



Northern California CITD China 'Virtual' Internship Pilot Program

Introduction

Northern California is tasked with providing meaningful internship experiences for the future business leaders of the region and with China being an ever increasingly crucial export market for companies on, not only the west coast but the western world, it's crucial to engage with private organizations driven to bridge this gap and provide well thought-out and structured programs as cost effectively as possible.

Structure & Outline

Northern California can be the first in the CITD Network in formally running this trial program put forward. The China 'Virtual' Internship Pilot program is a structured internship for that offers the chance for groups of students in the community college system to genuinely engage and experience exciting projects in China, work with mentors in China and meaningfully contribute to real-life business, build lasting relationships that can realistically boost their chances of employment and finally earn credits toward their CGBP certifications.



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What are Virtual Internships?

- The bulk of the work and mini-projects set for the students are done at the CITD Center or host college
- Regular Skype sessions are held with respective project managers in China
- Regular Skype/Google + hangout sessions for individual students are held with their personal mentors
- Dependent on funding, highest performing students in each respective track/project have chance to visit their mentors and company in China

What are the core tracks students can apply for?

- Global Business Management
- Global Marketing
- Supply-Chain Management
- Trade Finance

What are the core components?

- Students will work with one of three private companies on the ground in China and work on real commercial projects
- Although exposure to Chinese - based social media will be inevitable, all business is conducted in English
- 4-core tracks will be set in accordance to the required credits for the CGBP accreditations and college exams
- High performing students may have the opportunity to be offered paid work after the courses

Why is this program unique?

- This unique blend of Chinese companies and a US company in Ningbo offers guaranteed standard and security for the students.

Our Virtual Internship Providers on the Ground in China



GoforCN Tech Consulting Ltd is an exciting brokering firm that aids Western SME's in accessing government funding for their start-ups and projects as well as acting as sales contract brokers for export deals. The team is made up of a range of professionals and works in a wide range of industries. GoforCN will act as a partner in the internship program.



Cellar Boutique: California Wines (Rosemont International Trading LLC and Rosemont International Hong Kong Ltd.) is owned by the same team as above and is the physical wine platform for small California Wineries in Mainland China. Distribution is small but growing and Cellar Boutique controls the entire chain from winery to customer. An exciting chance for students to engage with local wineries too.



Rosemont International (Ningbo Rosemont Imp. & Exp. Co. Ltd) is a wholly foreign owned company in China run by an American and a Brit with a small local team. Rosemont act as marketing consultants for local Chinese SME's as well as US firms interesting in exploring the China marketing cost effectively.



CGBP-linked China 'Virtual' Internships: Specific Tracks

Track	Internships	Company
Global Business Management	5	GoforCN
Global Marketing	5	GoforCN & Cellar Boutique
Supply Chain Management	5	GoforCN & Rosemont
Trade Finance	5	GoforCN & Rosemont

China Virtual Internship: GoforCN Tech Consulting Ltd. (Sample Internship: Individual Example)

Tract	Company	Project Leader	Length
Global Marketing	GoforCN www.goforc.cn	Gordon Jin	TBD
Week TBD	<ul style="list-style-type: none"> Intro to marketing in China Background study on various industry sectors Students learn in detail about various areas of GoforCN's sectors and projects Students learn about digital marketing in China-context 	<p>Rob Pidduck Personal Tutor in China</p> <p>Regular personal and group Skype calls with your tutor is key as he/she will act as a bridge between you and your clients/projects.</p>	
Week TBD	<ul style="list-style-type: none"> Students are set mini projects Students are tasked with reporting back to their tutors and projects leaders on their mini project progress Group presentations over Skype are delivered in field of marketing (Context of GoForCN's current and prospective clients) 		
Week TBD	<ul style="list-style-type: none"> Students conduct real life marketing analysis for existing clients Students gather data on prospective new clients 		
Pass Requirement	Students are subject to mini-quiz and appraisal but tutor and project leader over Skype	Personal Targets	Make quality contact in China that lead to opportunities