

Alabama – Alabama State University

GLOBALIZING THE BUSINESS CURRICULUM AT ALABAMA STATE UNIVERSITY

Abstract

The College of Business Administration (COBA) of Alabama State University, a Historically Black College and University, in collaboration with the Alabama Automotive Manufacturers Association (AAMA), National Association of Black Accountants (NABA), Montgomery Area Chamber of Commerce, ChungAng University of South Korea, Boeing Company, BWXT-Y12, and the Wilcox County's Central High School, has developed a two-year program entitled Globalizing the Business Curriculum at Alabama State University. This program is designed to both instill an international perspective in our students, faculty, and local small businesses and prepare them with the skills and knowledge to operate in a global business environment. Specifically, the objectives of the programs are:

1. Curriculum Development:
 - a. Develop and implement an undergraduate minor in international business (IB), with a foreign language component.
 - b. Develop and offer three new IB courses to meet the global content needs of the IB minor.
 - c. Introduce real-time, real-life case studies in the graduate-level course in International Accounting through videoconferencing presentations made by executives from top accounting firms.
2. South Korea Study-Tours and Domestic Automotive Plant Tours:
 - a. Develop and implement two overseas weeklong study-tours to South Korea for our students with the help of our university partner in South Korea - ChungAng University.
 - b. Organize daylong tours to the Hyundai, Honda, and Mercedes-Benz automotive plants located in Alabama. Large global corporations headquartered in South Korea, Japan, and Germany respectively operate these three plants.
3. Faculty Development:
 - a. Provide faculty training in international business to facilitate higher standards in teaching and research. This will be done through our agreements with the CIBERs at University of Memphis and University of Connecticut, and our university and business partners.
 - b. Provide competitive grants to faculty for conducting research in IB.
4. Community Outreach:
 - a. Conduct summer workshop, in collaboration with AAMA, to provide training on international issues and business opportunities in the state of Alabama. The focus will be on making the participants (small business owners, and high school teachers) aware of global issues involved in the rapidly growing automotive industry in the state of Alabama.
 - b. Disseminate issues concerning IB through a web portal, quarterly electronic newsletters, and a journal entitled Global Business @ ASU.

Alabama - Auburn University

ADVANCING TRADE WITH LATIN AMERICA: DEVELOPING A UNIQUE INTERNATIONAL BUSINESS EDUCATION CONTINUUM FOR COMMUNITY COLLEGES THROUGH FOUR-YEAR DEGREE PROGRAMS AND ALABAMA'S BUSINESS COMMUNITY

Abstract

Auburn University in partnership with the State of Alabama Development Office – International Trade Division and Tuskegee University submits this grant proposal “Advancing Trade with Latin America (ATLA)” to the U.S. Department of Education Title VI-B for funding. The state of Alabama is in a unique position because of its location, current trade patterns, and newly expanded port facilities on the Gulf of Mexico to help accelerate trade with key Latin American countries. Alabama is expected to be among the states receiving the biggest exporting boost from the new free trade agreement with Central America and the Dominican Republic (CAFTA-DR). The international trade potential is currently underutilized and it is a goal of the state of Alabama to enhance its ability to be globally competitive.

We see the need for education on trade and on Latin America from three constituencies. First, currently at Auburn there is minimal focus on education related specifically to trade or Latin America in particular. At Auburn, too few College of Business faculty members currently have the cultural awareness, the language skills or the expertise necessary to effectively teach students about current trade with Latin America. Second, there are other constituents, including nontraditional, mid-career and part-time students at Alabama's community colleges and historically black universities (including our partner, Tuskegee University) that would benefit from a condensed program that incorporates the fundamentals of trade and information about Latin America. Finally, the business community is in need of education and training to successfully engage in trade, especially understanding the language, socio-economic-political environment in Latin American countries and the education or experience needed to be effective exporters.

This knowledge gap can best be filled in collaboration with our partners by:

- Enhancing faculty members' ability to be effective teachers of international trade with a special focus on Latin America;
- Developing curriculum models for students across the state that cover the fundamental areas of trade (management, marketing, logistics, and financing) with a focus on Latin America including the details of relevant trade agreements, including the recently enacted CAFTA-DR;
- Meeting the needs of nontraditional, mid-career, or part-time students through the creation of Web-based online versions of 6 instructional modules on international trade and Latin America for distribution to Alabama's 26 community colleges and 11 historically black universities; and
- Offering a series of Export Readiness Programs and on-line education modules to the business community that focuses on exporting fundamentals, related trade agreements, and cultural awareness of Latin America.

California - California State University – Northridge

SERVICE LEARNING IN GLOBAL SUPPLY CHAIN MANAGEMENT AND CROSS-CULTURAL UNDERSTANDING IN BUSINESS

Abstract

The proposed project aims at significantly enhancing the dual purposes behind Title VI, Part B. The project aspires to dramatically improve the academic teaching of the international business curriculum at California State University, Northridge, as well as, to conduct outreach activities to local businesses in the San Fernando Valley by assisting them to become more competitive in exporting their goods or services.

The project seeks to enhance educational opportunities for our undergraduate business students in the field of global supply chain management. The need for such a program was based on faculty interest and research in this developing field crossing both the marketing and operations functions in business. We received enthusiastic support from the advisory board for our International Business program that has identified the absence of a similar program in our area and demand by working professionals for such formal educational training. Enthusiastic interest is also displayed by our undergraduate business students. The proximity of our campus to the largest port in the nation (Port of Los Angeles) and the ever-expanding job opportunities in the field of global supply chain management also support the need for this program.

Another curriculum-related goal of the project is to dramatically expand students' cross-cultural understanding and experience of business. We are planning to include courses in culture, language and business in two regional areas: Latin America and Asia. Further, we would like to enhance the classroom experience by designing a ten-day student tour to Mexico and China during the spring break. Such tours would combine cultural immersion and field visits of facilities and businesses involved in global logistics. The need for this innovative collaborative effort to enhance classroom and experiential cultural understanding of business in Latin America and Asia was determined based on feedback we received from our students expressing a strong desire in such educational programs; previous research that has identified the need to enhance students' cross cultural learning and experiences; the immense growth of trade originating between the Los Angeles region and Asia and Latin America; and the recent on-campus establishment of the Center for Academic Excellence as an Intelligence Community, which fosters the learning of advanced skills and knowledge in security studies, regional areas and languages.

Along with the enhancement of the international business curriculum, this project is designed to engage in outreach activities to our local businesses to promote export. Our goal is to enhance the export activities of small businesses in the community through the rendering of assistance in global logistics. This project proposes to engage in an outreach activity by providing consulting services to small businesses in our area, the San Fernando Valley, by enhancing their export readiness and capability and assisting them in areas such as supply chain/logistics planning, inventory management, production planning, transportation management and international logistics management.

