

## BUSINESS AND INTERNATIONAL EDUCATION (BIE) PROGRAM

Authorized under Title VI, Part B of the Higher Education Act

### New Grantees 2006-2008

<i>INSTITUTIONS/ CONTACT INFORMATION</i>	<i>GEOGRAPHICAL FOCUS</i>	<i>AWARD AMOUNT</i>
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### ARKANSAS

<b><u>Arkansas State University</u></b> Project Director - Kelly Fish Computer and Information Technology College of Business State University, AR 72467 E-mail – <a href="mailto:kfish@astate.edu">kfish@astate.edu</a> Phone – 870-972-3986	Global	\$90,694
<b>Project Title</b> – International Business Resource Center Curriculum Completion and Program Globalization		

### CALIFORNIA

<b><u>California State University – Chico</u></b> Project Director – Nitish Singh Building 25, CSU Chico Chico, CA 95929 E-mail – <a href="mailto:nsingh@csuchico.edu">nsingh@csuchico.edu</a> Phone – 530-898-6090	Global	\$84,374
<b>Project Title</b> – International E-Business Development, Education, Training and Outreach Project at California State University, Chico		

<b><u>California State University – Fresno</u></b> Project Director – Ali Peyandi Craig School of Business University Business Center 4910 North Chestnut Avenue Fresno, CA 93726-1852 E-mail – <a href="mailto:ali_veyvandi@csufresno.edu">ali_veyvandi@csufresno.edu</a> Phone – 559-278-4653	Global	\$90,694
<b>Project Title</b> – Global Experience		

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<p><b><u>California State University – Fullerton</u></b>                      Project Director – Joseph Greco                      Finance Business and Economics                      2600 East Nutwood Avenue, Suite 275                      Fullerton, CA 92831                      E-mail – <a href="mailto:jgreco@fullerton.edu">jgreco@fullerton.edu</a>                      Phone – 714-278-2375</p>	Global	\$71,747
<p><b>Project Title</b> – Confronting Foreign Outsourcing by Your Competition</p>		

<p><b><u>Santa Ana Community College</u></b>                      Project Director – Madeline Grant                      College of Business                      2323 North Broadway                      Santa Ana, CA 92706-1640                      E-mail – <a href="mailto:grant_madeline@sac.edu">grant_madeline@sac.edu</a>                      E-mail – <a href="mailto:dolittle_glen@sac.edu">dolittle_glen@sac.edu</a>                      Phone – 714-564-6789</p>	Global	\$88,745
<p><b>Project Title</b> – Practical and Comprehensive International Business Training &amp; Education for: Business &amp; Entrepreneurs, College/University Students, Faculty at Colleges and Universities High School Business Teachers and Students</p>		

<p><b><u>State Center Community College District</u></b>                      Project Director – Candy Hansen                      Center for International Trade Services                      1525 East Weldon Avenue                      Fresno, CA 93704                      E-mail – <a href="mailto:candy.Hansen@scccd.edu">candy.Hansen@scccd.edu</a>                      Phone – 559-241-6566</p>	Global	\$90,000
<p><b>Project Title</b> – Agriculture Trade Assistance Program</p>		

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#### DISTRICT OF COLUMBIA

<b><u>Gallaudet University</u></b> Project Director – Richard Lytle Department of Education 800 Florida Avenue, N.E. Fowler Hall 301B Washington, DC 20002-3695 E-mail – <a href="mailto:Richard.lytle@gallaudet.edu">Richard.lytle@gallaudet.edu</a> Phone – 202-651-3542	Global	\$95,841
<b>Project Title</b> – PROJECT EDGE – Educating and Developing Global Entrepreneurs		

#### FLORIDA

<b><u>University of Tampa</u></b> Project Director – Hermant Rustogi College of Business 401 West Kennedy Boulevard Tampa, FL 33606 E-mail – <a href="mailto:hrustogi@ut.edu">hrustogi@ut.edu</a> Phone – 813-353-6221	Global	\$91,881
<b>Project Title</b> – PROJECT EDGE – Educating and Developing Global Entrepreneurs		

