Business Initiatives for Eastern Europe

* East European Interns *

Last semester, the School of Business sponsored three work-study interns from Eastern Europe, through the sponsorship of USAID and the Soros Foundation and the agency of the Business Higher Education Forum in Washington, D.C. Two bank managers from Poland, Iona Nikiel of Krakow and Jolanta Janrog of Katowice, spent one month observing banking procedures at Bank One in Bloomington and Indianapolis, and one week at the IU Credit Union. For the remaining two months, they took courses in the Business School. The Polish bank managers expressed particular interest in marketing strategies for banks and were delighted by the concept of “drive-in” banking.

Intern Ludmila Jakesove, an entrepreneur from Bratislava, Slovakia, had a more individualized study program. She interviewed managers at Cook, Inc., met with Bloomington Small Business Development Center staff, toured a number of small businesses in the area, and attended classes in the Business School.

* Entrepreneurship in Poland *

The School of Business, at the request of IU’s Polish Studies Center and Warsaw University’s American Studies Center (ASC), has joined the centers in helping to develop an entrepreneurship program at ASC. A unique feature of the program, under the direction of IUB professor Paul Marer, is the involvement of young U.S. MBA and Ph.D. students as consultant/instructors to their Polish counterparts. The initial course of study has been designed and will be delivered jointly with Warsaw University faculty. The IU team for 1995-96 consists of Business School faculty Marc Dollinger, Anne McCarthy, and Project Director Marer, and doctoral student Robert Bliss, with the cooperation of Polish Studies Director Timothy Wiles.

For additional information concerning Business School activities, contact International Programs and Special Projects Director Patricia Eoyang at (812) 855-5944.

IU Recruitment Trip to Asia

In October 1994, Patricia Eoyang, Director of International Programs for the School of Business, met with IU alumni in Thailand, Singapore, and Malaysia, and attended student recruitment fairs sponsored by the Institute for International Education (IIE) in Tokyo, Hong Kong, and Bangkok. She was assisted in Bangkok and Tokyo by her husband, Eugene Eoyang, IU Professor of Comparative Literature and East Asian Languages.

Most of the students attending the Hong Kong recruitment fair expressed interest in IU’s undergraduate programs, while IU’s graduate programs garnered the most inquiries in Tokyo and Bangkok. Indiana University and the University of Michigan were the only Big Ten institutions that participating in the fairs, and at the Tokyo fair, IU was one of the few major research institutions represented. The Hong Kong fair attracted the greatest number of university recruitment teams, with representatives from most top U.S. private schools.

In Bangkok, the overwhelming majority of students attending the fair inquired about MBA programs, so much so that one university posted a “No MBA here” sign. The brochures for Indiana University’s MBA program, ranked seventh in the U.S. by Business Week, sold out after two hours. While the fair organizers endeavored to direct their students to explore the remarkable variety of major fields offered by U.S. institutions, they found it difficult to stem the tide of students clamoring for information on a business education.

During her recruitment tour of Asia, Patricia Eoyang also visited several student advisory services in Tokyo and Bangkok to apprise their counselors and prospective students of the academic excellence of Indiana University’s professional schools, and diverse range of graduate and undergraduate disciplinary offerings.