Delaware – University of Delaware

**FASHION INTERNATIONAL AND BUSINESS EDUCATION RESPONSE (FIBER)
PROJECT**

Abstract

The Fashion International Business Education Response (FIBER) project responds to the criteria of Section 611 Title VI-B of the Higher Education Act. The FIBER project supports the Fashion and Apparel Studies Department's initiative to strengthen its international focus in response to the opportunities and challenges of globalization in the apparel manufacturing and retailing industry. By focusing on five countries (Guatemala, China, India, Thailand, and Italy) that are strategic areas for textile and apparel commerce, this project seeks to enhance international business education within the apparel design and fashion merchandising and international business curricula at the University of Delaware and support the business community to engage in international business.

In partnership with business, trade, and educational organizations, the objectives of the FIBER project are to (a) develop faculty expertise and skills in international business related to the apparel manufacturing and retailing industry, (b) enhance undergraduate curriculum and enhance student preparedness for international business; and (c) increase the international business knowledge of small and medium sized businesses, and other business professionals.

Faculty development, research, and travel faculty will strengthen their expertise in the apparel manufacturing and retailing industry by attending appropriate workshops and training programs in order to better internationalize the curriculum and gain insights of value to U.S. business. In addition, faculty will travel to the five key countries and research important issues to the U.S. apparel and manufacturing and industry and strengthen linkages with government, business, and educational institutions.

International Curriculum and Student Development. Eight international learning modules will be developed to internationalize existing, undergraduate fashion and apparel and business school courses. In addition, faculty will redesign one study abroad and service learning program to China and offer two new study abroad programs to Thailand, India, Guatemala, and/or Italy.

Apparel Manufacturing and Retailing Industry Outreach. In partnership with the World Trade Center Delaware, Delaware Small Business Development Center, and other trade organizations, the Fashion and Apparel Studies Department will develop and deliver short course seminars to SME apparel firms at regional markets centers in the Mid-Atlantic regions. Faculty will develop professional learning modules for use in short course seminars. In addition, the Department will develop a bi-annual, online professional education FIBER Journal to provide apparel manufacturing and retailing industry professionals and interested stakeholders with current news, research, and insights into the globalization of the industry.

Florida - Florida Agricultural and Mechanical University

GO-I 10 – LOCALLY FOCUSED INTERNATIONAL BUSINESS EDUCATION: EXPANDING THE FOUNDATION OF GLOBAL CONNECTIVITY

Abstract

Global Opportunities on I-10 (GO I-10) is a community-based approach for internationalizing the business curriculum at Florida A&M University's (FAMU) School of Business & Industry (SBI) and for enhancing the international business (IB) skills of businesses in its neighboring I-10 corridor counties: Gadsden, Liberty, Franklin, Leon, Wakulla, Jefferson, Madison, and Taylor. FAMU's enthusiastic GO I-10 partners are the Greater Tallahassee Chamber of Commerce, Capital City Chamber of Commerce, City of Tallahassee Department of Economic Development, and Enterprise Florida. Built on such partnership between the university and local business associations and government agencies, the project primarily targets minority students, non-traditional students (high school teachers/city government personnel), and local businesses. As the project equips this target population with international business education, training, and skills, it will not only bring a minority segment of the Florida panhandle population into the fold of global connection, but also contribute to meeting the broad Title VI, Part B needs to increase the national human resource pool that is versed in IB issues and that can compete in the global environment.

To achieve this broad goal, the GO I-10 project relies on a holistic and dynamically reinforcing framework, which consists of IB *Exposure, Role Models, Encouragement, and Opportunity* (ERMEO). Within this framework, a single activity can contribute on multiple ERMEO dimensions and it is important that program design consider (and encourage) the full range of contributions. Take, for instance, *Study Abroad* that is a global learning *opportunity* and results in international *exposure* (first-hand experience). But those who return after studying abroad (can) serve as *role models*, providing much-needed *encouragement* to other students to seize on the *opportunity* to study abroad. It is like a dynamic ecosystem as each of its organic parts forms a symbiotic relationship with other parts, thus reinforcing and magnifying their essential roles and relations within the system. This helps to solidify and institutionalize the culture of global connection, thus making it self-sustaining and self-generative.

The ERMEO framework and the GO I-10 target results that achieve project objectives are embodied in the following six initiatives that integrate the four interconnected themes of *exposure, encouragement, role models* and *opportunity*. The project plans to carry out these initiatives within a two-year period:

- *Course, Curriculum, and Faculty Development* - Develop an International Business major and certificate to the undergraduate business program through faculty and course development. Provide IB learning opportunities beyond the business core courses to include economics, political science, and geography courses focused on the global economy.
- *Business Language Training* – The foreign language component will be incorporated into the IB major and the summer camp course offerings.

- *Short-Term and Semester-Long Study Abroad* – Provide for FAMU students short-term study abroad opportunities in the Caribbean region and semester study long abroad opportunities in Africa and Asia.
- *IB Summer Camp* – A two-week IB summer camp for area high school seniors and incoming freshmen.
- *SBDC Community Outreach* – Expand and extend the FAMU Small Business Development Center (SBDC)'s focus on local and regional small businesses to encourage and support international business.
- *Non-Traditional and Part-Time Student IB Pilot Program* – IB training for high school teachers and counselors in partnership with the City of Tallahassee Department of Economic Development, Minority Business Development (MBE) Unit.

Illinois – Bradley University

PROJECT ASIA

Abstract

Bradley University Foster College of Business Administration (FCBA), and numerous public and private, local, state, and federal organizations propose to implement Project Asia . The project addresses the need to increase Asia-specific curricular and business assistance for exports to Asia. The two-year project has two primary goals:

(1) Student Education: to increase student's international awareness, understanding and international business skills through faculty development, curricular enhancements, and opportunities for primary research in a foreign country as part of the International Senior Consulting Project. This project would achieve this goal with an exclusive focus on Asia.

(2) Business Education: to improve the competitiveness of Illinois companies in their trade with Asia markets through training, counseling, the International Senior Consulting Projects, and training for the NASBITE CGBP exam. To reach these goals, the project has the following objectives:

Faculty Development: increase business faculty expertise and experiences in Asia, with a priority on China and India, and raise the profile of international business generally within the business faculty. The faculty will participate in a custom, on-campus training program using university faculty and non-university faculty. Business faculty will also conduct overseas study in Asia , travel with classes, or participate in CIBER Asia training programs.