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### GEORGIA

<b><u>Georgia State University</u></b> Project Director – Karen Loch Institute of International Business Robinson College of Business University Plaza, Room G-78 Alumni Hall Atlanta, GA 30303 E-mail – <a href="mailto:kloch@gsu.edu">kloch@gsu.edu</a> Phone – 404-651-4095	Global	\$85,996
<b>Project Title</b> – The REACHOUT! Project: Increasing Competitiveness through Global Engagement		

### IOWA

<b><u>University of Northern Iowa</u></b> Project Director – Leslie Wilson Office of Sponsored Programs 213 East Bartlett Hall Cedar Falls, IA 50614-0394 E-mail – <a href="mailto:Leslie.Wilson@uni.edu">Leslie.Wilson@uni.edu</a> Phone – 319-273-6240	Global	\$80,000
<b>Project Title-</b> Partnerships for International Business Education and Opportunities		

### KANSAS

<b><u>Pittsburg State University</u></b> Project Director – Choong Lee 1701 South Broadway Pittsburg, KS 66762 E-mail – <a href="mailto:lee@pittstate.edu">lee@pittstate.edu</a> Phone – 620-235-4587	Global	\$78,247
<b>Project Title-</b> Business and International Education Project at Pittsburg State University		

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### MICHIGAN

<p><b><u>Grand Valley State University</u></b>  <b>Co-Project Director – Jeffery Meyer</b> Van Andel Global Trade Center Division of Finance 1 Campus Drive Allendale, MI 49401 E-mail – <a href="mailto:meyerj@gvsu.edu">meyerj@gvsu.edu</a> Phone – 616-331-6811</p> <p><b>Co-Project Director – Carol Sanchez</b> Director, International Business Programs Seidman College of Business 401 West Fulton, Suite 445C Grand Rapids, MI 49504 E-mail – <a href="mailto:sanchezc@gvsu.edu">sanchezc@gvsu.edu</a> Phone – 616-331-7451</p>	Asia	\$80,843
<b>Project Title</b> – Businesses, Students and Faculty learning in Asia		

### MISSOURI

<p><b><u>Missouri Southern State University</u></b> Project Director – John Lewis 3950 East Newman Road Joplin, MO 64801 E-mail – <a href="mailto:lewis_j@mssu.edu">lewis_j@mssu.edu</a> Phone – 417-625-9602</p>	Global	\$90,000
<b>Project Title</b> - International through Outreach and Cooperation (ITOC)		

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#### NEW HAMPSHIRE

<b><u>Southern New Hampshire University</u></b> Project Director – Massood Samii 2500 North River Road Deerfield, NH 03106 E-mail – <a href="mailto:m.samii@snhu.edu">m.samii@snhu.edu</a> Phone -603-644-3117	Russia	\$82,728
<b>Project Title-</b> Institute for International Business: Focus on Russia and Computer Information Systems		

#### NEW MEXICO

<b><u>University of New Mexico</u></b> Project Director – Dante Di Gregorio International and Technology Anderson School of Management Albuquerque, NM 87131-0001 E-mail – <a href="mailto:dgregorio@mgt.unm.edu">dgregorio@mgt.unm.edu</a> Phone – 505-277-8892	Latin America	\$97,500
<b>Project Title</b> – Technology Entrepreneurship and Sustainable Enterprise Involving Latin America		

#### NEW YORK

<b><u>SUNY at New Paltz</u></b> Project Director – Surinder Tikoo SBB 154, 75 South Manheim Boulevard SUNY New Paltz, NY 12561 E-mail – <a href="mailto:tikoos@newpaltz.edu">tikoos@newpaltz.edu</a> Phone – 845-257-2959	Global	\$33,759
<b>Project Title</b> - Strengthening the Academic and Industry International Business Capabilities of Hudson Valley		

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### OHIO

<b><u>Lorain County Community College</u></b> Project Director – Robert Young 1005 North Abbe Road Elyria, OH 44035 E-mail – <a href="mailto:ryoung@lorainccc.edu">ryoung@lorainccc.edu</a> Phone – 440-366-7400	Global	\$50,965
<b>Project Title</b> - Expanding International Business Education for Students, Faculty and Local Employers		

