PROLOGUE
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SOPHOMORE INTERNATIONAL EXPERIENCE (SIE)
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4MILE PROGRAM
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INTERNATIONAL RECRUITMENT

INTERNATIONAL
Bryant’s decision to “go global” was not sudden. The process started in the 1990s when Bryant president William Trueheart and some of his administrators began developing ties with overseas institutions, along with a multipronged strategy for international outreach.

President Ron Machtley pressed on the accelerator. He and his executive team saw the need to go global as an imperative for survival and success in an increasingly interconnected world. But they also realized — and the Board concurred — that Bryant could not, as a small school, be everywhere around the globe. They needed to focus and prioritize. They chose China as the first point of concentration.

They also decided that Bryant students needed to go abroad, and the administration needed to recruit more international students. Thus, “international engagement” was a cornerstone of Bryant’s bold strategic plan, Vision 2020: Expanding the World of Opportunity.

In 2015, Bryant opened a campus in China, Bryant Zhuhai, a joint venture with the Beijing Institute of Technology. The entire four years of this program would be taught in English, mirroring the Bryant Smithfield curriculum. Students graduating from this program would receive two degrees: one from Beijing Institute of Technology Zhuhai and one from Bryant University, USA. Only three other U.S. schools offer such a program.

PROLOGUE
INTERNATIONAL
Implementing this plan, Bryant began to make impressive progress. Students learned more about global affairs in class and about other cultures through Study Abroad. The University forged partnerships with leading institutions in other countries. And Bryant expanded on-campus resources for studying, and working with, international businesses.

In the years that followed, Bryant became a leader in international education.

In 2005, Bryant established the U.S.–China Institute on campus. That same year, Bryant entered into an educational partnership with the China University of Geosciences in Wuhan Province.

In 2006, the Confucius Institute opened at Bryant. Dedicated to promoting Chinese language and culture, it was the first China–funded institute in southern New England.

In 2007, Bryant launched the transformative Sophomore International Experience. Students travel to eight different countries around the world.

In 2008, Bryant created the International Business major, which became one of the University’s most popular majors.

In 2009, Bryant became the first college in North America to create a dragon dance team, a dance troupe that has won major awards in international competition.

In 2010, a Bryant alumni delegation visited sites in Beijing, Chongqing, and Shanghai, China.

In 2013, MBA students in Bryant’s first graduate Global Immersion Experience traveled to Chile, meeting with senior executives at International firms.

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Bryant Zhuhai was the University’s most ambitious stand-alone international academic initiative. And it affirmed three components of Bryant’s international philosophy: One, global learning is essential. Two, international experience and cultural understanding are key pillars of a Bryant education. And three, China is a cornerstone of Bryant’s international strategy and the global economy.

“All business is international because what happens in one part of the world affects what happens in another,” said Madan Annavarjula, Ph.D., Dean of the College of Business and Professor of International Business.

Looking back on Bryant’s progress in going global, it seems there were four keys to success: Vision. Ambition. Collaboration. Determination.

VISION

In the 1990s, Bryant administrators, trustees, faculty, staff, students, and alumni increasingly realized that there was a vast world beyond New England, beyond the United States ...and that world beckoned. It enticed admission staff who wanted to attract students from abroad. It challenged the faculty who had constant reminders that their subject matter was inadequate if they didn’t also impart knowledge — and even arrange for real-world, firsthand experience for students — about the cultures of other countries, international commerce, and global challenges that require global solutions.

Carol Word Trueheart, wife of President William Trueheart, became the first official international student recruiter of this new era.

In 1998, a new Bryant assistant professor of science and technology arrived in Smithfield with a new vision. Hong Yang, Ph.D., proposed a course on environmental studies in China that would include an optional three-week summer travel component. “I think it was my first month on the campus,” he recalls. “I went to President Machtley’s office and said, ‘I have this idea.’ And he gave me a seed grant for $5,000. That was everything to get started. A few months later, The Archway announced: ‘Bryant Adds New Course, New Minor’ for an ‘Environmental Study in China.’ The next year, 1999, I recruited 15 students and we went to China. It was a great program. And that’s how things got started.”

In 2004, Machtley had the idea of creating a U.S.–China Institute. Yang was on the search committee. They interviewed many candidates, but Machtley wasn’t satisfied. Toward the end of the process he asked Yang: “Would you like to serve?” Yang accepted and led the way in establishing the U.S.–China Institute, and the year after, its cultural division: Confucius Institute.
AMBITION

In his first year as Bryant’s president, Ron Machtley directed that the design of the new entranceway to the campus would include a symbol on top of its new signage: a large globe. That was more than a mere signal that Bryant aspired to reach out to the world; it demonstrated that the institution was absolutely committed to going global. There was no turning back. The globe and the entrance sign became the official logo of Bryant University.

