Legal
- Marketing
- Travel



# Outcome

- 6 Years
- 30 Plus Companies
- 130 Students
- 70% to 75% Participating Companies Exporting
- Students Hired
- Interaction: Threaded Discussion
- Certificate of Completion