### OREGON

<b><u>University of Oregon</u></b> Project Director – Jeffery Hanes Center for Asian and Pacific Studies 5219 Oregon Way Eugene, OR 97403-5219 E-mail – <a href="mailto:hanes@uoregon.edu">hanes@uoregon.edu</a> Phone – 541-346-4837	China	\$52,396
<b>Project Title</b> – Preparing Business Faculty and MBAs for Doing Business with China		

### PENNSYLVANIA

<b><u>DeSales University</u></b> Project Director – Mohamed Latib Department of Business 2755 Station Avenue Center Valley, PA 18034 E-mail – <a href="mailto:mohamed.latib@desales.edu">mohamed.latib@desales.edu</a> Phone – 610-282-1100	Global	\$85,000
<b>Project Title</b> – International Innovations in Business Curriculum Design		

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### SOUTH CAROLINA

<b><u>Florence-Darlington Technical College</u></b> Project Director – Lisa B. Callihan 2715 West Lucas Street Florence, SC 29501 E-mail – <a href="mailto:lisa.callihan@fdtc.edu">lisa.callihan@fdtc.edu</a> Phone – 843-661-8166	Global	\$85,927
<b>Project Title</b> – International Trade Education Solutions		

### TENNESSEE

<b><u>East Tennessee State University</u></b> Project Director – Jon L. Smith P.O. Box 70700 Johnson City, TN 37614 E-mail – <a href="mailto:smitjl01@estu.edu">smitjl01@estu.edu</a> Phone – 423-439-5677	NAFTA	\$81,259
<b>Project Title</b> – Building an Undergraduate International Business Program with a Focus on NAFTA		

<b><u>University of Tennessee</u></b> Project Director – Matthew B. Myers Global Business Center 410 Aconda Court Knoxville, TN 37996-4165 E-mail – <a href="mailto:mmyers@ln.utk.edu">mmyers@ln.utk.edu</a> Phone – 865-974-6110	Global	\$90,000
<b>Project Title</b> – The Tennessee International Programs Initiative: Working through Partners and Education		



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<b><u>TEXAS</u></b>		
<b><u>Prairie View A&amp;M University</u></b> Project Director – Rahim Quazi College of Business P.O. Box 667 Prairie View, TX 77446 E-mail – <a href="mailto:rmquazi@pvamu.edu">rmquazi@pvamu.edu</a> Phone – 936-857-2122	Global	\$85,000
<b>Project Title</b> – Expanding International Business Programs on a Historically Black Campus		
<b><u>Tarleton State University</u></b> Project Director – Janis Petronis 201 Saint Felix Stephenville, TX 76401 E-mail – <a href="mailto:jpetronis@tarleton.edu">jpetronis@tarleton.edu</a> Phone – 254-998-9342	Global	\$97,500
<b>Project Title</b> - Business and International Education Initiative		
<b><u>Texas A&amp;M International University</u></b> Project Director – Tagi Sagafi-nejad 5201 University Boulevard Laredo, TX 78041 E-mail – <a href="mailto:Tagi.sagafi@tamiu.edu">Tagi.sagafi@tamiu.edu</a> Phone – 956-326-2512	Global	\$86,000
<b>Project Title-</b> Reaching for New Global Heights at Texas A&M International University: Faculty and Students Development Initiatives in International Business		

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<b><u>Texas State University-San-Marcos</u></b> Project Director – John Mogab Department of Finance and Economics San Marcos, TX 78666 E-mail – <a href="mailto:jm12@txstate.edu">jm12@txstate.edu</a> Phone – 512-245-3249	Global	\$79,082
<b>Project Title</b> – LaBAMBA TexMex: Dual Degrees and Sister Cities Projects		

### WEST VIRGINIA

<b><u>West Virginia State University</u></b> Project Director – Jim Natsis 327 Hill Hall Institute, WV 25112-1000 E-mail – <a href="mailto:natsisja@wvstateu.edu">natsisja@wvstateu.edu</a> Phone – 304-766-4249	Global	\$57,775
<b>Project Title</b> – Building International Partnerships that Enhance WVSU's ability to Educate its Students and Communities on Sustainable Tourism		