- Curricular Enhancement: add Asia business topics to at least five existing undergraduate curricula and two graduate curricula taught by faculty participating in the project's faculty development program; create a new undergraduate overseas study program in India; add a cohort visit to India for project work to the EMBA Program; create new NASBITE CGBP preparatory course.
- ISCP Travel: Implement opportunities for primary market research in China as part of the FCBA International Senior Consulting Project.
- China Institutional Agreement: Research Chinese universities as potential partners with Bradley University FCBA for faculty exchange, research collaboration, and student exchange. Sign exchange agreement with at least one Chinese university by end of Project Year One. One faculty from Chinese university to visit Bradley University in Year Two.
- Business Training Workshops: Offer training workshops in each project year on doing business in India and China. Workshops will involve local faculty, area business experts, and one faculty member from China institution. Newly developed NASBITE CGBP course available for area business.

- Indirect Exporting Development: Develop in-depth training and assistance program to take companies through the process to become export ready. Assistance will focus on product compliance, packaging, translation issues, documentation, and free trade agreement compliance.

Illinois - Illinois State University

THE GLOBAL TEAM MATE – MARKETING, AGRICULTURE, TECHNOLOGY AND ENTREPRENEURSHIP

Abstract

International marketing is vital to the success of U.S. businesses and the nation's economy. According to the U.S. International Trade Administration, a total of 95 percent of the world's consumers live outside the United States, so it is critical for many U.S. businesses to not only sell their products and services domestically, but to also increase their market share internationally. Because the economic welfare of the United States will depend substantially on increasing international skills in the business community, concerted efforts by area study programs and business schools will be important to link the information needs of U.S. businesses with international education and research capabilities of our future international marketing leaders.

To meet the growing need for international skills in the business community, the overall goal of Illinois State University (ISU) is to develop an innovative export education program that links ISU students and faculty with Illinois businesses in the valued added agriculture sector that will provide experiential educational experiences and increase international economic opportunities.

The specific objectives are:

- (1) Develop partnerships with small and medium-sized enterprises (SMEs), trade organizations or associations engaged in international economic activity;
- (2) Link faculty and students from a number of different academic disciplines;
- (3) Enhance the international education of ISU students through participation in interdisciplinary teams and evidence-based educational experiences.
- (4) Develop international education and marketing opportunities for Illinois businesses through their direct involvement in the program, with special emphasis on SMEs;
- (5) Develop an international, interdisciplinary program by developing two new courses, an Export Seminar, and a NASBITE preparation course to prepare students for the certification as Certified Global Business Professionals; and
- (6) Provide opportunities for faculty development by having junior faculty accompany senior faculty for the international phase of the program and prepare new teaching materials to be shared with colleagues.

This innovative program sets itself apart from other similar programs by bringing students, faculty, and SMEs together to learn as teams, and an international component where students and businesses are linked directly with international consumers to help SMEs export their products.

ISU is committed to enhancing their international academic program by developing this interdisciplinary program that provides hands-on educational experiences for students. By linking the disciplines of international business, entrepreneurship, marketing, agriculture, and technology in this program, the Illinois business community will be strengthened; and, the capacity of these businesses to engage in international commerce will be enhanced.

Louisiana - Southern University and A&M University

EXPANDING INTERNATIONAL BUSINESS EDUCATION SOUTHERN UNIVERSITY AND ENHANCING THE INTERNATIONAL CAPACITY OF SMALL BUSINESSES IN THE BATON ROUGE AND NEW ORLEANS AREAS: A STRATEGIC PARTNERSHIP BETWEEN SOUTHERN UNIVERSITY – BATON ROUGE AND MAKERER UNIVERSITY, KAMPALA, UGANDA

Abstract

The College of Business (COB) and the College of Arts and Humanities, Department of Foreign Languages (DFL) at Southern University A&M College - Baton Rouge (SUBR), in cooperation with the World Trade Center of New Orleans, the Baton Rouge Black Chamber of Commerce, the Chamber of Commerce of Greater Baton Rouge, the Small Business Development Center in Baton Rouge and the Small Business Development Center in New Orleans in partnership with the Makerere University Business School (MUBS), – Kampala, Uganda, have developed a project that addresses the needs of students, faculty and small business in Louisiana and in Uganda.

The academic exchange relationship between SUBR and MUBS dates back to seven years when a team of SUBR COB visited MUBS in the summer of 2000. Since this time the two institutions have signed a memorandum of understanding and have successfully implemented a three-year partnership program, which was funded by the United Negro College Fund Special Program. Although the partnership program ended in May, 2006, the two sides still collaborate in faculty exchange, curriculum development, entrepreneurship, international business education and joint research.

Specific foci and fields of shared involvement and interest are the development of an e-commerce-enhanced entrepreneurship concentration with an international business component, a certificate program focusing on e-commerce, entrepreneurship and international business for non-traditional students, faculty development, student development and small business development.

The proposed project addresses the following three major goals:

- (1) Internationalize business education at SUBR COB, DFL and MUBS through enhancement of existing programs and development of innovative educational strategies;
- (2) Increase the global awareness and knowledge of COB, DFL and MUBS students and faculty through student and faculty development programs; and
- (3) Expand the capacity of small businesses in the Baton Rouge and New Orleans areas to increase their participation and success in international business activities.

Massachusetts – Worcester Polytechnic Institute (WPI)

**AMERICAN COMPETITIVENESS: U.S.-AFRICA
LINK**

Abstract

The purpose of this project is to focus on U.S. competitiveness and particularly the role that international education can play in improving our ability to compete well in this global economy. We plan to focus on students, faculty, and industry, and show how parts of the continent of Africa can play a role in helping the United States to be more competitive. We are particularly focused on the most thriving economical areas of Africa, namely the countries comprising the South African Customs Union (SACU).

WPI is particularly well suited for this project because WPI has a very strong accredited Management Department, which emphasizes greatly the challenge of U.S. competitiveness and at the same time WPI has a very strong global program which focuses on international education.

As collaborators with WPI we have an agreement with the Corporate Council on Africa (CCA) for their assistance with our WPI conference at the end of each of the two years of the grant. In addition, we have an agreement with CCA to have WPI present a workshop as part of Corporate Council on Africa Summit Conference, which is usually attended by many major corporations with interests in international trade.

We also have an agreement with the Worcester Chamber of Commerce and the Worcester Consortium of Colleges. The Worcester Chamber of Commerce will work with WPI so that its members can increase their international trade. The 13 Worcester Consortium of Colleges will participate in various activities described in this proposal.

