

Instructionally Related Activities Funds Request Spring 2017

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IRA Funds Request for 2017 Detroit Study Tour

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Instructionally Related Activities Funds Request Summary

Project Sponsor	John Griffin
Activity Title	2017 Detroit Study Tour
Activity/Event Date	Mar 17 - Mar 24, 2017
Date Funding Needed By	Feb 15, 2017
Previously Funded?	Yes
Semester/Year	Spring/2015
Proposal #	0673
Report submitted for previously Funded Activity?	Yes
Report submitted for previously Funded Activity	2012DetroitStudyTourReport.pdf
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	MVS School of Business & Economics
Estimated total Course Fee revenue	7000
Amount Requested from IRA	23100
Estimated Number of Students Participating	14
Conditions and Considerations	Field Trip
Brief Activity Description	<p>This study tour is designed to introduce students to emerging auto industry strategies and innovative technologies in Detroit, Michigan. Detroit is home to the Big Three automakers. During the past 30 years, the U.S. automobile industry has undergone enormous change with significant competition from foreign competitors and industry-wide consolidation. The 2008 collapse of the U.S. economy left the U.S. automakers in ruins with Chrysler and General Motors forced into bankruptcy. Today, the industry is recovering and has turned its focus to driverless, hybrid and electric vehicles (EV), quality focused sustainable manufacturing practices, and high-involvement management strategies.</p> <p>Along with visiting auto manufacturing facilities, students will conduct interviews with auto industry senior management executives. The focus of these discussions will be around the innovations in design, operations, and business practices.</p> <p>We also meet with officials from the City of Detroit Finance Department to discuss progress the city is making in overcoming its funding deficit. Students will meet officers of the United Auto Workers union to discuss progress the industry is making in labor relations.</p> <p>The schedule includes a visit to the University of Michigan in Ann Arbor where students will meet with auto industry analysts and selected faculty of one of the leading business schools in the country. We also tour the University of Michigan Transportation Research Institute facility.</p> <p>Finally, there will be opportunities to experience some of the cultural highlights of this historic industrial city which has deep roots in art and music.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>Students completing this course will:</p> <ul style="list-style-type: none"> • have a fuller understanding of the economics, marketing, operations, logistics and management of the auto industry; • discuss global industry trends with a focus on the external environment in which auto industry firms operate; • gain first-hand experience discussing strategy with industry executives; • understand the manufacturing efficiency and competitive advantage realized with industrial cluster integration; • gain an appreciation for the culture and history of the industrial section of the United States; • conduct research and write a 2,500-word paper that applies insights learned on the trip to Value Chain analysis; • present findings to the campus community in a poster session.
Description of Assessment Process	<p>Student assessment is based on the document produced by students (40%), on their participation in activities on the trip (40%) and upon our return their presentation at the poster session (20%).</p> <p>Students work in pairs, with each team focused on an element of Michael Porter's tool for conducting an industry analysis. The compiled work is known as a Value Chain Analysis. Each team works on a portion of this analysis. Teams are responsible for the completion of a working draft prior to the trip so to sharpen their focus on what they want to ask or see as we move around Detroit. The insights gathered on the trip are then worked into the final paper.</p> <p>Students prepare a poster, summarizing the contents of their paper, for presentation to the campus community.</p>
Activity Budget	DetroitStudyTour2017travelbudget.xlsx