### WISCONSIN

<b><u>University of Wisconsin-Whitewater</u></b> Project Director – Choton Basu 800 West Main Street Whitewater, WI 53190 E-mail – <a href="mailto:basuc@uww.edu">basuc@uww.edu</a> Phone – 262-472-5633	Global	\$80,000
<b>Project Title</b> – Program and Research on International Studies for Minorities (PRISM)		

## Arkansas

### Arkansas State University

Arkansas State University's (ASU) International Business Resource Center (IBRC) seeks to enhance the success of the 2004-06 Title VI grant by expanding its institutional capacity building effort. This will be accomplished by completing international business (IB) curriculum development, globalizing a study abroad program that benefits students and faculty and, furthering the capabilities of Arkansas Delta Region 1 (ADR) businesses to engage in international trade; particularly with China and India. The IBRC has partnership agreements with economic and trade development agencies to implement the outreach portion of the grant.

#### Objectives:

- 1) Complete IB Curriculum Development – Develop an IB emphasis option for MBA curriculum; design and teach two new IB graduate courses; develop an IB minor for undergraduate business majors; strengthen IB undergraduate major by developing and teaching a new required program course that includes study abroad.
- 2) Expand Study Abroad Program - Expand student tours, exchange agreements and, dual degree MBA (ASU coupled with foreign school) programs; emphasis on China and India
- 3) Support Faculty Development – Send faculty to IB training provided by a CIBER; award grants for faculty to gain first-hand IB knowledge, with emphasis on China and India; send foreign language faculty to CIBER language seminar
- 4) Organize and Lead Trade Missions – Organize and lead a trade delegation representing Arkansas businesses to a) China and b) India
- 5) Establish and Conduct In-Depth Export Training - Develop curriculum and teach export seminars that result in a certificate from ASU and preparation for the NASBITE International Certified Global Business Professional (CGBP) exam; establish a testing center

#### Expected Outcomes:

- Completed and institutionalized IB graduate and undergraduate curriculums, accentuating international life experiences; that are thorough, current and, relevant
- A more global study abroad program that provides better options for ASU students and greater diversity of international students in ASU business classes
- Business faculty that are ingrained in the fundamental concepts of IB and possess better awareness of China and India; foreign language faculty trained in IB language teaching
- Arkansas businesses that are familiar with the Asian markets, particularly China and India, and are therefore better empowered to benefit from the emerging Asian Opportunities
- ADR business professionals that are trained, confident and successful in their export capabilities.

## California

### California State University – Chico

#### Mission

Provide education, training and outreach in international e-business, with the help of strategic partnerships and collaborations, to help students and businesses compete in the new global networked economy.

#### Objectives

1. Curriculum Development: Develop and implement an undergraduate business specialization in international e-business, with a foreign language component. (Implements Section 611a, purposes 1 and 2; Section 611b, purpose 2; Section 613b, activities 1, 3 and 4).
2. International Orientation: Develop and implement an international knowledge exchange, internship, and study abroad program with help of our international programs office and our partner university in France. (Implements Section 611a, purposes 1 and 2; Section 613b, activities 3, 7, 10, and 11).
3. Faculty Development: Provide faculty training in the international e-business to facilitate higher standards in teaching and research. (Implements Section 613b, activities 7 and 8).
4. Tripartite Alliance: Create a "Tripartite Alliance" of university, public sector including Centers for International Trade (CITD), Small Business Development Centers (SBDC), Globalization and Localization Association (GALA) and the private sector (HP, IBM, and the Localization Institute), to foster local outreach, training, internships and knowledge sharing. (Implements Section 611a, purposes 1, 2, 3, and 4; Section 611b, purposes 1 and 2; Section 613b, activities 1, 2, 5 and 7).
5. Global E-Business Repository: Create a "Global E-Business" teaching material and resource repository to facilitate a high-quality teaching and research environment. (Implements Section 611a, purpose 3; Section 613b, activities 2 and 6).
6. Summer Workshop: Conduct summer workshop, in collaboration with CSU, Chico's Regional and Continuing Education, Globalization & Localization Association and the Localization Institute, to provide international e-business training to regular and part-time students, and business personnel (Implements Sec. 611b, purposes 1 and 2; Section 613b, activities 1, 5, and 12).