Machtley’s executive team was ambitious about creating programs that would prepare students to gain a global perspective and acquire skills needed in global competition. They saw the explosive growth of China’s economy as an opportunity, and made China the cornerstone of Bryant’s international strategy. In 2005, the University’s vice president for academic affairs, V.K. Unni, explained, “Bryant is better positioned than most other American universities to participate in China’s transformation because we have already built relationships on many levels.”

Yang recalls that “by 2002, we realized we should look beyond our China plans. My slogan was, ‘From China to the world.’ We needed to do a lot of management in China, but we didn’t want to stop in one country. That was the idea behind creating this new division of International Affairs.” Yang became the first vice president for that new division.

“In addition to China, we’re looking at other promising areas,” said Yang. “South America or Latin America for a number of reasons, including that demographically, in the U.S., the Spanish speaking population is becoming increasingly larger. And when you think of New England, we have European connections, by heritage or commerce, so we can go in that direction, as well.”

COLLABORATION

It’s one thing to have a vision and a driving ambition to fulfill it, but it’s equally necessary to have effective collaboration by those who must execute the plan. When the ultimate goal is as great as this one was – turning a regional business college into an institution that could attract international students, international resources and international recognition – collaboration was essential. Faculty, in particular, had to be collaborative in creating new degree programs, designing interdisciplinary courses, and going overseas to make new contacts and do research.

That higher level of collaboration happened at Bryant. And it could not have happened without tremendous good will, talent, patience, and dedication.

David Lux, Founding Dean of the College of Arts and Sciences, and the Founding Dean of Bryant Zhuhai, recalls the challenge he faced in building a faculty in China. “How do you build a faculty 8,000 miles away and carry the DNA from the Bryant culture? The Bryant culture really is student-centered, and it is focused on the development of the whole student as the secret to successful students. At the beginning you’re really creating something out of nothing over there. But it’s difficult to overstate the support I got from staff here – in Human Resources, in IT, in the Learning Center. And I got a lot of support from the faculty.”
DETERMINATION

In launching new international initiatives, the faculty, administrators, alumni, students, and staff rose to the occasion — going above and beyond expectations to conceive and carry out new programs. President Machtley expressed that determination in 2005 when he wrote this conclusion of a “President’s Message” in *Bryant Business* magazine:

“By offering a mix of courses in language and culture, industrial psychology, and practical sociology, along with a fundamental business core, Bryant creates an ideal learning opportunity for our students to get a head start on careers that will inevitably take them into areas where they have to know another national context – even if they never leave New England. And these opportunities are not just in the classroom: with an international residence hall, internships abroad, professors and students from around the globe, and affiliate and exchange relationships with universities in China, the European Union, and Latin America, Bryant is positioned to offer students of today and tomorrow the kind of experience they will need to be successful in a world that grows ever more interdependent. We’re proud to be on the forefront of this new internationalism – and determined to stay there. Our students deserve nothing less.”

Going global was, and continues to be an enormously important part of Bryant’s transformation. Its success made the University a more diverse and talented community, with brilliant new faculty and students, new resources, and new facilities — and a renewed sense of optimism and purpose.
BRYANT GOES GLOBAL
FOCUSING ON INTERNATIONAL PROGRAMS

Opening the Center for International Business represented a major expansion of Bryant’s international business outreach and academic programs. In 1999, it incorporated the Export Assistance Center building and its programs: the International Trade Data Network (ITDN), the World Trade Center, and the new Country/Industry Program.

In 2000, the center was named after the late Rhode Island U.S. Senator, John H. Chafee, a longtime advocate of world trade and the benefits of opening new markets to U.S. businesses.

The John H. Chafee Center for International Business (CCIB) provides comprehensive international trade services to help businesses expand into world markets. Through global market research, corporate training, and strategic consulting, the Center helps local, regional, and national companies get their products and services to more customers in more places around the world. The CCIB has a network of strategic partners around the world, in-house staff, a team of international specialists, and student researchers from Bryant and other universities and colleges.

Every year the Chafee Center assists more than 200 companies locally and regionally by providing: international market research; market entry strategies for countries around the world; assistance in developing international channel partners; assistance in developing global pricing models; SWOT analysis (Strengths, Weaknesses, Opportunities and Threats); International business plan writing; and assessment of a company’s global supply chain strategy.

The John H. Chafee Center provides companies and government agencies with comprehensive, independent research. Such reports are used in a wide range of activities, covering areas such as economic planning; measuring the impact of existing or planned regulations; solving budget problems; making best use of local, regional or national resources; determining best markets; taking advantage of emerging opportunities in clean energy and high technology; improving and expanding infrastructure; and determining new export opportunities.

