Hypothetical Exchange Program

Part 1: Introduce to experts about the foundation of the exchange program

What’s SCUT’s reputation in China and in the World?

What’s BYU’s reputation in the world and in America?

So, I think they have the basis of cooperation concerning…(let students know more about China, and more about first-level university, their strength)

SCUT is located in one of the most developed cities in China, Guangzhou, which is also the capital of Guangdong Province. It services as a critical academic center and intelligence source in South China. SCUT belongs to both 985 Project and 211 Project, which are two most influential university developing projects in China.

In the 2013 Leiden Ranking[1] of universities according to the proportion of their scientific publications that rank among the top 10% in their field, SCUT is listed 138th in the world, 11th in Asia, and 5th in China (excluding Hong Kong) ~~behind Nankai University, Hunan University, University of Science and Technology of China, and Lanzhou University~~. The same year's QS Asian University Rankings show SCUT ranked as 171-180. In China’s most popular university ranking, China University Ranking 2013 by Wu Shulian, SCUT ranked as 23rd, among the first-level university club in China.

Famous Alumni: (must include field-related alumni)

Beautiful Scenery: Important building, cozy accommodation

BYU is a private university located in Provo, which is the [third-largest city](https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_Utah) in the [U.S. state](https://en.wikipedia.org/wiki/U.S._state) of [Utah](https://en.wikipedia.org/wiki/Utah), located about 43 miles (69 km) south of [Salt Lake City](https://en.wikipedia.org/wiki/Salt_Lake_City) along the [Wasatch Front](https://en.wikipedia.org/wiki/Wasatch_Front). BYU is a university operated by LDS Church, and that lead to a conservative but harmony campus culture. BYU was ranked by *The Princeton Review* in 2008 as 14th in the nation for having the happiest students and highest quality of life.

For 2013, [*U.S. News & World Report*](https://en.wikipedia.org/wiki/U.S._News_%26_World_Report) ranked BYU as No. 62 for national universities in the United States. In 2009, the university's [Marriott School of Management](https://en.wikipedia.org/wiki/Marriott_School_of_Management) received a No. 5 ranking by [*BusinessWeek*](https://en.wikipedia.org/wiki/BusinessWeek) for its undergraduate programs, and its MBA program was ranked by several sources: #22 ranking by *BusinessWeek*, #16 by [*Forbes*](https://en.wikipedia.org/wiki/Forbes), and No. 29 by *U.S. News & World Report*. Among regional schools the MBA program was ranked No. 1 by [*The Wall Street Journal's*](https://en.wikipedia.org/wiki/The_Wall_Street_Journal) most recent ranking (2007), and it was ranked No. 92 among business schools worldwide in 2009 by [*Financial Times*](https://en.wikipedia.org/wiki/Financial_Times).

Over three quarters of the student body have some proficiency in a second language (numbering 107 languages in total). This is partially due to the fact that 45% of the student body at BYU have been [missionaries](https://en.wikipedia.org/wiki/Missionary_%28LDS_Church%29) for LDS Church, and many of them learned a foreign language as part of their mission assignment. The university was selected by the [United States Department of Education](https://en.wikipedia.org/wiki/United_States_Department_of_Education) as the location of the national Middle East Language Resource Center. It was also selected as a Center for International Business Education Research, a function of which is to train business employees in international languages and relations.

The Foreign Language Student Residence complex has twenty-five apartments where students speak exclusively in a selected foreign language. The immersion experience is available in nine languages, and students are accompanied by a native resident throughout the year to enhance the experience.

Famous Alumni:

Beautiful Scenery:

Foundation of cooperation:

Both of the universities are among the best in their own countries, and they both have at least one specific field that has global reputation. While SCUT is famous for its engineering and architecture design, BYU has its specialty in entrepreneurship and management. They should learn from each other’s strength.

Currently, BYU has 133 international studying abroad programs. BYU has set up several short-term exchanging program in China, and has been in corporation with Nanjin University, Shanghai Jiaotong University and Sun-yat Sen University. However, we think a long-term exchange program is necessary to enhance BYU and SCUT’s relationship. It also helps the American students’ understanding of China. Academic communication is critical to a university’s quality, and that’s why we chose several of our best majors to establish such a relationship with BYU. We are sure both universities’ students will have a meaningful experience during the exchanging experience, if you choose us SCUT.

[1]: The Centre for Science and Technology Studies at Leiden University maintains a European and world-wide ranking of the top 500 universities according including the number and impact of Web of Science-indexed publications per year. The rankings compare research institutions by taking into account differences in language, discipline and institutional size. Multiple ranking lists are released according to various bibliometric normalization and impact indicators, including the number of publications, citations-per-publication, and field-averaged impact per publication.