#### Outcomes

1. The first of its kind undergraduate specialization in international e-business.
2. International experience for our students.
3. Alliance with Center for International Trade, SBDC, Continuing Education Department and GALA to help us provide training and resources to local business community in northern California, through yearly and summer workshops.
4. Opportunities for applied training, internships and research through alliances with non-profit (GALA) and private sector (HP, IBM, and Localization Institute).
5. Opportunities for faculty members to acquire cutting edge skills and knowledge in the emerging field of international e-business and availability of a global e-business data and information repository.

## California State University – Fresno

This proposed project is a collaborative effort among partners that comprise the Craig School of Business, the Craig International Business Programs, the University Business Center, the Central California Small Business Development Center, the International Business Association (student association), the Craig Internship Program and the Food Processing Cluster.

It will serve students and faculty at Fresno State; and small-to-medium enterprises (SMEs) related to the multi-billion dollar food processing/ agricultural industry in Fresno County, inclusive of underserved minority-owned operations seeking to export.

The application represents much deeper and broader level of services.. This proposal will continue to effect substantial changes in the industry and for Craig School students, faculty and business and will open the world of international markets through development of real-life, applied tools. The purpose of the proposal is to:

1. Infuse six existing Craig School Business courses in Finance, Accounting, Marketing, Information and Decision Sciences, Management and MBA courses with international components will be accomplished by providing six CSB faculty and tenure track members with the opportunity to travel to CIBER-sponsored seminars and workshops. Of particular interest are workshops designed to enhance teaching of international business courses. Upon completion, faculty will be required to demonstrate how they will add new international course materials, resulting in the revision of 12 units (four courses) over two years.
2. Provide international export market immersion seminars by offering businesses (especially those in underserved markets) and students with the option of earning a certificate from the Craig School of Business in international business, with the focus on Brazil and Chile. Interdisciplinary, team-taught sessions will serve as a rich, multi-cultural forum designed to immerse businesses and students in the business customs, and the economic and political policies of each region. Guest speakers from the business community will relay their personal experiences and knowledge.
3. Provide business plans via international MBA student teams to research and analyze export markets on behalf of the cluster industries; such businesses will require detailed analysis and research to develop import/export strategies. Student team projects, which were in great demand under a former BIE award, will be managed by international business faculty, who will serve as team leaders to students and assist businesses to develop an export business plan.
4. Create an International Executive in Residence program, targeting a local, state or national business owner who has developed a thriving international market. The executive will meet with area students, faculty and businesses, both individually and in a more formal evening event, to share experiences and challenges. International Programs at the Craig School of Business will sponsor this event as an in-kind contribution.

## California State University – Fullerton

Foreign outsourcing has emerged as one of the most compelling, important and misunderstood issues in business today. Lately, outsourcing has taken on different forms as shown by the Japanese firms of Nagoya that local alternatives still are important. Fears and lack of such information about foreign outsourcing impact the future expansion of American international trade. Business people as well as students and teachers are concerned. The Center for the Study of Emerging Markets (CSEM) located in the College of Business and Economics at California State University at Fullerton (CSUF) proposes to study outsourcing in order to address these concerns. The Project is entitled: **“Confronting Foreign Outsourcing by Your Competition.”**

CSUF and the CSEM are uniquely qualified to study outsourcing and to develop deliverables that help the three constituencies. Prior BIE grants have developed strong and on-going relationships with the high-tech community in Orange County (the American Electronics Association, “AEA”) and with Bapuji Institute of Management Studies in India. The focus of this grant would be on Orange County high-tech firms and outsourcing offered by India and the firms in Nagoya.

Students want to know how outsourcing works and why so many companies outsource. They also want to know if it is good or bad for the United State’s economy and how it affects the local Orange County economy and their future IB jobs and careers. Faculty are unable to answer students questions because of a lack of clear and objective data. Faculty also lack teaching materials. The high-tech business community wants to know where to outsource, how to outsource effectively, does outsourcing hurt the U.S. economy, and what are local alternatives? This Project addresses, in an unbiased way, the above concerns.