The objectives of the project are as follows:

(1) Student-focused. During each of the two years of the project, seventy students will study African History and Culture including the policies of US government toward trade with Africa. Furthermore, 24 of our students will go to Africa during each year of the project to carry out scientifically and technologically oriented projects and to learn first-hand of the opportunities there. They will study Afrikaans, which is the second language of business in many African countries.

(2) Faculty-focused. For the training of the faculty, there will be, first, seminars on Africa History and Culture. Second, the faculty will also prepare two business cases relating to doing business with Africa.

Mississippi – Mississippi College

MISSISSIPPI COLLEGE INTERNATIONAL BUSINESS ADULT EDUCATION DEVELOPMENT INITIATIVE

Abstract

Founded in 1826, Mississippi College (MC) is the oldest institution of higher education and the largest private university in Mississippi. MC is classified as a comprehensive university by Carnegie standards and has produced a long list of distinguished graduates, including five Mississippi governors. Furthermore, MC's connections to the business and political leaders of Mississippi have been developed and cultivated over the college's long history.

MC plans to develop this International Business Education Development (IBED) Initiative in response to the documented need for educational programs, services and global strategies that will enhance the productivity and profitability of Mississippi firms in the international marketplace. The proposed project expands MC's current capacity for providing international business awareness through staff development, new technology, and new curricula; and provides education, training, and outreach to the business community. The objectives include:

- Preparing a unique audience of mid-career, adult students who work full-time in Mississippi companies during the day and attend MC School of Business undergraduate and graduate courses at night for competing in the global marketplace;
- Increasing the MC School of Business faculty's expertise in teaching international business; and
- Developing and establishing linkages and educational activities between MC and: the mid-career students in MC's adult business education programs; the Mississippi companies these students represent; and Mississippi's professional organizations promoting commerce and internationalization, the Mississippi Development Authority, the Mississippi World Trade Center and the Mississippi Manufacturers Association.

MC, in cooperation with these partners, will significantly enhance and expand its international academic preparation of faculty and students, upgrade a workforce through outreach and education, and embed global business/cultural applications into MC's curriculum and the Mississippi business community. This program aligns with the purpose of Title VI-Part B – promoting education/training that will contribute to the ability of U.S. business to prosper in an international economy and promote the nation's capacity of international understanding and economic enterprise.

Given its location, history, reputation, and unique student body, MC is well-positioned to implement and sustain this IBED Initiative. Through its adult education programs, MC has direct access to a unique audience of mid-career, adult students and middle and upper management employees in the central Mississippi business community. Ninety percent of these students are

working, mid-career students; seventy-two percent of the students are female and forty-two percent of the students are African American. The IBED Initiative will allow MC to offer these working students new opportunities to develop the skills needed to compete in a global market. In turn, these students will apply these new skills in their professional careers, thereby embedding international expertise throughout the Mississippi organizations in which they work.

Missouri – Saint Louis University

EXPANDING GLOBAL BUSINESS ACADEMIC & PROFESSIONAL PROGRAMS

Abstract

In keeping with Title VI, Part B, this grant offers mutually productive partnerships, which provide suitable international education and professional development programs for business personnel in various stages of career progression, so that they may contribute to the ability of U.S. business to prosper in an international economy. A highlight of activities follows. Goals and timing can be found in the narrative.

DATABASE: Impacting all target groups, we will address the information needs of U.S. businesses, public and private organizations involved in global enterprise via a broad database effort. In partnership with the Missouri Department of Economic Development, the U.S. Department of Commerce, the U. S Export Assistance Center, the St. Louis Regional Chamber & Growth Association, the World Trade Center Saint Louis, and the Missouri District Export Council, we have developed the mission of creating a comprehensive Missouri International Business Database (MIBD) with statistics on Missouri exports, imports, and foreign direct investments (FDI), as well as Missouri companies involved in overseas trade, overseas companies operating in Missouri, and more. Its web site will offer numerous services and information with a Q&A blog for questions and comments.

PROGRAMS: We supplement this with various activities for the target groups. More professionals will have the capacity for global business as we work to increase the number of students in the Executive Master of International Business Program (EMIB)—the only of its kind in the area—from 25 to 30 through marketing and mobilizing the alumni association. In particular, the association will be supported in offering GAPS (Gain Additional Professional Skills) programs with 30-50 guests per session. We will offer new curriculum to undergraduate, MBA, EMIB, and PhD students. We will encourage overseas activities for undergraduates through study abroad, faculty and doctoral students through conference participation, and a Visiting Scholars Program.

Programs for undergraduates include a Professional Development Program with a panel of executives and a Live the Culture Program with role-playing, simulation, and skits highlighting differences in culture and business practice, an Asian tea ceremony that typically concludes business. Mentoring is also essential for their development. Doctoral students and faculty will be supported with a new doctoral seminar, research partnerships, sponsorship of the Academy of International Business Junior Faculty Consortium, and a SLU Cook School of Business Doctoral Consortium bringing back alumni of our doctoral program for a research and teaching symposium. Additionally, a Faculty Partners Program will pair our faculty with an overseas faculty, with a Visiting Scholar Program to bring faculty from overseas to make presentations and team-teach here at SLU. Finally, faculty will be encouraged to attend academic conferences.

INPUT & EVALUATION: The Institute has reached its present state through broad partnerships with constituents from many groups. This will continue, seeking their input and guidance in final

planning, implementation, and evaluation. Each committee will create an evaluation tool for their specific event. In some cases, follow-up focus groups will be utilized. IB faculty and core partners will receive regular reports about the results of each activity to assist in improving future activities. An outside evaluator will also be brought in both in Year One and Year Two.

Nebraska – University of Nebraska at Kearney

GLOBAL ECONOMIC GARDENING: AN ALLIANCE FOR BUSINESS AND INTERNATIONAL EDUCATION

Abstract

For rural Nebraska to be a competitive global player we must grow regional business leaders with a global focus. The focus of Section 611 is to create education and training opportunities to develop future and current business leaders for competitive activity in the global market. The Global Economic Gardening (GEG): An Alliance for Business and International Education in Rural Nebraska Program, an innovative cooperative partnership of university and business organizations, is designed to prepare globally-focused rural business leaders and to be a model program for other university-community partnerships in rural America. This program will focus on developing, improving, and disseminating best practices of international business, training programs, teaching, and curriculum development to increase rural American competitiveness. (Invitational priority II) The program, whose mission is to empower the region's residents to seek avenues of rural economic development through university, community, and global partnerships, will change the current paradigm among our younger population of thinking about business regionally to growing global entrepreneurial capacity, seeking global links, nurturing global business knowledge, and engaging in global economic growth of region. It will be a model program for other university-community partnerships in rural America.