In addition to providing international business consulting services, the Center works with Bryant’s International Business program to partner with regional firms that want to expand globally — some for the first time and others that want to move to the next level in exporting their products and services. Working in partnership with the Chafee Center, students enrolled in Bryant’s International Business (BSIB) program work in teams as part of the senior year IB practicum to study these firms, conduct market research, and develop strategic plans to help the firms achieve their international goals.
In 2018, Bryant’s long-time Chafee Center director Raymond W. Fogarty ’79 passed away. Bryant President Ronald Machtley said Fogarty’s work at the Chafee Center was “instrumental in providing businesses with the resources to embark in international commerce.’ On behalf of the Center in 2016, Fogarty accepted the President’s “E” Star Award for Export Service from U.S. Secretary of Commerce Penny Pritzker, the highest recognition any U.S. entity can receive for contributing to the expansion of U.S. exports.
WORLD TRADE DAY

Every year Bryant University hosts World Trade Day, one of the largest and most respected international trade conferences in the Northeast. More than 500 managers and executives attend.

Presented by the John H. Chafee Center for International Business, World Trade Day features keynote speakers, workshops, panel discussions, networking opportunities, and resources to help people grow their companies.

In 2017, the theme was “Connecting the World Through Global Business,” focusing on the interconnectedness of world economies and how trade policies affect global markets and individual businesses. Speakers and workshops explored global economic and geopolitical dynamics, corporate infrastructures, and supply chain trends.

In 2018, the theme was “Technology in Global Trade,” with the focus on innovations in manufacturing, including robotics, drone, and other tech advances. Attendees learned about the use of Big Data and analytics that drive strategic decision making, as well as ethical concerns in data mining practices. There was also extensive discussion of blockchain technology, cybersecurity, and global logistics.
SHAPING THE FUTURE THROUGH INNOVATION

Cris Beswick
Strategic Advisor on Innovation
The Sophomore International Experience (SIE) created a new model for students to study abroad. SIE offers sophomores short-term experiential learning in seven countries. It begins the semester before departure with an introduction to cultural norms, historical reading, language study, and art appreciation. The course culminates with a two-week trip led by faculty and staff, during which students experience another country’s culture and learn how businesses operate globally.

The first SIE was in 2007 when 30 Bryant students and four professors traveled to China. But the idea of the program began with an earlier trip to Italy. President Machtley and his wife, Kati, David Lux, Tom Eakin and his wife, Marj, and Father Joe Pescatello traveled with 30 students. Machtley recalls, “Originally I thought, let’s have them just go up to the hill towns. I imagined it could get crazy if we had to get 30 kids up in the morning, leave the hotel, and get on a bus to go to city after city. David Lux knew Italy, and said, let’s just have two cities. So we picked Rome and Florence. And we’d take side trips; that way, students could really get to know the city, subways, and places. That became the prototype for what we do now. SIE became a really popular program. We’ve gone to Spain, England, France, Germany, Italy, South Africa, Panama, Costa Rica, Ecuador, China, Singapore, Malaysia ... There are groups of about 35. Kids who might not have ever traveled outside the U.S. realize, ‘yes, I can do this; I can go abroad.’”
Bryant Zhuhai students travel to the U.S. for their 11-day Sophomore International Experience, learning about American culture, business, and education. The SIE for Bryant Zhuhai students begins with a welcome from Bryant leaders and faculty, followed by morning and afternoon academic sessions, team building activities, and a welcome dinner.

Since its inception, more than 2,500 sophomores have taken part in the intensive three-credit course.

Students and alumni often cite their SIE trip as a transformative element of their education. It builds cultural competency, provides impressive experiential credentials, and inspires a desire to continue exploring the world.

About 50 percent of Bryant students who choose to study abroad for a semester or a year have first been on an SIE trip.

Professor of Economics Ramesh Mohan, Ph.D., has led many SIE trips since the program began. “There is absolutely no replacement for exposing students to intercultural dynamics and global connections,” he said in 2015. “It is crucial for them to capitalize on cultural intelligence in a wide range of global career options. SIE provides the platform to nurture this ability.”
STUDY ABROAD

Bryant ranks high among master’s universities in the percentage of students who study abroad.

Students can study abroad for a semester, summer and/or a winter or January term.

“Have you ever dreamed of seeing Hamlet performed in London's West End? How about hiking through the Incan villages of Peru? Or looking to the horizon and wondering where the Great Wall of China ends?” Bryant challenges students to see an expanding world of opportunity.

Bryant’s Study Abroad Office helps students tailor study-abroad opportunities to suit their needs and interests. Students can choose from hundreds of academic institutions in 50 countries, participating in immersive semester-abroad programs through Direct Exchange partnerships.

By 2018, there were 52 study-abroad countries to choose from, with 291 locations.