CIA Budget	—
CIA Proposal	—
Course Syllabus	Syllabus_Spr17_GriffinJohn_UNIV391_v1.pdf
CIA Certification	—
Other Sources of Funding	The student course fee is \$500 for a total of \$7,000.
Target Audience/Student Marketing	<p>My primary audience is students interested in cars. Some students, having heard from others who were on a previous trip, have already been asking about when they can signing up. A presentation will be made to the Student Business Club and a call made to instructors/students in the Communications Department. Most of the students who have participated in the past were from these disciplines. All disciplines are welcome to apply.</p> <p>Posters will go up all over campus to encourage applications. Applications will be evaluated on the basis of responses to the questions, particularly the question about their motivation for going, and upon faculty recommendations.</p> <p>It is an intense experience and everyone must be willing to work hard and be tolerant of the tight living conditions. The fact that I'm enthused to organize this trip again is a testament to the quality of the students who have been selected to participate in the past.</p>
Bring Benefit to Campus	<p>A press release will be presented to the CSU-CI Communications Department for distribution to media sources. We have received newspaper coverage in the past. During the trip students will post photos to Facebook furthering interest within their social networks.</p> <p>The main campus event is the poster session. Here friends and family members join in the discussion of what happened during the trip. There are usually some light moments to retell and some that are deeply moving. In 2015, we visited the Henry Ford Museum that houses an enormous collection of vehicles, some of significant historical importance. I was touched by the way many students were emotionally overcome as they sat in the seat, on the very bus, where Rosa Parks made history.</p> <p>Students return from the trip with ideas about the future of transportation. Without a doubt, these experiences and learning are passed along informally to their friends and acquaintances. Two students from the 2015 trip are now employed with JD Powers, an auto industry quality ranking service, we visited on the trip. The benefits of an experience like this ripple across the campus in many ways and into the working lives of our students and graduates.</p> <p>As stories like these are shared by our students, the reputation of the campus grows.</p>
Sustainability	<p>The transport of goods, services and people is a major contributor to worldwide air pollution and the auto industry has been slow to respond to the challenge of making cars more efficient. However, that has begun to change. There is industry-wide interest in the production of electric, natural gas and hydrogen powered vehicles.</p> <p>A visit is planned to the plant producing GM's new electric vehicle, the Chevy Bolt. We visited the same plant last time when retooling was on the drawing board. The plant manager invited us back when the conversion was complete.</p> <p>Autonomous driving will be a big part of our discussion in the context that driverless cars will enable traffic to move more safely, smoothly and with greater energy efficiency.</p> <p>The trip includes one service learning exercise where we visit the greenhouses of a group converting empty lots into urban gardens. We will spend three hours repotting seedlings that will become food for thousands over the summer. Local produce reduces pollution.</p> <p>We also visit Ford's Rouge River Plant and view their 10.4 acre green roof, one of the largest in the world.</p> <p>As a result, perhaps some students will be encouraged to bring a sustainable mindset to their work. Some may be inclined to purchase one of these newer vehicles. There may also be some motivation for students to ask for more vehicle charging stations on campus or perhaps a hydrogen filling station. We've tried before but maybe a campus food garden will become a reality.</p>
Program Chair/Director	john-andrew.morris
Dean	william.cordeiro
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	J. Andrew Morris
Date/Time	9/29/2016 2:50:35 PM
Validation	myCI-signin-6C-4275
Comments	I have several IRA funding requests from MMS faculty. And while it would be nice that all received requested funding, in a world of limited monies I would rank-order the requests Ekin then John. Surely, understanding the car industry has value yet the greater need for our students is the development of more global awareness & cultural intelligence -- the essence of Ekin's proposal. In addition, in reviewing both syllabus the amount of work expected in Ekin's class exceeds John's and more closely meets MMS expectations of a 3 unit course.

Dean Review

Recommendation	—
Name	—
Date/Time	—
Validation	—
Comments	—

IRA Committee Decision

Decision	—
Comments	—

Current Tasks

Task	Time Assigned	Assigned To
Edit Request	9/29/2016 2:50:37 PM	John Griffin
Review from william.cordeiro, Dean	9/29/2016 2:50:35 PM	William Cordeiro

Completed Tasks

Task	Time Assigned	Time Completed	Completed By
Review from john-andrew.morris, Program Chair/Director	9/28/2016 9:44:03 PM	9/29/2016 2:50:35 PM	J. Andrew Morris
Fill out Request	9/28/2016 6:14:30 PM	9/28/2016 9:44:03 PM	John Griffin

Actions

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