GEG's plan of operation is focused on the development of an International Business and Technology minor curriculum, global awareness seminars and workshops, a certificate program in International Business and Technology, mentoring programs, international internships, international study abroad for students and faculty, international faculty development opportunities, and a video-based K-12 entrepreneurship awareness program. All programs will focus on developing interest and engagement in global rural entrepreneurship among the region's K-16 population, as well as university faculty and regional entrepreneurs. Opportunities will be sought to continue to engage in study and professional development with universities and businesses in Asia with which the University of Nebraska at Kearney has established agreements.

The plan of evaluation includes an external evaluator in each year plus extensive qualitative and quantitative tracking of feedback and data to determine the success of each program activity. The evaluation plan itself will be assessed for its efficacy during the yearly review.

The project is possible only through the adequate resources provided through all participants in the project. Each brings knowledge and networks.

North Carolina – Appalachian State University

BRINGING OFFSHORE OUTSOURCING MANAGEMENT TO THE CAROLINAS (BOOM-Carolinas)

Abstract

The Bringing Offshore Outsourcing Management to the Carolinas (BOOM-Carolinas) project is Appalachian State University and Asheville-Buncombe Technical College's (ABTech) response to the challenges created by offshore outsourcing. Offshore outsourcing of business services, both business processing and information technology (IT) has raised new challenges for the Carolina businesses and Appalachian. It has made it necessary for the university to integrate business processes and IT outsourcing in its business educational programs. It has also raised the need for Appalachian to develop students' understanding of India, a destination of most of global outsourcing services, as well as the need to train local businesses in taking advantage of opportunities created by offshore outsourcing, while at the same time combating the threats of this phenomenon.

The three main objectives of the BOOM-Carolinas project are to: (1) enrich the international dimension of the educational experience of undergraduate education at Appalachian in several areas: computer information systems, entrepreneurship, accounting and health care management; (2) enrich the competencies of Appalachian business faculty and ABTech-Small Business Center and Incubator (ABTech-SBCI) staff related to global outsourcing, with specific reference to India; and (3) increase knowledge and understanding of global outsourcing of Western North Carolina/South Carolina regional businesses. These objectives will be achieved through a set of seven activities grouped into three main categories: (1) student and curriculum development, (2) faculty development, and (3) business outreach.

Students and Curriculum Development

- Three new courses on Global Outsourcing Management, Business Study in India, and International Entrepreneurship in India will be developed.
- Six courses in the Walker College of Business will be enhanced by incorporating a two to three weeks module on global outsourcing.
- At least five to six Appalachian students per year will study abroad in India for a semester or longer periods.

Faculty Development

- Faculty development activities will include: (a) developing faculty capacity in global outsourcing; (b) conducting research on outsourcing in the United States and India; (c) conducting research global outsourcing in India; and (d) developing case studies and other teaching materials for the courses.
- One Indian scholar per year will be invited to participate in faculty exchange where he/she will spend a semester teaching at Appalachian.

Business Outreach

- Assessment of the extent of outsourcing in the Western North Carolina/South Carolina Region will be conducted, specifically examining the motivations for offshore outsourcing, lessons learned, and what factors make for successful outsourcing.
- Executive education and continuing education program for business leaders from the Western North Carolina/South Carolina region for them to learn more about outsourcing. Appalachian will also offer an executive education program on global outsourcing management for business representatives in which participants will attend courses at Appalachian spread over three weekends. At the end of the program, participants will be awarded a certificate of completion.

New York – Canisius College

BUILDING THE CAPACITY FOR DOING INTERNATIONAL BUSINESS IN WESTERN NEW YORK

Abstract

The Richard J. Wehle School of Business of Canisius College, in cooperation with the World Trade Center of Buffalo-Niagara (WTCBN) and the Canisius Women's Business Center (WBC), proposes to undertake a project designed to enhance the competitiveness of U.S. businesses by increasing the capacity of business students and business practitioners to engage successfully in the international trade activities needed in Western New York. The project will build the skills required by individuals at three different levels of professional development: graduate students who will participate in a new Masters program in International Business (MIB); members of the WTCBN who are experienced exporters; and clients of the WBC who are novice exporters. The project will also build linkages among these three groups for the design and delivery of the programs. The project objectives are:

- (1) International Curriculum Development for Graduate Students: creation of an MIB that focuses on international trade and logistics. The proposed program will combine course work and study abroad. Students will also undertake targeted research projects for members of the WTCBN and the WBC. Faculty development will be supported for the implementation of this objective.
- (2) International Seminar Development for Experienced Exporters: development of a set of training seminars for members of the WTCBN on topics to support their international market expansion and further enhance their international competitiveness. The seminar program will be complemented by targeted research projects undertaken by the MIB students for individual WTCBN members.
- (3) International Program Development for Novice Exporters: development of a coaching program, a basics of exporting program, and market research projects for clients of the WBC who are entrepreneurs and small business owners with little or no experience in exporting. The coaches will be members of the WTCBN who agree to enter into long term mentoring relationships with the clients. The research projects will be completed by the MIB students.
- (4) Building linkages: building a network of linkages among the members of the WTCBN, the clients of the WBC and the faculty, staff and graduate students of the College to support implementation of this project. The members of the network will be involved in the design and delivery of course work, seminars, coaching programs and research projects.

The outcomes of this project will include a cadre of graduates fully equipped to assist US firms in international business pursuits, increased international sales by a group of experienced exporters facing increasing global competition, and a set of new exporters fully prepared with the understanding and enthusiasm to launch into the international marketplace.

Ohio – Cleveland State University

GLOBAL ENTREPRENEURSHIP FOR GLOBAL COMPETITIVENESS

Abstract

The Entrepreneurship for Global Competitiveness (EGC) project will develop innovative and integrated international business education programs and resources that bring students, faculty, and businesses together to engage in entrepreneurial-focused global business activities.

Objectives

- (1) Establish a multi-country and multi-university Global E-Commerce Certificate program.
- (2) Create an international business-learning laboratory to launch start-up companies focused on advanced energy technology for the global market place.
- (3) Develop and publish a Global Business Health Index for Northeast Ohio.
- (4) Create a web-based International Business Resource portal for the Northeast Ohio business community in partnership with the Cleveland Council on World Affairs.
- (5) Conduct a Global Entrepreneurship Research Symposium with the Great Lakes Regional Consortium (GLRC) business schools to study the role of entrepreneurship in the global market place.
- (6) Create a network of international company sponsored internships to actively engage students in global business leveraging established international university partnerships in Germany, Chile, and France to access international companies.