Bryant’s leaders travel extensively to other nations to strengthen the University's international ties and explore opportunities for expanding its international programs. For example, in October of 2017, President Machtley, Vice President of International Affairs Hong Yang, Vice President for Human Resources Timothy Paige, and Bryant Trustees Louis Page and David Weinstein traveled to Asia. In Singapore, the delegation held discussions with scholars at the East Asian Institute of the National University of Singapore, and with administrators at United World College of South East Asia. In Vietnam, two universities hosted the delegation. The group then went to China for the official Convocation for the Bryant Zhuhai class of 2021.

Bryant is a gracious host to exchange students from universities in other countries. In the fall of 2017, four students from the University of Birmingham in England enjoyed their time on the Smithfield campus as part of a one-year exchange program. “I have loved my time at Bryant,” wrote Daisy Robertson. “The students, professors, and the staff are all so welcoming and have made my transition to America so easy. Go Bulldogs!” Her fellow Birmingham student agreed: “The experience has been amazing,” said Harriet Dawson. “The community feel and friendly familiar faces each day really make you feel at home, and the location of Bryant helps to enable you to experience some of the greatest things America has to offer.”
China became a strategic focus in 1999

In 2005, the U.S.–China Institute was established to forge academic, business, and cultural partnerships between Bryant University and higher learning institutions, business enterprises, and governmental offices in China. It is located in the John H. Chafee Center.

The Institute provides students and faculty with broad global perspectives and experiences and offers China-related services to businesses and communities.

Some of the U.S.–China Institute’s business programs are:

Business Training: The institute offers customized training courses for Chinese companies that utilize Bryant’s expertise in global business to help develop the next generation of global leaders in both China and the U.S.

Business Services: The U.S.–China Institute provides a wealth of information and services on doing business in China. The goal is to link New England businesses with Chinese counterparts through consulting and training programs, trade missions to China, and business matchmaking.

Hong Yang

Professor Hong Yang, Ph.D., now Vice President for International Affairs, is founding director of Bryant’s U.S.–China Institute; Recognized as a U.S.–China Public Intellectual Fellow by the National Committee on U.S.–China Relations, Yang is a distinguished professor and research scientist. He has received numerous scientific awards and honors, including the prestigious Alfred P. Sloan Award in Molecular Biology and Evolution. Yang has authored more than 90 scientific articles and co-edited three books on geobiology, ecology, and the conservation of Chinese Dawn Redwoods. During his tenure as director of the U.S.–China Institute, he has developed numerous programs of academic, business and cultural exchanges between the University and China, and helped secure millions of dollars in grants and contributions for Bryant.
HOSTING CHINESE SCHOLARS AND DELEGATIONS: Throughout the year, the institute hosts Chinese scholars who are experts in their fields of study and helps them adapt to studying and living in the U.S.

TRADE MISSIONS: The U.S.–China Institute accompanies Bryant alumni and representatives of New England businesses to China to introduce them to potential investment partners and new business opportunities. Trade missions have focused on different regions, including Hubei Province, Shandong Province, and the Pearl River Delta region.

CUSTOMIZED TRAVEL PROGRAMS: Utilizing Bryant’s expertise and the China connections it has developed through two decades, the Institute organizes a two-week travel program for alumni and the public that highlights China’s cultural heritage along its ancient Silk Road, which spurred on the early stages of globalization. The programs include behind-the-scenes tours, and interaction with leading cultural and business experts.

TRANSLATION SERVICES: The U.S.–China Institute specializes in Chinese language translation for individuals and businesses. The Institute provides translation service for documents and websites, as well as interpreting services. It also provides phonetic Pinyin upon request and has the capability to translate both simplified and traditional Chinese characters.

Some of the U.S.–China Institute’s academic programs are:

RESEARCH AND EXCHANGE: The Institute creates opportunities for U.S. and Chinese scholars and institutions to collaborate on research and academic programs through video conferences, online discussion, co–teaching, and site visits.

CHINA SEMINAR SERIES: Bryant hosts international guest speakers to discuss current issues regarding China. Seminars are open to the public.

SEMESTER ABROAD IN CHINA: Working with partner universities in China, the U.S.–China Institute offers customized semester–abroad programs for Bryant students and students from other institutions. The program includes courses in language, history, culture, business, and study trips throughout China.

SOPHOMORE INTERNATIONAL EXPERIENCE: As part of Bryant’s SIE, this two-week trip to China offers students an opportunity to experience one of the oldest and fastest–changing civilizations in the world. Visiting historical and cultural sites, universities, and companies, students and faculty learn about the complexities and subtleties of Chinese culture and society.

STARTALK: Funded by U.S. federal agencies under the "National Security Language Initiative," the STARTALK program encourages U.S. students and teachers to learn strategically important languages that are not readily available, such as Chinese and Arabic. The program consists of Chinese language training and cultural immersion for middle and high school students and professional development for K–12 teachers of Chinese language, history, social studies, arts, and other subjects. Throughout the two-week program, students take part in intensive Chinese classes at the beginner, intermediate or advanced level. Seminars for teachers cover topics on pedagogy, contents, and certification. Cultural workshops and field trips have been provided to students and teachers since 2007.

