



THE NPU GLOBE

A MONTHLY NEWSLETTER

NORTHWESTERN POLYTECHNIC UNIVERSITY



EXCITING NEWS!!!

NEW BUSINESS SCHOOL BUILDING
NEW INNOVATION & RESEARCH CENTER
NEW RECREATION CENTER



NPU has expanded its facility with two new buildings which will house the School of Business, Innovation & Research Center, and a recreation center.

The Innovation & Research Center will be conducting primary functions of :

- ◆ On campus business/technology incubation
- ◆ Providing Intellectual property (IP)/legal services
- ◆ Conducting research & development activities

The new recreation center with more than 10k sq. feet includes:

- A performance stage
- Fitness & gym facility
- 2 official size badminton courts
- Aerobics/dance area
- 8 official size T.T. tables
- Gaming arcade

SPOTLIGHT

The NPU Globe team had the privilege to interview one of our successful alumni, Mr. Liming (Tony) Xie, on his visit to the NPU campus on July 18, 2009. Mr. Xie is the founder/CEO of Xomi Instruments Co. Ltd. in Shanghai. Xomi Instruments was founded in 2005 and is the first Chinese mainland system vendor.

Here is a brief excerpt from his interview:

NPU GLOBE: Thank you for joining us for this interview. Can you give us brief introduction to your educational and professional background?

Tony: I completed my Bachelor's of Chemical Engineering Machinery from Xian Jiao Tong University in China in 1999 and started working for Acer Information Group from 1999 to 2000 and later for IBM Technology in China. In 2001 I joined Micro-Metric, Inc. as an R & D Supervisor and enrolled at NPU in 2002 to earn my Master's in Electrical Engineering. In 2005 my friends and I founded Xomi Instruments Co. Ltd.

SISTER SCHOOLS ACROSS THE WORLD!



SIT, Vietnam & NPU

Since 1991, NPU has established 185 sister schools globally. Recently NPU has signed academic cooperation agreements with:

- ◆ Saigon Institute of Technology (SIT), Vietnam
- ◆ Handong Global University (HGU), South Korea
- ◆ Techno Global University (TGU), India
- ◆ Sarhad University of Science & Technology (SUIT), Pakistan



TGU, India & NPU

Intercollegiate cooperation envisages **joint study programs, faculty exchange, internship projects, and joint research development.**

NPU GLOBE: What prompted you to select NPU for pursuing your higher education?

Tony: Well I was looking for a university closer to work and offering courses matching my career objectives. NPU was not only offering the courses which enabled me to upgrade my skills but also allowed a flexible schedule which helped tremendously. The location of NPU is very advantageous to all students due to its close proximity to Silicon Valley and local companies.

NPU GLOBE: How useful were the courses taken at NPU in terms of implementation at work?

Tony: All the fundamental courses and graduate courses helped very much in my day-to-day work and also while designing the products for my company. The courses offered are in direct correlation to industry requirements and give a better understanding to the core of the subjects. The projects and labs conducted during my coursework at NPU also helped.

NPU DELEGATION IN INDIA

NPU selected representatives Barry (Student Advisor) and Shilpa (Academic Counselor) for a promotional visit to metro cities New Delhi, Mumbai, Pune, and Bangalore (6-24 June).

The team met with officials at United States India Education Foundation (USIEF), Athrava Educational Trust & Vidya Vardhaka Sangh (VVS).

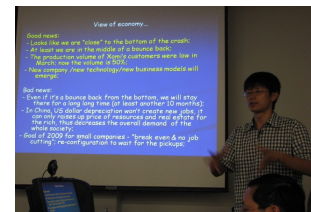
On-spot admissions and seminars were conducted.



NPU Team at "Athrava"

Mr. Tony Xie, CEO

www.xomi.com



For the complete interview, please visit www.npu.edu/thenpuglobe

CONTEMPORARY MARKETING MIX FOR THE DIGITAL ERA,

DR. NIK TEHRANI

As the marketing environment changes, there is a need to change conventional marketing strategies. In the same manner that service marketing added three more Ps – People, Process and Physical evidence to the existing 4 Ps to create an absolute marketing mix, a similar change is required in the present day marketing. With the present day marketing going digital, the very concept of conducting business has changed where consumers hold more balance of power. This means, consumers have an edge over the organizations where their demand for better products at lower prices rules. Hence, the additional 7 Ps – People, Partnership, Productivity, Personalization, Physical image, Protocols, and Privacy, are to be adopted by all marketers to meet the changing demands of consumers and survive the competition.

Dr. Nik Tehrani is an expert in e-marketing and is a successful entrepreneur in Silicon Valley. He is the author of “Contemporary Marketing Mix for the Digital Era”. He is a senior Business School faculty at NPU. Dr. Tehrani is an active member of NPU’s Global Executive Training Initiative and has conducted training in China & Finland.



Dr. Nik Tehrani

LONG LIVE AMERICA—INDEPENDENCE DAY PARADE,

MR. MICHAEL TANG



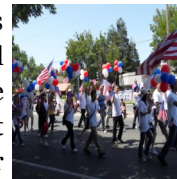
NPU staff, Student Association and member clubs have been actively participating in local community events. NPU was represented in the Fremont city 4th of July Parade. Our team’s spirit was expressed loud and clear through, “Two four six eight, who do we appreciate? NPU! One three five seven, whose birthday is today? USA!”



Photographs
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These events provide an exciting experience especially for international students and a great opportunity to interface with city officials, representatives, and the general public.

We also want to express our appreciation for Citizens for a Better Community. They provided some really good ice cream, FOR FREE!



RECOGNITION OF THE MONTH

NPU recognizes the following individuals/groups for their contribution in recruiting for NPU:

- **Kanan International, India**
- **Worldwide Education Consultants, India**
- **Pacific Ocean Company - Vietnam**
- **HubeiZhonghua, China**

THE NPU GLOBE EXECUTIVE TEAM

Mr. Barry Bishop, Editor
Ms. Monica Sinha, Advertising Director
Ms. Shilpa Egvanti, Technical Design Director

CAMPUS EVENTS

The NPU Student Association, along with NPU staff members, has been actively involved in organizing various events for our students. Some of the major events held in the month of July were:

- **TCAAT Softball Tournament:** Wednesday, July 15, 2009.

Congratulations to the NPU softball team for winning 2nd place in group B at the TCAAT Softball Tournament! They will be playing another Bay Area tournament in September 2009.



- **Special Week at Club Sport Fremont:** A world class sports and fitness facility, “Club Sport”, located near the campus, offered a “Special Week- July 13th- July 19th” for NPU students, faculty, and staff. Around 300 members of the NPU family took part in the outstanding amenities free of charge. The NPU management is negotiating for special packages for students and staff.

Let’s get active!

- **A day at the Beach:** 17 - mile Drive and Santa Cruz Beach: On July 19th, 2009, the students enjoyed the beauty of the Pacific Coast alongside multi-million dollar properties. They relaxed and picnicked at Santa Cruz beach and enjoyed the rides on the Boardwalk.