Outcomes

- (1) Hands-on opportunities for students to engage and gain experience in the international business arena resulting in greater career opportunities;
- (2) An international business curriculum model that is built around “real-world” company driven projects and cross-cultural teams of students and faculty culminating in a capstone course;
- (3) On-going live learning laboratory that engages students, faculty and businesses in entrepreneurship and market research for start-up companies focused on entering the global marketplace;
- (4) Build research capabilities of faculty through their involvement in the Global Business Activity Index;

(5) Inform and aid the Northeast Ohio business community in their international trade and global business decision-making through a current stream of global business economic indicators and resources;

(6) A forum to capture “best practice” and areas of interest regarding global entrepreneurship research and curriculum development, a growing area of interest in international business programs;

(7) Leverage resources and promote cooperation among the business schools in the Great Lakes region; and

(8) Formal letters of agreements with a global network of companies located near our international partner universities in Germany, Chile, and France which will provide student internships.

Ohio - University of Cincinnati

THE UNIVERSITY OF CINCINNATI DEPARTMENT OF ACCOUNTING THE UNDISCOVERED COUNTRY: PREPARING OHIO'S CURRENT AND FUTURE PROVIDERS OF PROFESSIONAL AUDIT AND ADVISORY SERVICES FOR THOMAS FRIEDMAN'S FLAT WORLD

Abstract

The University and its partners the Ohio Society of Certified Public Accountants has identified a need to support the financial services community with knowledge and skills for a service driven, global and "flat" world. In this grant we propose the programs outlined to begin that journey.

The objective of the grant is to upgrade the skills of our own students and those professionals in the field. Supported by research this will dramatically enhance the ability of this community to reverse its under-participation in the service industry and help mid-market and smaller firms deal with existing challenges their clients face as they interface with the global world.

The project will undertake the following activities:

- (1) Ohio Society of CPA's (OSCPA) International Financial Reporting Statements (IFRS) update in which UC and the Ohio Society of CPA's will provide an annual one-day update on International GAAP.
- (2) OSCPAs Global Accounting Roundtables in which UC and OSCPAs will host three roundtables on global accounting issues OSCPAs Global Leadership Seminar 2008-9 only UC and OSCPAs will prepare and offer seminar for currently practicing CPA's on global leadership.
- (3) MACC Global Corporate Governance Lecture Series in Brazil, China, Russia and India (BRIC) in which UC will conduct a seminar using experts on Corporate Governance in each of the BRIC countries Masters of Accounting (MACC) learning through Globalism Simulation in which MACC students will learn team cross-cultural team building/management skills as part of integrated BRIC teams playing a global online simulation.
- (4) MACC Post Simulation Visit and Case Competition Scholarships. The winners of the simulation will build on their experiences through case competitions.
- (5) MACC COMPUSTAT Student Data Project. MACC students Compustat's 16000 non-us companies database to leverage their study of financial analysis PhD Student Individual Learning Grants Tomorrows faculty will learn new research paradigms and build global networks at Asian or European Accounting Doctoral Consortia.
- (6) Faculty Global Corporate Governance Research Project/ Faculty Global Reengagement in which existing faculty using the Audit Analytics database and other skill will examine how the demand for corporate governance changes as firms cross borders.

Ohio - University of Toledo

**ENHANCED COMPETITIVENESS OF U.S. SMALL AND MEDIUM SIZE FIRMS
THROUGH THE DEVELOPMENT AND UTILIZATION OF SECURE AND
EFFICIENT SUPPLY CHAINS (ECGSC) NEED TITLE**

Abstract

This project addresses the issue of how the needs defined in Section 611 are addressed, how the local dimensions of these needs were identified, and proposed activities to meet those needs and how these proposed activities supply benefit to all involved. This section also discusses The University of Toledo's organizational strengths: the International Business Institute (IBI), the Intermodal Transportation Institute (ITI), and the Manufacturing Management Program (MMP). Furthermore it addresses how these strengths will be utilized and linked to community partners to create efficiency while satisfying the needs of regional business. These College of Business Administration (COBA) units will be supported by an Advisory Group of faculty and staff (see Quality of Key Personnel), and by the resources and expertise of the external partners (see Appendix B). Details of how participating units will contribute are provided in Adequacy of Resources. This section also includes a description of our proposed program, "Enhanced Competitiveness of U.S. Small and Medium Size Firms through the Development and Utilization of Secure and Efficient Global Supply Chains".

Ohio - Youngstown State University (YSU)

THE EMERGING MARKETS INITIATIVE AT YSU

Abstract

The Emerging Markets Initiative (EMI) is a project of Youngstown State University, proposed with the committed support of the Ohio State Governor's Regional Office, the Northeast Ohio Trade and Economic Consortium, the Mahoning County Commissioners Office, the Youngstown/Warren Regional Chamber of Commerce, and the Youngstown/Austintown School Districts.

The EMI project has three goals:

- (1) **Student Focus:** Internationalize further the business curriculum at Youngstown State University to enhance the international knowledge and competencies of students, with a strategic focus on Emerging Markets;
- (2) **Faculty Development:** Improve faculty skills and scholarship in international business/management education;
- (3) **Outreach:** (a) **Business Community:** Educate the regional business community about business opportunities in Emerging Markets to expand its capacity to engage in international economic activity; and (b) **Community Awareness:** Create awareness among women entrepreneurs and K-12 students of the growing international economic interdependence and the role of American business within the international economic system.

Programs to achieve the goals of the project include: i) Creation of a certificate program in International Business for non-traditional, mid-career, and part-time students; ii) Field study tours to Brazil and China; iii) Extension seminars for area businesspersons on Exploring Business Opportunities in Emerging Markets; iv) Women's entrepreneurship workshops; v) Summer institutes in international business for K-12 students, and vi) Establishing the Emerging Markets Resource Center at YSU.

Texas – Austin Community College

EXPORT EDUCATION AND GROWTH PROGRAM (EEG)

Abstract

The International Business Institute of Austin Community College District has entered into agreements with the Greater Austin Chamber of Commerce, the International Center of Austin, the Texas Camino Real District Export Council, and Angelou Economics, Inc. to develop and deliver an Export Education and Growth program. (EEG). The program will provide the leaders of small to medium-sized companies the resources they need to create or expand the export portion of their businesses. The program's academic component will assist ACCD international business students with the training, practical experience and networking they will need to become the next generation of successful international business leaders.

The EEG program will be a year-long program and will consist of eight day-long seminars, two international trade missions and intensive one-on-one coaching and consultation. Seminars will be taught by teams of export specialists from academia, regulatory agencies, and local and national businesses already successful in exporting U.S. goods and services. The first trade mission will be to Monterrey, Mexico and serve as an introduction to trade missions and a chance for participants to get comfortable with the process. The second trade mission will be to a country agreed upon by the program's participating companies and will utilize the U.S. Department of Commerce's Gold Key Matching Service. Early in the program year each participating company will be linked to a coach/consultant that can remain with the business and develop a long-term relationship.