BRYANT ZHUHAI CAMPUS: In collaboration with Beijing Institute of Technology, Zhuhai, Bryant University established a branch campus in Zhuhai, Guangdong Province, to become the first U.S. university to offer a four–year business degree in China. The Institute leads Bryant’s coordination of activities between the Zhuhai and Smithfield campuses. This includes academic, administrative, and logistical support, Bryant students’ one–semester study abroad in Zhuhai and Zhuhai students’ summer courses and American experience at the Smithfield campus.
In 2006, the Confucius Institute at Bryant University (CIBU) became the first China-funded institute in southern New England. The institute is dedicated to promoting Chinese language and culture.

This joint project between Bryant and the Office of Chinese Language Council International (Hanban) provides resources for students, educators, and businesses. Named after the revered Chinese philosopher and educator, the Confucius Institute is managed by the U.S.-China Institute at Bryant University in collaboration with China University of Geosciences at Wuhan. Executive Director of the Confucius Institute is Bryant University Professor Hong Yang, Ph.D., a noted expert in environmental science, director of Bryant’s U.S.-China Institute, and Bryant’s Vice President for International Affairs. Bryant president Ronald Machtley is chair of the board.

In 2008, President Machtley was the keynote speaker at the opening ceremony of the annual Confucius Institute in Beijing, China. Speaking to more than 2,000 leaders from around the world, including 200 presidents of institutions that host a Confucius Institute, Machtley said: “Each of us has our own national interests, and our pasts are different, yet we are here today bound by a common interest: to understand China through its language and its culture.” He emphasized the support of the Confucius Institute in developing exceptional opportunities for Bryant students. At that time, over 300 students had already studied in China. 30 percent of the faculty, 80 percent of senior administration, and 33 percent of the University’s trustees had also traveled to China.

“Only with the designation of Bryant University as a Confucius Institute, and with the resulting resources from this partnership,” said Machtley, “have we been able to more fully implement a China strategy across the whole University and into our surrounding communities and businesses.”
Some of the Confucius Institute’s programs are:

CHINESE PROFICIENCY TEST SERVICES: In 2007, Bryant became the first institution in New England authorized by China’s Ministry of Education to offer international standardized Chinese language tests, including Chinese Proficiency Tests (HSK), the Business Chinese Test (BCT), and the Young Learners Chinese Test (YCT) year round.

COMMUNITY CHINESE LANGUAGE CLASSES: CIBU offers several Chinese Mandarin classes for the general public, including Young Learner Chinese, Chinese for Adults, and private tutoring. The institute also works with local K-12 schools to introduce Chinese language and culture through the After School Enrichment Program and Chinese in Lunch Time Program. Language classes have also been developed for K-12 students.

CULTURAL CELEBRATION: CIBU brings major Chinese holidays to the Bryant campus, such as the Chinese New Year in early spring. Events feature artistic exhibitions, dances, folk music, and lectures by renowned speakers. In 2007, Bryant started a new annual tradition of themed Mid-Autumn Festival Celebrations. Some of the cultural themes have been: Ping-Pong diplomacy (2007), Chinese tea (2008), folk music (2009), grassland culture (2010), Chinese jade (2011), the Great Wall (2012), Chinese silk (2013), and early writing on bamboo strips (2014).

CHINA STUDY TRIP: In connection with Bryant’s summer STARTALK program, CIBU provides U.S. teachers and students opportunities to travel to China and explore its rich history, diverse culture, and rapidly growing economy. The institute organizes study trips to historical and cultural landmarks and natural landscapes, as well as visits to local communities.

GOLDEN JASMINE CHINESE FILM FESTIVAL: In collaboration with the Rhode Island International Film Festival, the Golden Jasmine Chinese Film Festival introduces American audiences to the social and cultural landscapes of China through Chinese films.

CONFUCIUS INSTITUTE LIBRARY: The CIBU houses thousands of books (including audio/video materials) about Chinese history, culture, politics, economy, and ancient and contemporary literature, as well as textbooks and reference books in Chinese and English.
CHINESE CULTURAL EXHIBITION SERIES:
In partnership with leading national, cultural, and educational institutions in China, CIBU organizes themed Chinese cultural exhibits, with scholarly presentations, cultural displays, and hands-on activities for young audiences.

Yang recalls some of the exhibitions produced for the Bryant campus:

“Our exhibits have been in the Grand Hall — usually a one-day affair, but later we’d have them for a full week. We’d start with an opening speaker, then open the exhibit and let people enjoy some hands-on interaction. The exhibits attract a great many visitors from around New England.

