

Q13. Name

Dominique Cobb

Q1. Which program did you participate in?

Guanghua China Exchange

Q2. Please describe the academic rigor, focus, and quality:

There were very smart professors that taught a variety of topics as they pertained to China. Very , very, informative and worth the time. It wasn't especially rigorous but I do not consider that a bad thing, as everyone left knowing much more than they did when they came.

Q3. Professors and teaching style:

While the content was amazing, most of the professors had a less than engaging teaching style. Professor Rui Wang and Yanglong Zang were top-notch though.

Q4. Fellow participants (which schools were they from, how old, etc?):

Most participants were 26-39. However, there were about 3 undergraduate students. The schools varied from Booth, Emory, Lancaster, Texas A&M, Arizona State, and some schools in Singapore, Australia, and Hong Kong.

Q5. Please describe any company visits:

The Merck visit and the Beijing Hyundai visit were insightful. The Volkswagen trip added no value.

**Q6. Social outings:**

Very nice! A nice balance of planned activities versus free-time. All of the social activities in Xi'an were my favorites of the entire trip.

**Q7. Accommodations:**

Accommodations were good - no complaints. Tea breaks are awesome!

**Q8. Best points of the experience:**

-All of the cultural activities were a hit (Opera show, Karaoke, Great Wall, Forbidden City, Terra-Cotta Warriors Museum, and etc.) -I really enjoyed our presentations and graduation ceremony. - Professor Yanlong Zhang and Professor Rui Wang had really insightful course material.

**Q9. Worst points or ideas for improvement:**

-There was too much time allotted for both the Forbidden City and Terra-Cotta warriors. - It would have been nice to have an actual meal, versus appetizers, on the closing night. - Perhaps instead of having one professor for an entire day. We had the professor teach the morning session, then switch with a different professor for the evening session. I think that would help with the interaction in the room and break the day up.

**Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?**

Not at all likely									Extremely likely	
0	1	2	3	4	5	6	7	8	9	10
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Q11. Primary Motivation for Participating in this Program:

- ☐ Timing/Length of program (alignment with Kellogg's Academic Calendar)
- ☐ Academic focus
- ☐ Cultural interest in location
- ☐ Academic rigor
- ☐ MBA program ranking
- ☒ Interest in working in region post Kellogg
- ☐ Developing language skills

Q12. Any Additional Comments or Feedback:

Great experience! So happy that I made the decision to go - truly valuable experience personally and professionally.

**Location Data**

**Location:** (42.056900024414, -86.456298828125)

**Source:** GeoIP Estimation



**Q13. Name**

Brian Kastenholz

**Q1. Which program did you participate in?**

Guangha School of Management, Peking University, May 2016

**Q2. Please describe the academic rigor, focus, and quality:**

Guangha offered the right balance of academics with cultural/tourist experiences. I enjoyed the material we learned in class and felt like the project work didn't keep me from enjoying the cities we stayed at.

**Q3. Professors and teaching style:**

The Economics Professor in Beijing, the Values/Institutional Context Professor in Xi'an, and the Marketing Professor in Shanghai were all extraordinary. They brought a great level of knowledge to the classroom and could apply it to a mostly Westernized audience. The professors on the second day that taught finance and the Alibaba IPO were way too much in the weeds, didn't look to connect to their audience - I didn't take away much from those two lectures.

**Q4. Fellow participants (which schools were they from, how old, etc?):**

6-7 from ASU, 6-7 from Texas A&M, 2 from Booth, 2 from Vanderbilt, 2 from Emory, and the rest represented schools from around the world (Australia, London, Singapore, etc.). Ages were mostly upper 20s, early 30s.

**Q5. Please describe any company visits:**

- Beijing Hyundai was great - we had a lecture and a tour of the power plant - guide was very good about answering questions - The second visit was to a Real Estate Development Office working on projects in Xi'an - I didn't feel like we had much context for what was going on and that the tour was pretty rushed. - Volkswagen Shanghai was the worst visit - we traveled way too far to get there and we didn't have any Q&A - the tour was much quicker and less informative than the Hyundai one - we should have chosen a different industry - Merck - probably the best in terms of presentation and representation of "How to do business in China" - got a lot of great insight for how Merck products are sold in China and felt like that context gave me great perspective.

**Q6. Social outings:**

Karaoke was the best but all the social outings were well thought out - I'm not sure if we could have done more "diverse" food experiences as the food was relatively the same, but I think that's just how it is in China!

**Q7. Accommodations:**

Hotels were fantastic

**Q8. Best points of the experience:**

Great Wall, Shanghai River Cruise, the Musical Performance in Xi'an, and the Terracotta Warriors in Xi'an

**Q9. Worst points or ideas for improvement:**

Volkswagen Visit, perhaps make the classes more interactive to help us retain what we are learning (think of options other than lecture based), and also try to provide more materials before going on tours so we can have more context heading in.

**Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?**

Not at all likely									Extremely likely	
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Q12. Any Additional Comments or Feedback:

N/A

**Location Data**

**Location:** (38.028701782227, -84.507499694824)

**Source:** GeoIP Estimation



**Q13. Name**

Eileen Hwang

**Q1. Which program did you participate in?**

DBIC June

**Q2. Please describe the academic rigor, focus, and quality:**

Academically not as rigorous as Kellogg, but it was great to learn cover different subjects (marketing, history, supply chain, economics, culture, etc.) in the Chinese context. Quality of professors varied, but some of them were very good.

**Q3. Professors and teaching style:**

Mostly lecture style with some discussions. A lot of data were used which was very helpful. I liked having a final group project instead of individual homework.

**Q4. Fellow participants (which schools were they from, how old, etc?):**

40 students from: Kellogg, Booth, Arizona State University, Free University in Berlin, Macquarie Graduate School of Management in Sydney, Duke, Lancaster University in UK, etc. Mostly part-time students so the average age was similar to Kellogg's. We bonded really well and had a fabulous time.

**Q5. Please describe any company visits:**

Company visits need improvement. We went to Shanghai Stock Exchange, Teambition, Innovation Works, and Shaanxi Culture Industry Investment Group. It would've been great if they selected a company where we can learn something different from what we can learn from the US companies (e.g. what they called innovation was what existed in US already). Also need a better English speaker or a translator.

Q6. Social outings:

We had a lot of free nights, but went out every single night. Out of 40 people, usually 3-4 groups were formed based on the interest. It was great that people didn't stick with their own school people and rather hung out with different groups of people every night. Among the school-organized outings, my favorites were Chinese opera, Qin style feast, and Shanghai river cruise.

Q7. Accommodations:

We stayed at 3 different hotels, one in each city (Beijing, Xi'an, and Shanghai). Hotels were pretty good, and the Xi'an hotel was one of the best I've ever stayed at. Most of people got a roommate (your own choice or assigned). Some rooms had A/C problems, but overall pretty good.

Q8. Best points of the experience:

Meeting people from everywhere and making new friends! We had amazing group dynamics. Going to 3 different cities was awesome too. The program organizer and TAs were very friendly and helpful.

Q9. Worst points or ideas for improvement:

Company visits (Alibaba or Xiaomi?). Maybe more organized group outings at night, or provide some recommendations for the free nights because it was pretty hard to find what to do and where to go with no access to Google, Google maps, TripAdvisor, and Yelp.

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely									Extremely likely	
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**Q12. Any Additional Comments or Feedback:**

**Location Data**

**Location:** (41.863204956055, -87.61979675293)

**Source:** GeoIP Estimation