A second primary goal of the program is to develop a packet of materials and cadre of experts that can assist other colleges or communities nationwide develop similar export education activities.

Texas - Houston Community College

HOUSTON'S FIRST EXPORT ACADEMY

Abstract

Houston is the fourth largest city in the United States with a rich multicultural base of diverse ethnicities, languages and customs. It is Texas's largest international business center, and its largest exporter. Large businesses involved in exporting have a well-established international network with offices around the globe. However, small-to-medium enterprises, and in particular minority small businesses, are much less involved in exporting because they do not have the knowledge and skills needed to enter the global market and there is no central or accessible point of contact for training assistance.

Houston needs a centralized international trade training facility for small to medium businesses that is accessible, responsive and affordable. The training center must provide the necessary instruction and support to acquire the skills, competencies, and critical information essential to succeed in the exporting world. In addition, the greater Houston area needs a training program to prepare candidates to earn the NASBITE Certified Global Business Professional credential (CGBP).

Houston Community College (HCC), one of the state's largest community colleges, has a successful International Business College credit program. HCC desires to build on this success by developing a continuing education training program for the small business community as well as faculty and curriculum development for business faculty in order to infuse international business throughout all business courses. HCC in partnership with the District Export Council (DEC) and the support of the U.S. Department of Commerce, Commercial Service and The Greater Houston Partnership have developed an energetic plan to create Houston's first Export Academy at Houston Community College. The Export Academy is designed to meet the needs of the small business community, develop international business (IB) competencies for faculty, staff and students, and provide training for CGBP candidates. We believe this proposal meets the Competitive Preference Priority; the development of a comprehensive international business curriculum will meet the needs of Houston's small business community and will serve nontraditional, mid-career and part-time students. HCC is applying for a two-year BIE grant from the U.S. Department of Education to implement the Export Academy.

The Export Academy will provide resources, training and education in five arenas:

- (1) International Business training/development for small to medium size enterprises;
- (2) Faculty development in international business (IB) to strengthen global competencies;
- (3) Curriculum development to internationalize the HCC business curriculum;
- (4) Student development to increase employment opportunities and workforce development; and
- (5) Exam preparation for candidates seeking the NASBITE CGBP Credential.

Texas - University of Texas at San Antonio

THE TRIANGLE OF THE TRADE: PREPARING U.S. BUSINESS FOR SUCCESS IN LATIN AMERICA AND

Abstract

San Antonio is the eighth largest city in the United States and at the nexus of a “Triangle of Trade” that links U.S. businesses with Latin America and Asia. The city’s economic development initiatives are focused on expanding trade with these regions, yet workforce skills are not adequate for the demand. The Triangle of Trade project is a collaboration between two vital drivers of international growth, the largest business school in South Texas, University of Texas at San Antonio (UTSA) College of Business (COB), and the Free Trade Alliance San Antonio. This project will contribute to the success of Texas and U.S. businesses in Latin America and Asia through three critical initiatives: (1) launching a bilingual business certification; (2) establishing new program formats that are accessible to non-traditional students and deliver concentrated international engagement (border business immersion study, visiting scholars, and a language and strategy institute–Spanish and Mandarin Chinese); and (3) developing faculty capabilities related to the Triangle of Trade regions.

These initiatives provide practical, region-specific skills in language and trade to assure greater success for U.S. businesses in Latin America and Asia. As a result San Antonio businesses will expand in these regions through competent graduates, qualified faculty, and executives who are informed and competitive for Triangle activities.

Additionally, the majority of UTSA students are the first person in the history of their family to attend college, over 70 percent receive some type of financial aid, and 52 percent of seniors work at least half-time while attending school. The UTSA COB is an award-winning leader in equal opportunity education. This project develops innovative international programs that meaningfully engage non-traditional, part-time, and economically disadvantaged students.

Virginia – Southwest Virginia Higher Education Center

GLOBAL SOUTHWEST VIRGINIA II SOUTHWEST VIRGINIA HIGHER EDUCATION CENTER

Abstract

The Southwest Virginia Higher Education Center (SVHEC) on behalf of its four small college partners proposes an expanded international business and education program for rural Southwest Virginia. “Global Southwest Virginia (GSV) II” will focus on China and build on the success of the “GSV I” grant. The SVHEC BIE consortium is a recognized model for innovative international program development among small rural colleges. As a Virginia state agency, SVHEC coordinates higher education programs in rural SW Virginia. SVHEC is also heavily involved in area economic development, including international business outreach: www.globalvirginia.com. This proposal directly addresses the Competitive Priority, “Innovation and improvement of international education curricula to serve the needs of the business community, including the development of new programs for nontraditional, mid-career, or part-time students” through its outreach to rural communities.

The participating colleges in the BIE consortium are: Emory & Henry College, University of Virginia’s College at Wise, Virginia Intermont College, and Virginia Highlands Community College. They have limited resources to develop an international business curriculum and business outreach programs focusing on China. Likewise, many small exporters in Southwest Virginia have not actively pursued the Chinese market. SVHEC, the four colleges, and the two Agreement Partners: the Washington County, Virginia, Chamber of Commerce and the US Export Assistance Centers in Richmond and Charleston will collaboratively develop what none could achieve alone.

Objectives of GSV II:

(1) Expand international business competencies among faculty and students in rural SW Virginia; (2) Involve more Southwest Virginia small businesses in exporting, with an emphasis on exports to China of forest products and coal mining equipment; (3) Increase use of innovative technology to deliver international programs in rural Southwest Virginia; (4) Develop stronger linkages between business and higher education communities in order to encourage more non-traditional students to take international business and area studies courses; and (5) Assist smaller colleges in Appalachia with the development of BIE grant proposals and provide "best practices" in international business and education programs.

Activities to Meet the Objectives of GSV II (* = BIE Competitive Preference Priority):

(1) New International Business Minor at the University of Virginia’s College at Wise;
(2) New faculty/student “Southwest Virginia International Business Study in China” program for the four colleges, coordinated with Shanghai International Studies University and Emory & Henry College;
(3) *New academic/business international logistics study trip to Port of Virginia/coal export piers;
(4) New Video Gold Keys in China and specialty business seminars regarding China, coordinated with Virginia Intermont College;

- (5) New "Introduction to Mandarin" distance learning course for students/businesses across Southwest Virginia coordinated with Virginia Highlands Community College; and
- (6) * New multi-media CD for non-traditional students: "Tri-Cities, VA/TN International Business and Your Career Planning" and new outreach initiative to assist small colleges with BIE grant applications and program development, both coordinated with BIE grantee East Tennessee State University.