“In the past 10 years, we did a cultural program on Chinese tea. We worked with the Chinese National Tea Museum to exhibit how tea is prepared, why there are so many different kinds of tea, how good it is for your health, and the proper way to drink. The next year we did a program about silk because silk has been part of the Chinese tradition and China’s early trade with the western world. We worked with the National Silk Museum in China and brought an exhibit here. Students dressed in silk and had a modeling show on silk.

“Then we offered a program on porcelain, which also has a long history in China. It was important in trade. If you go to Newport, Rhode Island, and see the old mansions, you’ll see china made in China, with their logos. We had an exhibit on styles of porcelain in China, and its significance in trade with the U.S. and U.K. We did something similar with Chinese jade. In China, jade is more valuable than gold. Again, we did this with a top museum, with experts. We’d work with them to bring in the exhibit, and then we’d modify it in a way that allowed the general public, who would often come with children, to have some hands-on experience.

“Perhaps the most amazing exhibit featured ancient cave art in the Dunhuang region of China. We did this in partnership with an institution in China, the Dunhuang Academy. Dunhuang is a site in the far west of China, along the ancient Silk Road. At the site, they have nearly 500 caves. The caves were carved from the 4th century to the 14th century. They were decorated with beautiful paintings and statues. Most of them are Buddhist in nature, but integrated into different religions, different cultures, Taoism, and Middle East Islamic culture, because this — right on the Silk Road — is where different cultures integrated.

“Their academy was supported by a foundation in New York and other funding, which allowed them to digitize the caves. So it was a digital project that we wanted to exhibit here. They said, based on their new digital product, that they could reconstruct a cave for us. They had the digital imagery of caves and told us: based on the size of your available space, we could measure and then print the murals that decorate the cave. That’s what they did for us in 2017.

“Cave 285 had a lot of significance. It has both East and West elements in it. And it generated tremendous excitement here for the entire 10 days of the exhibit.”
Interactive chinese cave exhibit: Bryant was the first U.S. academic institution to reconstruct a replica of a 6th century cave from the Mogao Grottoes, a UNESCO World Heritage Site. It was part of a multimedia exhibition that presented arts of the caves; information about the economies along the ancient and modern Silk Road; musical, commercial, religious exchanges; and environmental changes along the trade route.

Students, faculty, and staff explore exhibit:
“Dunhuang: An Oasis of East–West Cultural, Commercial, and Religious Exchanges Along the Ancient Silk Road” was a 10-day exhibit and series of seminars hosted by the U.S.–China Institute in 2017. It featured images of cave paintings, a replica of Cave 285, a virtual reality cave experience, and an international short film.
In the fall of 2015, Bryant University opened its doors in Zhuhai, China, for the first class of a joint degree program collaboratively run with the Beijing Institute of Technology Zhuhai.

Bryant became the first and only American university with a presence in Zhuhai, the first university to establish a partnership with a private institution in China, and the only U.S.-China joint business four-year degree program in Guangdong Province on the southeast coast.

The academic program mirrors the vigor of Bryant’s nationally recognized curriculum, the quality of its faculty, and its standards of excellence. Courses are taught in English.

The Bryant Zhuhai building is on the 800-acre campus of Beijing Institute of Technology, home to about 25,000 students. Half of the 107,000-square-foot facility, constructed entirely through funding from Zhuhai partners, is dedicated to the Bryant program.
In 2016, Bryant celebrated another milestone as a leader in international education by welcoming the first group of students from Bryant Zhuhai to the Smithfield campus. Eighty-seven students – more than half of Bryant Zhuhai’s inaugural class – traveled to the U.S. as part of their Sophomore International Experience. “Seeing you here at Bryant, just one year after you began this transformational experience, just makes me so proud,” President Machtley told the students. “It is such a great honor to welcome you to the Bryant campus.”

David Lux, Ph.D., Founding Academic Dean of Bryant Zhuhai, expressed similar gratitude and personal pride on the occasion. “For me, this is a very special moment. I feel honored to represent both Bryant University and Bryant Zhuhai and to have these intercultural conversations and the opportunities to work between the two cultures.” The following year, 2017, Lux returned to Bryant’s Smithfield campus as Professor of History.

In 2017, Bryant announced the successor for Lux as Academic Dean of Bryant Zhuhai: Daniel J. Borgia, Ph.D., who oversees the faculty and academic programs. Prior to taking the position, he served in numerous academic and administrative posts in other colleges and universities. “I very much appreciate Bryant’s student-centered and innovative approach to education,” he said, “and I look forward to creating opportunities for Bryant students from both the Zhuhai and Smithfield campuses to become successful leaders and innovators.” He co-authored *The Wild, Wild East: Lessons for Success in Business in Contemporary Capitalist China* in 2011, a book about conducting business in China. Borgia and his wife, Jia, who was born and raised in China and is now an American citizen, own a home in the northern city of Tangshan where they often travel.
In recent years, the four-year Multicultural and International Leadership Experience (4MILE) became Bryant’s orientation for international students and domestic multicultural students.

