

**China Trip, 2014**  
**Prepared by Tibor Nagy**

**1) The Visits:**

Chengdu (May 20-26)  
Fuzhou (May 26-29)  
Xiamen (May 29-31)  
Shanghai (May 31, June 1)

**2) Texas Tech Delegation:**

Dr. Lawrence Schovanec, Provost and Senior Vice President  
Ambassador Tibor Nagy, Vice Provost for International Affairs  
Dr. William Pasewark, Associate Dean, Rawls College of Business  
Dr. Kevin Stoker, Sr. Associate Dean, College of Media and Communication  
Dr. Andrew Martin, Associate Dean, College of Visual and Performing Arts  
Dr. Zhangxi Lin, Associate Professor, Rawls College of Business  
Dr. Hong Zhang, Professor, Biological Sciences  
Dr. Hongchao Liu, Professor, Civil and Environmental Engineering

**3) Visits of Institutions:**

Southwestern University of Finance and Economics (SWUFE), Chengdu  
Sichuan University, Chengdu  
Southwest University for Nationalities (SWUN), Chengdu  
Aba Teachers College, Aba  
Chengdu University, Chengdu  
Chengdu Experimental Foreign Language High School, Chengdu  
Fujian University of Technology (FJUT), Fuzhou  
Fuzhou University, Fuzhou  
Minjiang University, Fuzhou  
Fuzhou No. 1 High School, Fuzhou  
Xiamen University, Xiamen

**4) Action Items**

**a) Southwestern University of Finance and Economics (SWUFE)**

- i) Current Relationship: General MOU
- ii) Potential program(s):
  - (1) MIS/BI: 1.5 or 2 (China) + 1 (TTU);
  - (2) Study Abroad Institute: all programs possible
  - (3) School of Law: 1.5 or 2 (China) + 1 (TTU)
  - (4) WCOE: 1+3
- iii) Comments: History of cooperation between SWUFE and TTU; perfect partnership for expanding collaboration.
- iv) TTU contact: Zhangxi

**b) Fujian University of Technology (FJUT)**

- i) Current Relationship: 2 Agreements for bringing scholars and students to TTU

- ii) Potential program(s):
  - (1) Civil and Electrical Engineering: 2 (China) +3 (TTU) and 1 or 0.5 (China) +1 (TTU)
  - (2) Big Data related programs, focusing on applications in smart transportation system
  - (3) Joint FJUT/TTU Center.
- iii) Comments: FJUT perfect partner for TTU and FJUT President eager and enthusiastic about expanding cooperation and even establishing a joint center.
- iv) TTU contact: Zhangxi and Hongchao
- c) Chengdu University (CU)**
  - i) Current Relationship: General MOU (Hong bringing back for TTU signatures)
  - ii) Potential program(s): VPA student/faculty/program exchanges
  - iii) Comments: VPA Dean of Performing Arts spent year at TTU and there is already close cordiality between him and VPA Dean Edwards; so potential is excellent with this highly rated Chinese institution.
  - iv) TTU contact: Hong
- d) Southwest University for Nationalities (SWUN)**
  - i) Current Relationship: General MOU (SUN accepted language clause and Hong is returning with signed agreement)
  - ii) Potential program(s): multi-cultural programs in VPA and CASNR joint research with Tibetan plateau station
  - iii) Comments: Unique institution with focus on Tibetan culture which maintains an agricultural/environmental research station on Tibetan plateau. Strong personal connection between Hong and SWUN President so excellent opportunity for TTU.
  - iv) TTU contact: Hong
- e) Fujian Normal University (FNU)**
  - i) Current Relationship: General MOU (signed by TTU; sent to FNU for their signatures)
  - ii) Potential program focuses:
    - (1) “Big Data” 3 or 3.5 (China) + 0.5 (TTU); 1.5 or 2 (China) + 1 (TTU)
    - (2) Life Sciences
    - (3) Mass Communications
  - iii) Comments:
    - (1) The School of Math & Computer Science (SMCS) leads in math in Fuzhou -- as the math program is in the first tier list of MoE institutions.
    - (2) SMCS is willing to develop a joint **research center** with TTU in big data. They will focus on the technology and algorithms of big data analytics. This is quite complementary to the big data projects/programs at FJUT, as the latter is dedicated to specific applications, but with limited strength in theoretic research in statistics and analytics.
    - (3) Appears to have compatibility between FJUT Academy of Fine Arts and TTU’s School of Art despite TTU’s broader scope of emphasis.
    - (4) SMCS has good analytics lab with more than \$160k for SAS products (three-year license). This is very important resource, implying good

experience, for big data education. (I am using SAS products in teaching data mining and business intelligence. - ZL)

