



*"Holland Fellows is a prestigious students' exchange program, not only because of its long history, but also due to the precious friendship it has brought to our two institutions. Holland Fellows Program has built a stage for top students in both universities to work together to obtain first-hand experience of international cooperation, which is quite profound to all members' future development."*

**YANG YULIANG**  
PRESIDENT  
FUDAN UNIVERSITY

*"In the expanding global economy, the ability to integrate cultural differences in the decision-making process is critical. The William Holland Fellows Program provides a distinctive opportunity for Fudan and Appalachian State business students to prepare for leadership in this challenging business environment."*

**KENNETH E. PEACOCK**  
CHANCELLOR (2004 - 2014)  
APPALACHIAN STATE UNIVERSITY



## REQUIRED COURSES



Students participating in the program are required to take the following courses:

Spring - BUS 4530 International Business in China: Orientation (3 credit hours)

Summer I - BUS 4540 International Business in China (3 credit hours)

Students who successfully complete the program will also have a permanent notation on their transcript of being selected a Holland Fellow and participating in the program.

## FOR INFORMATION AND APPLICATIONS



Participation is limited to full-time juniors, seniors and graduate students admitted to the Walker College of Business with a GPA of 3.0 or better.

Applications, deadlines, and other details are available at:

[www.hollandfellows.appstate.edu](http://www.hollandfellows.appstate.edu)

## WILLIAM R. HOLLAND FELLOWS PROGRAM FOR BUSINESS STUDY IN ASIA

沃克商学院



Appalachian  
STATE UNIVERSITY



Celebrating international  
cooperation through a  
unique program in  
international business studies



**WALKER**  
COLLEGE OF BUSINESS

Walker College of Business  
APPALACHIAN STATE UNIVERSITY



## THE HOLLAND FELLOWS PROGRAM

*"We all try to keep contact with our partners no matter where we are in the world. Thank you for this wonderful program, which unites us for life."*

ZHANG YUANJIE

Walker College of Business students have a unique opportunity to participate in a three-week faculty/student delegation to Fudan University in Shanghai. Fudan is consistently ranked as one of the top five universities in China.

In 1997 the William R. Holland Fellows Program for Business Study in Asia Endowment was established at Appalachian by Mr. Holland and United Dominion Industries to support the annual student trip to China. Twelve business students, representing all majors, are selected through a competitive interview process. Being chosen as a Holland Fellow is an honor and presents a unique opportunity for representing the Walker College and Appalachian. In preparation for their trip, students participate in a semester-long course on the history, geography and demographics of China and learn about China's business practices, culture and elementary basics in conversational Chinese. The highlight of the program is the opportunity for Appalachian students to work directly with business students from Fudan on a comparative business study as a joint project. Their results are presented to a group of Chinese and American business leaders.



*"I could never believe such magic friendship can be built between people from two quite different countries until I became a Holland Fellow."*

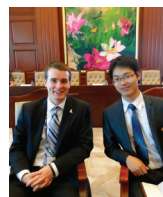
SUI WEI



*"The Holland Fellows program brings young people together and shortens the distance in the world."*

DONG XU

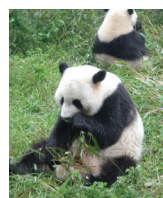
## PROGRAM HIGHLIGHTS



- Experience a once-in-a-lifetime opportunity to join Fudan business students in classes and project assignments to gain cross-cultural understanding of Chinese business practices.
- Visit historical sites and cultural attractions in China.
- Gain an understanding of international business by visiting state-owned enterprises and foreign joint ventures in China, and by meeting business executives.
- Participate in lecture discussions presented by Fudan University faculty.
- Host Fudan Holland Fellows at Appalachian in the spring and travel with them to several domestic destinations.
- Opportunity to participate in a summer internship in China after the study exchange.



## EXPECTATIONS OF HOLLAND FELLOWS



The Holland Fellows Program is designed for the mature, self-motivated student who is flexible and adaptable in working with students from other cultures. You are expected to be ambassadors during the period in which you are required to host the Fudan delegation in the United States and also during the period of travel and work in China. The work and schedule is demanding, but richly rewarding.



*"Holland Fellows was an eye-opening experience that impacted my life in so many positive ways. There is no better program offered that compares to Holland Fellows. Prepare for a once in a lifetime adventure!"*

MATTIE HARDIN

## TENTATIVE TRIP DATES

For trip dates and program details:  
[www.hollandfellows.appstate.edu](http://www.hollandfellows.appstate.edu)

## PROGRAM COSTS



*"The greatest adventure I had in my college career opened my eyes to the big picture of the world around me and turned the heads of future employers."*

ERIC MCTEIR

Earnings from the William R. Holland Fellows Endowment and contributions from private businesspersons fund over fifty percent of the actual program costs. These funds provide for travel costs (transportation, lodging, some meals and admissions) to domestic sites during the Fudan student visit to the US and for airfare, lodging, local transportation, some meals, field trips and excursions and the academic program at Fudan University during May and June.

Students are required to pay a portion of the costs for participation in the program. Students are responsible for summer school tuition and fees for BUS 4540 (3 credit hours). Students may apply directly to the program for scholarships. These scholarships are awarded to participants based upon a demonstrated financial need.

Current program costs can be found online at [hollandfellows.appstate.edu](http://hollandfellows.appstate.edu)