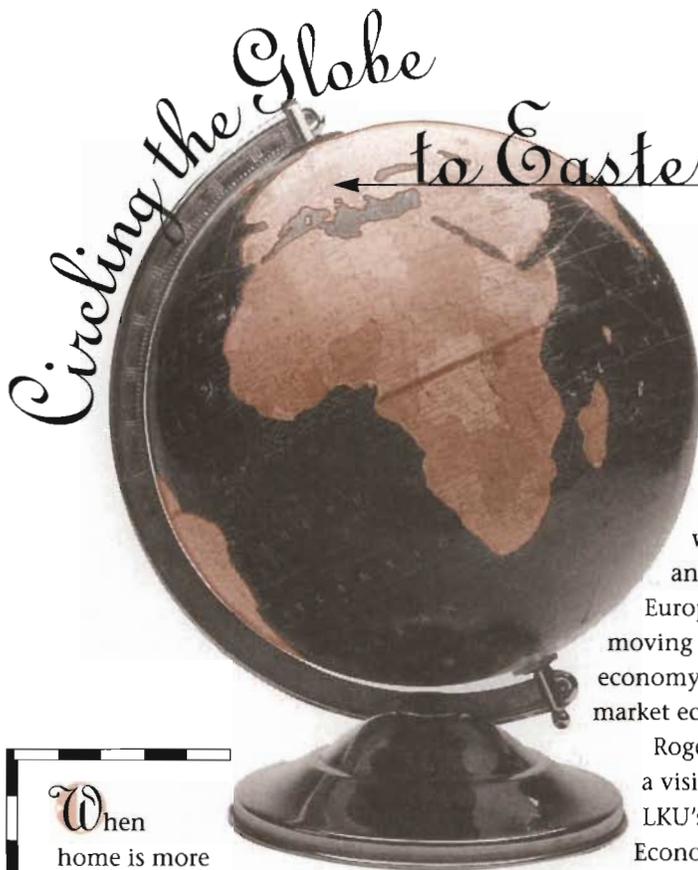


Circling the Globe to Eastern Europe

by Michelle Broom



between the two universities.

"This is an exciting time to be involved with Hungary as an Eastern

European country moving from a directed economy to a market economy."

Rogers, who will be a visiting professor at LKU's Institute for Economics and

Business as a Fulbright Scholar during the 1998-99 academic year, first traveled to Hungary in 1993 to attend the institute's opening ceremony. While there he met with the university rector and other faculty members to discuss plans for student and faculty exchanges.

In spring 1994 six Hungarian professors arrived at Cal Poly to teach in the College of Business and the following year Rogers returned to Hungary to teach a semester of marketing management. In summer 1996 a small group of Hungarian students attended special seminars in San Luis Obispo presented by volunteer faculty. But it wasn't until 1998 that LKU exchange students studied at Cal Poly for an extended period of time.

"My experience at Cal Poly has given me a different perspective on education," says Cseh. "Professors prepare more for their classes than do most professors in Hungary, and are truly interested in making sure you understand the information."

"In many respects higher education is better here because most professors teach the courses, not assistants," says Lieli. Cseh adds, "I hope American students recognize what a good university Cal Poly is."

Both Cseh and Lieli believe their study-abroad experience will be an advantage when applying for jobs. "It will be good to say we attended an American university and were subject to other cultural and educational experiences," says Lieli, who hopes to return to the States to earn a Ph.D. and one day work for the National Bank of Hungary.

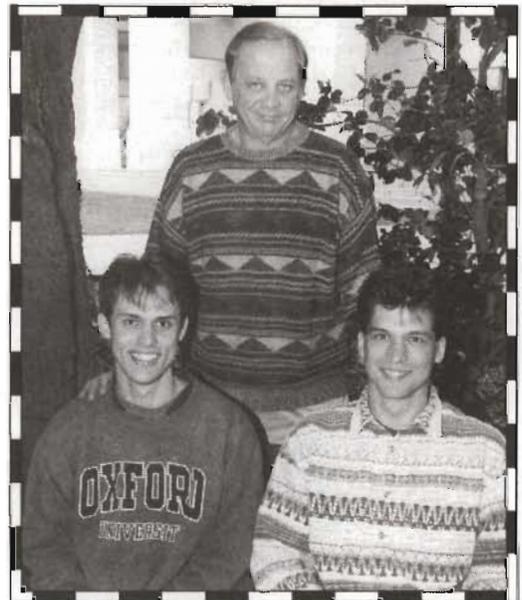
Cseh still has two years of schooling to finish upon his return to Hungary. And as for his career aspirations? "I'm still waiting to see what net I fall into," he says. **CP**

When home is more than 6,000 miles away, telephone bills can become very expensive. Fortunately e-mail can reach all over the world — including to Hungary, where Arpad Cseh, 22, and Robert Lieli, 23, send messages every day.

Cseh and Lieli have just completed two quarters in the College of Business as the first full-time exchange students from Lajos Kossuth University (LKU) in Debrecen, Hungary.

Chosen from more than 30 applicants, these young men proved to the administrators at LKU's Institute for Economics and Business that they had what it took to study abroad and succeed. "We met the criteria," says Cseh, "which included knowing and speaking English, having a high GPA, attending all-English courses, and writing an autobiography and statement of purpose."

Both Cseh and Lieli have achieved 4.0 GPAs at Cal Poly. "They're superb students," says Marketing Professor John Rogers, who has been instrumental in developing the relationship



Hungarian exchange students Robert Lieli (left) and Arpad Cseh pose with Marketing Professor John Rogers. (Photo by David Wood)