

By Bill Glavin

For students at the Camden campus, "business as usual" may lead to an international affair.

Until his summer internship finally got under way at the offices of the Campbell Soup Company in Toronto, Canada, Brian Greczyn felt like he was in the middle of an international incident. The Rutgers-Camden marketing major first ran into trouble when, after driving 600 miles to the Canadian border with his parents, they were turned away by border guards and given a police escort out of the country. "They wouldn't even allow me to make a phone call to the company," says Greczyn. "I was later told that I was turned back due to growing resentment over rising unemployment among young Canadians."

Back home in Mt. Ephraim, company officials weren't able to offer much help because the Canadian government—unhappy about the United States' trade relationship with Cuba—had made it very difficult to

# Business Trips

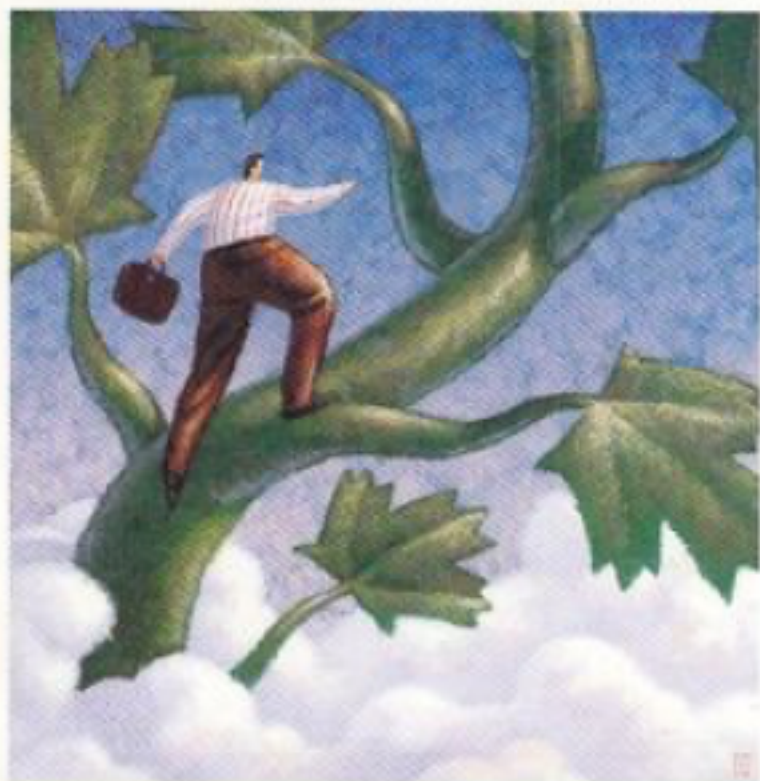
obtain temporary work permits. To the rescue came the Student Work Abroad Program, a national organization that assists students in their efforts to work in other countries. After securing the proper permits, Greczyn flew back to Canada three weeks later and finally got to work developing and compiling a data base for Campbell's retail sales and marketing group.

Although most students' first encounters with international business aren't as dramatic as Greczyn's, they are almost always as memorable, says Ralph W. Newkirk, director of the international internship program for undergraduates at the School of Business-Camden. In the five years that the program has been sponsoring overseas business trips, it has sent students to spend their summers in Germany, Great Britain, Mexico, and Canada. This year, Newkirk expects the program to place more interns in more countries than ever before: A Rutgers-Camden contingent that included School of Business dean Milton Leontiades visited South Africa and Namibia this past August. One of Leontiades's goals was to set up internships at four large American companies with offices there.

"One intern who worked at Melitta's world headquarters in Minden, Germany, did so well that he is now administrative assistant to the president of the company's North American headquarters," says Newkirk. "There's no doubt that a successful internship can serve as a springboard to a good job."

Living and working in a foreign country is a learning experience that Greczyn would recommend to others interested in business careers. "It wasn't at all similar to internships I've had at American companies," he says. "Canadians are friendlier and projects are much more team-oriented; even the offices are laid out to be cross-functional."

Greczyn's experience with Campbell's gave him a world view, but it also made him look closer to home: When he graduates in May, he hopes to get a permanent position at Campbell's world headquarters—in Camden. □



**Marketing major Brian Greczyn's internship in Canada gave him insight into the global economy and taught him to build effective data bases that link sales, market research, and inventory control.**