The program begins with a week of events that feature team-building exercises, cultural and social workshops, presentations, and activities. First-year students are matched with upper-class mentors who help connect them with the Bryant community. This tailored experience helps acclimate students to their new home, provides a hub for the academic and personal resources they'll need, and fosters lifelong friendships that greatly enhance a formal education.

Students and their parents are given a document created by Bryant that other schools also use. “4MILEstones” sets markers for each year as a “road to success for international students.” It's also available online. It is a checklist that helps parents talk with their students about the progress they’re making at Bryant. It lists dozens of milestones for each of the four years in four different categories: cultural immersion, academic success, social networking, and career preparation.

The annual goals of the 4MILEstones are clear in purpose: “For the first year, to make a successful transition and build a foundation for a fulfilling college experience ... for the sophomore year, to expand your self-awareness and broaden your involvement in university-wide programs and activities ... for junior year, to build your academic achievements and lay a solid foundation for your career path ... and for senior year, complete your degree requirements and be fully prepared for your post-Bryant endeavor as a successful Bryant graduate.”

Hong Yang, Bryant’s Vice President for International Affairs, said that calling the program 4MILE was partly because “we like acronyms,” but noted that wordplay has its limits. “One day I got a call from Chinese parents whose son would be coming to Bryant as a new student. The mother asked me, ‘What kind of shoes should we buy for him? I understand he has to run four miles.’”
In 2004, Bryant launched a groundbreaking new degree program, International Business (IB). It has become one of the University’s most popular majors and is now ranked 25th in the nation.

Unlike what was offered at other schools, Bryant’s program requires a business concentration. IB majors must concentrate in one of the following: accounting, entrepreneurship, finance, global supply chain management, human resource management, information systems, leadership and innovation, marketing, or team and project management. And this functional foundation is supplemented by numerous educational opportunities to foster a global perspective.

IB students also achieve proficiency in a second language — partly by studying and working abroad — deepening their global perspective.

“We designed our program to meet employers’ expectations of immediate productivity,” said Finance Professor Betty Yobaccio, D.B.A., one of the program’s primary architects. Now 15 years later, those who first designed the program look back and laugh. When they started with the incoming class, only the first-year classes were fully mapped out. Its evolution and success exemplified true entrepreneurship by the faculty, led by Professor Yobaccio, who retired in 2017.

The IB curriculum is supported by Bryant’s many unique on-campus resources, including the John H. Chafee Center for International Business, which provides trade services to help area businesses expand into overseas markets. This “living laboratory” has enabled students to collaborate with faculty and staff to gain firsthand experience with global competition.
Madan Annarjula is Dean of the College of Business and Professor of International Business. In 2008, as associate professor of management and coordinator of the International Business program, he approached the Chafee Center and proposed establishing a senior-year practicum. He realized that at other business schools the emphasis was on theory, rather than practice, and the standard teaching procedure was to use case studies, rather than hands-on experience. “In cases studies we say, ‘This is what this company has been doing, what do you think are their options?’” he explained in a 2012 interview. “Whereas here, they’re actually experiencing it in real time. It’s experiential learning because they are being forced to think on their feet.”

In the unique senior-year practicum, students consult with Chafee Center partner companies, conducting research, doing analysis, and developing actionable strategic plans for international expansion. Gerald Cohen, the Chafee Center’s trade specialist and IB coordinator, helped develop the program and is proud of its continued growth and success. “There’s no other college that is doing what we do at the undergraduate level,” he said in 2016. “Our model is unique.”

Students also participate in business strategy games, simulated programs where they run a multinational company virtually. “What’s really unique about this experience is that the students have to work as a group to run the business,” explained Crystal Jiang, Ph.D., Assistant Professor of Management, “to think about every dimension of a business, from site selection, to promotion, to warehousing, logistics, supply chain management, to marketing and advertising, to enhancing shareholder value.”

Like the Global Supply Chain Management practicum, the IB program has small teams of students working directly with business clients on projects, with oversight by faculty and staff from the Chafee Center. At the end of the semester, they present a written and oral report to the client and a panel of judges who offer suggestions. Students also compete for awards and cash prizes for best projects. Gerald Cohen said that students “formulate industry and market analyses, produce SWOT reports and competitor briefs, assess market trends, develop company strategy and create financial plans. This is experiential learning at its highest form.”

Bryant’s International Business program is ranked #3 nationally by College Factual/ USA Today, a reflection of its effectiveness in immersing students in real projects with real companies, and a recognition of the accomplishments of IB faculty.

