

Instructionally Related Activities Funds Request Spring 2018

▼ Submitter

Submitter Name

John Griffin

Submitter Email

john.griffin@csuci.edu

▼ 1. Basic Details

Activity Title

2018 Detroit Study Tour

Activity/Event Date

March 16 to March 23, 2018

Date Funding Needed By

December 1, 2017

Previously Funded?

- No
 Yes

▼ Previously Funded Proposal

Semester/Year

Spring 2017

Proposal # (if known)

0843

Report submitted for previously Funded Activity?

- No
 Yes

Please upload a copy of the report

[673-ira-report-detroit-study-2015-proposal.pdf](#)

Additional Report #1

Additional Report #2

Additional Report #3

Additional Proposers

none

Academic Program(s)/Center Name(s)

UNIV-391

Estimated total Course Fee revenue

\$7,000 (\$500 per student with 14 students)

Amount Requested from IRA

\$18,199.10

Estimated Number of Students Participating

14

▼ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

Brief Activity Description

This study tour is designed to introduce students to innovative social, business and governmental actions emerging from the economic collapse of Detroit, Michigan. Detroit is home to the U.S. auto industry. In the past 30 years, that industry has undergone enormous change with significant competition from foreign competitors and industry-wide consolidation. The 2008 collapse of the financial system forced Chrysler and General Motors into bankruptcy. The city itself continues to work through its own bankruptcy. As the region recovers and the auto industry turns its focus to hybrid and electric vehicles (EV), sustainable manufacturing practices, autonomous cars, the sharing economy, and new management practices, students see first-hand and learn how a geographic region responds to rapid and disruptive change.

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 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.

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.

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.

▼ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.
2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

Learning Outcomes and Relation of IRA to Course Offerings

Learning Outcomes

In completing this course students will:

- 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 3,000-word paper that applies researched and applied insights learned as applied to a Value Chain analysis of the auto industry;
- present findings to the campus community in a poster session.

Related Channel Island courses include:

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

▼ 4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals.
Please note that a report will be due at the end of the semester.

Description of Assessment Process

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.

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.

Students will present their findings in a widely publicized poster session on campus before the end of the Spring 2018 semester.

▼ 5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you MUST use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at <http://www.csuci.edu/ira/application.htm>.

Activity Budget

[17-18-ira-travel-budget.xlsx](#)

▼ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

Center for International Affairs Budget

Copy of Center for International Affairs Proposal

Course Syllabus

[Syllabus_Spr18_GriffinJohn_UNIV391_v1.doc](#)

Certification

- I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

▼ 7. Sources of Activity Support

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

Other Sources of Funding

Students pay a course fee of \$500, all of which will be used to fund expenses of the course. Any shortfall will be requested from the Dean of the School of Business.

▼ 8. Promoting Participation

What is your intended audience and how do you intend to market this to your students?

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. I will ask instructors in those departments to promote the course through their classes.

Posters announcing the course will be posted as soon as funding is assured. Best if that can happen before Spring 2018 registration begins.

If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

First, the Spring 2018 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.

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.

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.

9. Sustainability

If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.

Sustainability

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.

On last year's trip we met with executives at General Motors charged with managing their global strategic sustainability efforts. The practices being implemented by these managers have direct corollaries to practices on the CI campus.

10. Approval and Acknowledgement

Program Chair/Director

Andzejewski, Susan Ann

Dean

Cordeiro, William P

Conditions and Considerations

- Artist/Performer/Speaker Fees & Honoraria:** On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.
- Large Event:** For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.
- Field Trip:** Sponsor must comply with all policies found at:
<http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).
- Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval :** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.
- IT Requirements:** If your activity has IT requirements, coordination with and approval from IT Administration is required.
- International Travel:** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: <http://www.csuci.edu/rm/insurance/foreign-travel.htm>
- Risk Management Consultation:** Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.
- Space/Facilities Services Requirements:** Consultation and coordination with Facilities Services is required.

Acknowledgement

- I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Chair Review

Recommendation

- I recommend approval of the IRA Funds Request described on this page
- I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

Students have gained a lot from this experience in the past and I recommend approval of the IRA Funds Request with the following recommendations: 1) The syllabus and brief description are inconsistent in the number of class sessions required before the trip (4 vs 6). I would encourage Professor Griffin to hold six sessions prior to the trip to explore background course material and prepare them for the trip; 2) I did not see any assigned readings in the syllabus. Professor Griffin may wish to assign several readings to students before the trip to aid in their learning during the trip, as well as the development of their final paper/presentation.

 Susan Andrzejewski _____ Oct 9 2017 _____

▼ **Dean Review**

Recommendation

- I recommend approval of the IRA Funds Request described on this page
- I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

 William Cordeiro _____ Oct 10 2017 _____