**Community Partner Application Form**

**Center for Business Development**

**Center for Business Development is now calling for community partner (company, alumni and industrial expertise). The center focuses and collaboration area are listed in the second page. To become our members, you will gain the following benefits.**

* Access to Faculty Experts
* Accelerate Creativity and Innovation
* Company Training
* Mentor Young Professionals
* Sponsorship Opportunities

**If you want to become our member, please fill in the following information and email to** **centerforbusiness@madonna.edu****. If you have any enquiry, please contact Professor Adela Lau, Director of Center for Business Development, at (734) 793-2451 or centerforbusiness@madonna.edu, for more details and further discussion.**

**Q1 Please check the box of your membership type**

\_\_\_ Community Partners (Company)

\_\_\_ Community Partners (Alumni)

\_\_\_ Community Partners (Industrial Expertise)

**Q2 Please select the activities and research area that you would like to participate**

**Research area:**

|  |  |
| --- | --- |
| 1. Social Media & Intelligent Marketing
2. Business/Health Informatics
3. Market Opportunities Research
4. International Market
5. E-Business Strategies
6. Consumer Behaviors
7. Business Case Studies
8. Corporate Finance and Accounting
 | 1. Corporate Financial Management
2. Corporate Governance
3. Corporate Responsibilities
4. Supply Chain Management
5. Optimization and Forecasting
6. Knowledge Management
7. Industry 4.0 & 5.0 & Intelligent Systems
8. Others:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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| --- |
| **Community Partners Member (Company/Alumni/Industrial Expertise)** |
| **Check the box of your preferred activities** | **Write the letter of the research area in below boxes** |
|  | Service Learning  |  |
|  | Capstone Project |  |
|  | Applied Research |  |
|  | Grant Application |  |
|  | Consultancy |  |
|  | Professional Development |  |
|  | Virtual Internship |  |
|  | Joint Publication |  |

|  |  |
| --- | --- |
| **Company Information** | **Contact Person (if appropriate)** |
| Company Name: |  | Contact Person’s Name:  |  |
| Company Website:  |  | Job Title: |  |
| Your name:  |  | Telephone:  |  |
| Job Title: |  | Email:  |  |
| Your Signature: |  |  |  |
| Telephone:  |  |  |  |
| Email:  |  |  |  |

**The center focuses and collaboration area**

**Cross Disciplinary and International Focus**

The center focuses on multi- or inter-disciplinary, multicultural, cross-country market and virtual team studies. It aims to form teams with multiple skills to research an area for innovative creation. Through the multidisciplinary group, each team member can learn new ways of thinking, and expand their knowledge through working with diverse experts from different disciplinary areas and countries.

**Types of Collaboration**

**Service Learning**

Service learning allows a company to offer a learning opportunity to our students in a real working environment. The service-learning activities include but are not limited to community services, onsite visit, field study and company research, and will be integrate into our coursework for real world training allowing students to apply what they are studying to a real work environment while serving the community.

**Capstone Project**

The capstone project allows students to gain opportunities to apply what they have learned in class to solve an industrial problem. The capstone project simulates a real industrial working environment on teamwork. Students learn how to communicate with industry professionals and learn the problem-solving strategies of the working professional. Students are able to learn from practice. Companies gain exposure to new methodologies, technologies and innovative solutions to solve their problem.

**Applied Research**

In order to apply the academic theories in real world practices, applied research collaboration is a platform that provides opportunities for faculty experts and companies to work together to research and develop an innovative application or business solution. This collaboration can be extended to working with our students and the companies’ staffs as a team for business problem solving, idea generation, innovative product design, and case study analysis etc.

**Grant Application Development**

Our center provides opportunity for companies and faculty experts working together to apply for grants for applied research. Companies and the faculty experts, work together to develop new applications, tools and methods, and convert the research output into a commercialized product. Benefits can include reduction of cost to hire outside experts.

**Consultancy**

Companies can access our faculty experts to develop innovative solutions for consultation. Company and faculty experts work together to generate new ideas and solutions, and apply the theories and concepts to business problems and real practices. This closes the gaps between academic and industrial knowledge and practices and helps the industries to discover new insights.

**Professional Development**

It provides opportunities for companies or associations to access our faculty for staff training. Areas of expertise include data analytics, innovation creation, knowledge management, intelligent marketing, intelligent supply chain management, corporate financial management, accounting best practices, leadership, human resource management, retail management, and hospitality. The training format can be a company certificate, workshop, seminar and/or professional mentoring. Professional development can be arranged on-site or at our campus.

**Virtual Internship**

Virtual internship is a new idea to allow companies to offer a short-term internship to our students virtually. Businesses such a marketing and data analytics are suitable for creating a virtual work environment for students and companies work together. Students learn the industry practices, problem solving skills and business communications. At the same time, virtual internship overcomes the time and geographic barriers of internships, and reduces the cost for the companies and students working aboard or across state. It provides companies with a better understanding of the way generation 2 thinks, allowing for insight into how to prepare to work with their new generation of worker.

**Joint Publications**

Joint publication may include but is not limited to conference/journal papers, business case study writing, newsletter, seminars, and other forms of communication. The writing or presentation topics may include: business management, corporate finance and accounting best practices, modern e-learning technologies and models, big data and social media analytics in business, marketing, international market, finance, healthcare, retail management, hospitality, supply chain management, leadership and others.