Bosch Partners with MSU College of Engineering to Promote Innovation, Creative Thinking

August 28, 2012

Robert Bosch LLC is partnering with Michigan State University’s College of Engineering in support of the college’s first-year program—the CoRe (Cornerstone and Residential) Experience.

With a $200,000 contribution from the Bosch Community Fund, Bosch—a leading global supplier of technology and services in the areas of automotive and industrial technology, consumer goods, and building technology—becomes a corporate sponsor in the Engineering Theme Partnership program. Bosch joins Consumers Energy/the Consumers Energy Foundation and GE Transportation as a CoRe Theme Partner.

Through the partnership, Bosch will be involved with both the academic and co-curricular activities of the CoRe Experience. The CoRe Experience is designed to engage engineering students early in their academic careers in experiential learning opportunities both in- and outside the classroom.

Part of the Bosch contribution will be used to renovate a student gathering area in Wilson Hall into an interactive, collaborative space with state-of-the-art equipment, including a smart board. In addition, the contribution will support computer lab equipment, graduate teaching assistants, undergraduate mentors, program costs, and supplies. Other possible programs to engage the students include panel discussions with Bosch engineers and summer internships at Bosch.

The intent of the MSU/Bosch collaboration is to promote innovation and creative thinking and to foster positive interactions between the students and faculty so that students will stay engaged in engineering, and ultimately pursue careers in science, technology, engineering, and math (STEM) disciplines.
“MSU is a key institution for Bosch in our global efforts to attract and retain the best technical talent,” said Maximiliane Straub, chief financial officer and executive vice president, controlling, finance and administration, Robert Bosch LLC. “The Bosch Community Fund was established in September 2011 with a mission to promote STEM education and advance environmental sustainability initiatives. We believe that providing positive, hands-on, experiential learning throughout a student’s life will help foster excitement and commitment to STEM-related careers.

“The contribution from the Bosch Community Fund is a tangible way to show students that Bosch is eager to establish a relationship and invest in their education. We want to be a partner with the MSU faculty as they help students shape and build their careers. As a company whose diverse product portfolio is centered on our commitment of ‘Invented for Life,’ we seek to hire engineers who have the ability to think creatively and advance new ideas.”

“This relationship with Bosch will allow our students to see firsthand that creativity and innovation, supported by deeply technical engineering understanding, are critical to the mission of one of the world’s most successful companies,” said S. Patrick Walton, director of the CoRe Experience. “Corporate partnerships like this are absolutely essential to the success of the students in the CoRe Experience.”

Each year, CoRe immerses about 1,200 freshmen in hands-on design projects from Day One, and provides a living-learning environment in Wilson Hall for about 600 of those students. The co-curricular programming of CoRe is open to all engineering students. Learning from each other and through hands-on and co-curricular activities, students discover how to function in a collaborative, team-based, diverse setting.

“This collaboration with a worldwide company such as Bosch is a tremendous asset for our students,” said Satish Udpa, dean of MSU’s College of Engineering. “Having Bosch and its employees in our classrooms and labs will enable our students to see what they can accomplish with an engineering degree. We thank Bosch for having the vision and the desire to help our students. We believe this program will help reshape engineering education.”

The official kickoff date of the partnership was Aug. 28; it was announced during MSU's Engineering Colloquium for new students.

A ribbon-cutting ceremony will be held on February 11.

A seminar will be held that evening in room C102, Wilson Hall Auditorium, at 6:00 p.m. It is open to the public.

About Bosch and the Bosch Community Fund
About Bosch:
In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs over 23,000 associates in more than 100 locations, with sales of $9.8 billion in fiscal year 2011. For more information, visit www.boschusa.com.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, more than 300,000 associates generated sales of 51.5 billion euros in fiscal 2011. The Bosch Group comprises Robert Bosch GmbH and its roughly 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.2 billion euros for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions that are both innovative and beneficial. Further information is available online at www.bosch.com and www.bosch-press.com.

About the Bosch Community Fund:
The Bosch Community Fund, a U.S.-based foundation established in September 2011, awards more than $3 million annually in grants and contributions to various 501(c)(3) organizations and educational institutions. The BCF focuses primarily on the enrichment of Science, Technology, Engineering and Math (STEM) education and the advancement of environmental sustainability initiatives.

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