



Instructionally Related Activities Funds Request Spring 2015

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IRA Funds Request for 2015 Detroit Study Tour

Instructionally Related Activities Funds Request Summary

Project Sponsor	John Griffin
Activity Title	2015 Detroit Study Tour
Activity/Event Date	Spring 2015
Date Funding Needed By	December 1, 2014
Previously Funded?	Yes
Semester/Year	Spring/2012
Proposal #	—
Report submitted for previously Funded Activity?	No
Report submitted for previously Funded Activity	2012DetroitStudyTourReport.pdf
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	none
Academic Program(s) / Center Name(s)	Business
Estimated total Course Fee revenue	450
Amount Requested from IRA	15159.20
Estimated Number of Students Participating	14
Conditions and Considerations	Field Trip
Brief Activity Description	This study tour is designed to introduce students to emerging auto industry strategies and innovations in Detroit, Michigan. Detroit is home to the Big Three automakers. In 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 financial system left the U.S. automakers in ruins with Chrysler and General Motors forced into bankruptcy. The city itself is working through its own bankruptcy proceedings. Today, the industry is recovering and has turned its focus to hybrid and electric vehicles (EV), sustainable manufacturing practices, and high-involvement management strategies.

	<p>Along with visiting the manufacturing facilities, students will conduct interviews with management representatives of the Big Three auto firms. The focus of these discussions will be around the innovations in design, operations, and business practices implemented by these firms since the government bailout. We will also meet with representatives of the United Auto Workers to discuss changes in labor relations within the industry. To get an overview of business activity in the Detroit Metro Area, we will meet with the Regional Chamber of Commerce.</p> <p>Also scheduled is 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 will also tour the campus and the Ross School of Business.</p> <p>Finally, there will be opportunities to experience some of the cultural highlights of this historic industrial city which has deep artistic and music roots. We will visit the Detroit Institute of Art, the Henry Ford Museum, and the Heidelberg Project.</p>
<p>Learning Outcomes and Relation to IRA to Course Offerings</p>	<p>Not nearly enough room for detail:</p> <p>ART 392 - Visit to Diego Rivera massive mural at Detroit Institute of Art BUS 320 - Tour and discuss manufacturing practices at Ford-100 and Chevy Volt plants BUS 349 - Visit to Henry Ford Museum to learn about the history of auto manufacturing ECON 329 - Discuss economics of region with Detroit Regional Chamber of Commerce ESRM 329 - Discuss environmental regulations with industry consultants in Ann Arbor FIN 300 - Discuss recent financial results with industry executives HIST 372 - Discuss impact of industry on manufacturing wage rates with the United Auto Workers MGT 307 - Meet with industry executives at Ford, Chrysler, and General Motors MGT 421 - Meet with United Auto Workers union to discuss labor relations MGT 424 - Discuss how crisis is an agent of change in industry with auto industry executives MKT 310 - Visit exhibit showing changing marketing strategies over past 70 years MKT 311 - Discuss changing consumer tastes in automobile purchases with industry executives MKT 411 - Discuss industry innovations with executives PAMU 200 - Visit Motown museum, discuss rich music history of city and region (Supremes, Madonna, Kid Rock, Jack White) POLS 312 - Meet with auto industry lobbyist SOC 201 - Visit to Heidelberg Project as one effort to remedy social problems SOC 372 - Tour the city of Detroit to observe social problems</p>
<p>Description of Assessment Process</p>	<p>Six class sessions will be conducted before the trip to discuss the culture and economic climate of the region. Student teams will be formed for the development of the course project, a Value Chain Analysis of the auto industry in 2015. The Value Chain is a framework developed by Harvard Professor Michael Porter that can be used to perform analysis of an industry.</p> <p>The work product for the project is written report that details the student team findings relative to the focus area of their portion of the Value Chain Analysis. Some of this work will be prepared prior to the trip. Interviews with industry executive and analysts during the trip will supplement student's previous work. Student assessment will focus on the organization and content of this report.</p> <p>Students will present their findings in a widely publicized poster session on campus before the end of the Spring 2015 semester.</p>
<p>Activity Budget</p>	<p>travelbudget042814_jig.xlsx</p>
<p>CIA Budget</p>	<p>—</p>
<p>CIA Proposal</p>	<p>—</p>
<p>Course Syllabus</p>	<p>—</p>
<p>CIA Certification</p>	<p>—</p>
<p>Other Sources of Funding</p>	<p>Students will pay a course fee of \$450, all of which will be used to fund expenses of the course. This leaves a budget shortfall of \$56 that I will attempt to recover from my program chair.</p>
<p>Target Audience/Student Marketing</p>	<p>Students in the Business Club and Green Generation Club will be my primary targets. Communications, Art, Political Science and Sociology students will also be targeted through their program Chairs.</p> <p>I will ask instructors in those departments to promote the course through their classes.</p> <p>Posters announcing the course will be posted as soon as funding is assured. Best if that can happen before Spring 2015 registration begins.</p>
<p>Bring Benefit to Campus</p>	<p>First, the Spring 2015 poster session where we will recap the student findings. This will be an event coordinated with other Spring travel courses to draw the highest number of students.</p> <p>Second, the student sections of the Value Chain Analysis will be compiled into a report that will be made available to other instructors in the Business & Economics School. The report will also be made available to the industry executives that we visit. I would like to develop it into a marketing piece for the MVS School of Business.</p> <p>Third, in visiting auto industry executives and other leaders in the region, I will take every opportunity to promote CSU-CI. This may lead to job opportunities for our students as well as campus funding opportunities for projects of interest to the industry. Southern California, after all, is the car capitol of the world as well as one of the most sensitive to fuel efficiency, electric vehicle adoption, and air quality regulations. These industry executives are very interested to meet and hear what our students think about the trucks and cars they produce.</p>
<p>Sustainability</p>	<p>Transportation efficiency is a key component to environmental sustainability. This trip will explore ways in which the auto industry is responding to consumer demands and governmental regulations to be more sustainable.</p> <p>GM has sponsored a grant to universities that are moving to be more sustainable. Thus far we have been unable to manage the application process. In discussing sustainability matters with the industry executives, I will ask if there is an easier way to provide funding to a public institution like ours.</p>

Program Chair/Director	john-andrew.morris
Academic Affairs AVP	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 Approval

Approval	I approve the IRA Funds Request described on this page
Name	J. Andrew Morris
Date/Time	10/2/2014 8:30:17 AM
Validation	myCI-signin-TD-5819

Academic Affairs AVP Approval

Approval	—
Name	—
Date/Time	—
Validation	—