Washington – Highline Community College

BUSINESS AND INTERNATIONAL EDUCATION: EXPANDING BUSINESS OPPORTUNITIES BETWEEN SEATTLE AND CHINA

Abstract

Highline Community College (HCC) serves as a major center for higher education for a large ethnically diverse district of South King County in Washington State. As Washington State is the most trade dependent per capita in the nation with one out of every three jobs related to global trade, HCC must prepare students to work within that context. The Small Business Development Center housed at HCC, Kent-Yangzhou Sister City Committee (KYSCC), and Trade Development Alliance of Greater Seattle will partner with HCC on “Expanding International Business Education and Training: Creating Connections with Yangzhou, China.”

This project will meet the growing needs of Seattle area small to mid-level size firms to develop their export capacity, our need to further internationalize and adjust our business curriculum to serve non-traditional, mid-career, part-time students, and the need of KYSCC to include activities focused on business and trade in their initiatives. This grant will: (1) Advance understanding of doing business with China for Seattle area businesses; (2) Prepare a minimum of six SMEs in the Seattle area to develop effective export strategies; (3) Assist these SMEs to develop import/export relationships with firms in China; (4) Create two new courses and ten modules to internationalize HCC business and associated courses using strategies that will engage non-traditional, mid-career, or part-time students; (5) Develop international internships opportunities as part of selected Business courses; (6) Institutionalize the grant partnerships to provide ongoing business training and outreach. (7) Conduct a trade exhibit to Yangzhou in May 2008 to represent Washington State products and services; and (8) Conduct a trade mission in April 2009 to Yangzhou, China for Washington State products and services for businesses served by this project.

Wisconsin – Northeast Wisconsin Technical College

NEW INTERNATIONAL BUSINESS PROJECT

Abstract

The NEW International Business project will partner Northeast Wisconsin Technical College, the University of Wisconsin-Green Bay, the Green Bay Area Public School District, and the Green Bay Area Chamber of Commerce to improve academic teaching of international business and increase the opportunities for local businesses to compete in the global marketplace. The project is centered around a newly formed sister-city relationship between Green Bay, Wisconsin and Irapuato, Mexico. The collaborative relationship was cemented in August 2006 with the signing of a Memorandum of Understanding that will promote both educational and business opportunities for both counties. International education and business gaps were identified through a series of focus groups and customer surveys. Responding to the needs identified resulted in four objectives:

Project Goal: Improve northeast Wisconsin's competitiveness in the global community.

Objective 1. Integrate international education into the curriculum and learning activities for the spectrum of students in northeast Wisconsin, secondary, post-secondary, and working adults.

Objective 2. Improve post-secondary students' and faculty understanding of global cultures through study abroad experiences in Irapuato, Mexico.

Objective 3. Increase the community's awareness and appreciation of the importance of international education and global trade as they relate to the health of the NEW economy and the competitiveness of the United States.

Wisconsin - University of Wisconsin – Eau Claire

PARTNERSHIPS IN INTERNATIONAL EDUCATION (PIE)

Abstract

Through the Partnerships in International Education (PIE) program, the College of Business at the University of Wisconsin-Eau Claire (UWEC) will globalize the current business curriculum beyond its international business minor and certificate programs by adding at least 20 percent international content in several business courses. We will engage in outreach activities through partnerships across campus and in the community. UWEC will globalize business students through classroom training, internships and research opportunities. We will participate in overseas faculty development activities to train faculty in revising their courses. To increase visibility of international business activity, we will provide an office for the Wisconsin Department of Commerce-International Division. We will also develop the Northern Wisconsin International Trade Association, an umbrella organization aimed at providing an array of services for the local business community.

The activities and programs proposed and implemented under the PIE program will help foster a stronger linkage between business and education, help all entities better understand international issues, and increase the ability of area businesses to compete in the global economy. The PIE activities involve significant curriculum redevelopment, as well as training of faculty and providing them with the skills to teach internationalized courses, resulting in a better quality education for our business students. The partnerships this project fosters both within and outside the UW-Eau Claire campus will benefit a variety of stakeholders. Objectives of the program include: (1) We will globalize the content of the curriculum within the College of Business to expose every business student to international issues. All courses identified for globalization will be revised to include at least 20 percent international content. (2) We will form an umbrella organization, Northern Wisconsin International Trade Association, through a partnership between the College of Business, the Wisconsin Department of Commerce International Division, the University's Center for International Education and the student organization-AIESEC. This organization, which will establish an office in the College of Business, will assist and mentor businesses in the region in their international endeavors through consulting, export workshops and speaker events, online international resources and a newsletter on global issues. (3) We will promote faculty and student development in international business. We will do this by providing faculty with overseas educational exchange opportunities both through new programs with our study abroad partners in Greece and Ireland and through a business experience in China. We will provide business students with international internship opportunities as well as domestic internships with international-based business.

Wisconsin - University of Wisconsin – Platteville

**GLOBAL PARTNERSHIP PROJECT: STRENGTHENING INTERNATIONAL
BUSINESS WITH EMERGING MARKETS**

Abstract

The College of Business, Industry, Life Science and Agriculture (BILSA), has capitalized on an earlier Business and International Education (BIE) Grant that was successfully completed and which resulted in the establishment of the International Business Resource Center (IBRC). In a reasonably short time period, the IBRC has developed strong networking linkages with private and public organizations and Wisconsin businesses by promoting international education and trade. Student and Faculty Training, International Business Research, Workshops and Seminars for the business community were some of the outcomes of the BIE Grant. Over this period, the IBRC has acted as a strong change agent in internationalizing curriculum at UW-Platteville. In recognition of this effort in assisting to promote international business, on May 9, 2006, Wisconsin Governor Jim Doyle awarded the IBRC the Export Achievement Award. This award signifies excellence in the field of international trade. In an effort to move internationalization of curriculum, faculty, and programs forward, the College of BILSA proposes a new initiative, titled Strengthening International Business with Emerging Markets in Africa—Global Partnership Project (SIBA). This initiative will include a set of three objectives:

- (1) Enhance Student Global Education Competency and Awareness;
- (2) Expand Business Curriculum through Faculty Development in International Business; and
- (3) Strengthen Services to Local Businesses through Training, Seminars, Trade Missions, and Courses.

This proposal represents a crucial step by UW-Platteville to develop internationalized programs that address the needs of our students and Wisconsin's business community. It also reflects the spirit of the university's understanding and commitment to its mission and its plan for moving academic programs and business outreach activities to the next level of distinction.