Among Bryant’s distinguished IB faculty is Andres Ramirez, Ph.D., Associate Professor of Finance and IB program coordinator. He’s a native of Chile who previously had an impressive career as an international treasurer and controller. As a member of a Chilean multinational firm, he worked with subsidiaries throughout South America. And he’s widely published in International Business Review, Multinational Business Review, and Public Finance Review. In class, he introduces students to the impact that events in other nations have on U.S. companies. They examine how events such as the 2008 worldwide financial crisis and the 2011 tsunami in Japan disrupted businesses all over the globe. “In the basic financial management class, students need to understand about interest rates, time value of money, stock markets – the basic tools of the game,” said Ramirez in 2012. “The traditional textbook approach is to use the last chapter to say: ‘Oh, by the way, there are
a lot of countries out there that have different inflations and different interest rates and different currencies, and legal systems.' At that level, I tell my students that they’re not in Kansas anymore, that they’re in the world. So how is that going to affect the way you learn and practice finance? It’s going to affect it a lot.”

The IB faculty includes a management professor who has taught in MBA and executive MBA programs in 14 countries, a former investment manager for the state economic and trade committee in China, and a professor whose research won Best International Paper in the Organizational Behavior division of the Academy of Management.

Bryant’s IB graduates are in demand in business, government agencies, nonprofit organizations, and leading graduate programs. They are respected for being innovative problem-solvers and responsible leaders in the global business arena – with an in-depth understanding of their chosen business concentration, advanced written and oral communication skills, and an appreciation of the arts and humanities in all cultures.
MODERN LANGUAGES
CHINESE, SPANISH, FRENCH, ITALIAN

Language study is essential for employment in a growing range of professions, and proficiency in a language is required by most graduate programs.

Bryant’s department of modern languages offers programs in Chinese, Spanish, French, and Italian. Classes are conducted in the target language. Bryant also hosts a language lab, which provides supplemental instruction and teacher and student instructional materials.

Chinese and Spanish are offered as a major, a concentration, and a minor. French is offered as a concentration and minor. Italian is offered as a minor. Each provides an advanced level of language proficiency and an understanding of the cultures where the languages are spoken.

Courses integrate culture, history, literature, and introduce students to business discourse. Language study teaches students to think critically and introduces them to ways other cultures construct thought and convey meaning.

To enhance study of a language, students are encouraged to take advantage of numerous study-abroad opportunities available at Bryant. Language competency is greatly enhanced by cultural understanding. That’s why Heather Moon and Elisabetta Misuraca, lecturers in Bryant’s Department of Modern Languages, teach ethnographic fieldwork to students who study abroad. And it’s why the department often co-sponsors internationally focused events on campus.

The faculty are dedicated educators whose expertise runs the gamut from second-language acquisition and applied linguistics to cultural issues in countries where the language is spoken. Faculty members disseminate knowledge not only through teaching and publications but also in presentations and engagement with private and public organizations. They are active in service-learning, student assessment, and the pedagogy of foreign-language film and literature.
Recruitment of international students has been part of Bryant’s strategic plan since the adoption of Vision 2010. The university’s vision at the time was “…to provide an educational experience that prepares students for rewarding and successful professional and personal lives in an increasing global, technology sophisticated, and diverse world.” Recruiting international students is supported by Bryant’s focus on creating classroom discussions with a global perspective, and offering a residential experience that exposes students to cultures from around the world. Such diversity in thought and culture greatly enhances the academic and student life experience.

During the 2010-2011 academic year, Bryant’s admissions office created a specific resource for a dedicated international student recruiter. This recruiter travels the globe to myriad high schools, preparatory schools, and other secondary education institutions in search of students who might thrive at Bryant University. Over the years, the top five countries in Bryant’s student enrollment have been India, China, Canada, Turkey, and Ecuador.

In 2015, Michelle L. Cloutier ’05 MBA, was appointed Bryant’s Vice President for Enrollment Management, after nine years of leadership positions with Bryant’s Office of Admission. Cloutier said, “International families are particularly attracted to Bryant because of its bucolic and safe campus, tucked away in the woods of Rhode Island. The benefit is enhanced when students realize the close proximity of the campus to cities — Providence is 15 minutes away, and Boston is 45 minutes. International families are also influenced greatly by rankings, such as Bryant’s high placement in U.S. News & World Report. Our Bachelor of Science in International Business is one of the most attractive academic programs to our international students, and, as of 2018, it’s ranked as the #25 IB program in the nation. The expectation is that this degree-granting program will continue to grow in size and reputation.”

Through the Study Abroad and SIE programs, students informally “market” the Bryant experience at numerous institutions around the globe. Those programs signify Bryant’s commitment to creating truly global citizens. Both programs work with the admissions team, and assist in recruiting international students and promoting a community of inclusion.