- (5) SMCS has strong desire for getting CAABI's advice in the application focuses to take advantage of their theoretical research outcomes. They currently need to extend their connections with the industry to change their traditionally pure theoretic research style.
- (6) SMCS has a good administration board led by Professor Liqin Huang. Although he is a party secretary, he is enthusiastic in promoting their programs through international collaboration. He is on the board of FZU and interviewed their dean, Dr. Gongde Guo, who got PhD degree from UK. They have good relationship and eager to innovate their programs.

iv) TTU contact: Zhangxi

**f) Xiamen University (XMU)**

i) Current Relationship: N/A

ii) Potential program(s):

- (1) School of Management faculty exchanges
- (2) Mass Comm faculty exchanges
- (3) School of Management BI program: 1.5 or 2 (China) + 1 (TTU)

iii) Comments: XMU is a “985” university located in an exceptionally attractive part of China on the coast opposite Taiwan.

- (1) The School of Management, XMU, is ranked high in China. The revenue from the MBA/EMA/Certificate education is more than 300 million RMB (\$50 million).
- (2) The geographic location of Xiamen is very important to the connections to Taiwan and South Asia. Also the prosperous economy of the “golden-triangle” in south Fujian provides high demand in business education. Historically, many oversea Chinese are from south Fujian and they have major influence in many south Asian countries, such as Singapore (about 50% are originally from Fujian), Philippines, Malaysia, Indonesia, etc. Therefore, XMU is strategically located for TTU to conduct the international regional outreaches from China.
- (3) Since XMU's ranking in China is high, it would be difficult to develop a comprehensive relationship with it at the start. So, we can begin with just a few specific programs.
- (4) Xiamen has demonstrated interest in joint research and applications in wind power technologies and supply chain management. Details are to be explored.
- (5) University of New Mexico is running 1.5 or 2 + 1 programs in several areas.

iv) TTU contact: Zhangxi

**g) Fuzhou University (FZU)**

i) Current Relationship: Templates with RAWLS A/S Pasewark

ii) Potential program(s): Big data applications in finance & accounting: 1.5 or 2 (China) + 1 (TTU)

iii) Comments: A “211” university with excellent areas of study.

- (1) FZU's computer science is ranked at the top in Fujian province.

- (2) Newly formed College of Economics and Management, FZU, is merged from three colleges: Management, Economics, and Public Administration. It's main interesting of academic areas include accounting and finance.
  - (3) Dean Zhigang HUANG, is also an assistant vice president of FZU, in charge of undergrad education for the whole university.
  - (4) Dr. Alan Qizhou Lu is an active and experienced faculty member in charge of international affairs for the school.
- iv) TTU contact: Zhangxi
- h) Aba Teachers College (ATC)**
- i) Current Relationship: General MOU (Signed during visit; Hong will bring back)
  - ii) Potential program(s): faculty development at TTU and TTU faculty visiting Aba campus to provide programs to their students/faculty
  - iii) Comments: ATC will become a 4-year College this year, and plans to add degrees and programs each year.
    - (1) Aba's idyllic setting would make it highly attractive to TTU students/faculty;
    - (2) ATC administration and faculty enthusiastic about building relationship with TTU;
    - (3) TTU College of Education (Peggy Johnson) keenly interested in developing relationship;
    - (4) Hong knows all key ATA officials
- iv) TTU contact: Hong
- i) Sichuan University (SU)**
- i) Current Relationship: General MOU (Hong bringing back signed document)
  - ii) Potential program(s):
    - (1) Life Sciences
    - (2) 2 week summer program at SU for TTU participants (students and faculty) with funding from SU
  - iii) Comments: the top university in Western China and ranks among the top 10 institutions in China.
    - (1) Especially strong Arts program;
    - (2) Ideal for recruiting graduate students;
    - (3) Best approach for TTU is via College to College collaboration
- iv) TTU contact: Hong
- j) Minjiang University (MU)**
- i) Current Relationship: General MOU (signed during visit)
  - ii) Potential program(s):
    - (1) Mass Comm: advertising undergrad program & faculty exchange
    - (2) Rawls: 1.5 or 2 (China) + 1 (TTU)
    - (3) VPA: fashion design
  - iii) Comments: MU's Fashion Design program is best in Fuzhou province.
    - (1) Need to consider how to take advantage of their resources in Xinhua Business School, Minjiang University. There are 6 well-constructed buildings with only 400+ students;
    - (2) Textile and Clothing Institute appears to be one of the leading clothing

design programs in Fujian province. Opportunities for future collaboration with TTU's Human Sciences Apparel & manufacturing program;

**(3)** Possible future collaboration with TTU's VPA and Communication Design program in School of Art;

iv) TTU contact: Zhangxi