**Businesspeople:** The project assists high-tech businesses to remain competitive and prosper in the world economy with current research, surveys and case studies concerning outsourcing. The results will be made public at the local breakfast seminars of the AEA, the organizational newsletters and Websites of the AEA and the CSEM. With case studies and research reports generated by the faculty grants, local firms will gain the information they need on when, where, and how to outsource, and when possible, and more than ever where to find local alternatives similar to the methods used by Nagoya firms.

**Students:** The project will innovate and improve the international business curriculum at CSUF by encouraging faculty, through curriculum grants, to incorporate survey results and case studies about SME’s into their course syllabi. Students will better understand foreign outsourcing and will develop better career plans. Second, the project will create power point lectures about outsourcing for use in community college classrooms. Third, the project will create two positions each year for students to work at CSEM.

**Faculty:** The project addresses the needs expressed by the faculty by developing a core of lead faculty at CSUF who will develop and promote faculty research in respective disciplines related to outsourcing. Case studies, research articles and specialized research reports about local high-tech firms will be adopted into international business courses through faculty curriculum grants.

## Santa Ana College

*"Practical and Comprehensive International Business Training & Education for:  
Businesses & Entrepreneurs, College/University Students, Faculty at Colleges and Universities,  
High School Business Teachers and Students"*

This grant addresses the needs of these constituencies for practical and comprehensive international business (IB) curricula and pedagogy through the following four objectives:

Objective One: 1) Update and expand the global EDGE International Business Modules from Michigan State University to develop "best practices" for preparing for the NASBITE **Certified Global Business Professional** (CGBP) exam; and 2) Create an online class available to train businesses in the basics of international business while also expanding knowledge of the CGBP exam to members of the business community and students at a critical time.

Objective Two: To expand practical and comprehensive IB curricula and pedagogy to high school students and high school business teachers.

Objective Three: To expand the content of Santa Ana College's cutting-edge IB curricula and pedagogy by studying best practices in trade training curricula and pedagogy used in other countries.

Objective Four: To develop, market and distribute a Journal of Applied International Business Research to meet the needs of the business community and the needs of professors to research and publish scholarly articles on practical IB issues.

## **State Center Community College District - Fresno Center for International Trade Development (CITD)**

The State Center Community College District and the Fresno-Center for International Trade Development (CITD) and the Fresno Export Assistance Center, U.S. Department of Commerce; the San Joaquin Valley International Trade Association (SJVITA); the Fresno County Farm Bureau (FCFB); and the California Department of Food and Agriculture (CDFA) - parties to the Agreement, have formed an alliance to deliver an Agricultural Trade Assistance Program (ATAP). This project increases the export capacity of small and mid-sized agribusinesses through training, counseling and technical assistance efforts. It also enhances the College's international business program through faculty development and internationalization of business, agribusiness and other college courses.

ATAP will deliver an export development program for twenty pre-qualified agribusinesses that grow specialty crops with a high comparative advantage in Canada and Mexico. A program coordinator / international trade specialist will organize and deliver three tiers of training :Developing International Sales I - 5 weeks on export fundamentals; Business Practices seminars (one before leaving and one in country), and a trade show briefing. Companies will attend one trade show each year, work with business counselors and the Program coordinator to facilitate the development of export marketing strategies, and receive technical assistance e.g., trade leads, handling responses to inquiries, documentation questions, etc., from several principal CITD consultants.

In order to strengthen the institution's program, five faculty each grant year will participate in a professional development program, such as a CIBER Faculty Development in International Business FDIB program or an East West Center seminar. The faculty will work with educational consultants to infuse international content into ten courses. Another institutional objective is to create a Virtual Office of International Education (VOIE) in order to consolidate and improve access to and contact with all aspects of in-district, state, regional, national and international organizations that relate to international students in residence, study abroad, faculty exchange, partnerships with institutions abroad, customized training, foreign language immersion programs, and technical assistance initiatives in developing countries. The fourth objective is to disseminate program process, materials and outcomes in the broadly construed international trade community.

This project has a very high probability of success in delivering the following benefits:

1. Several ATAP companies will be exporting before the end of the first year, and 50 percent will be exporting by the end of the second year
2. Ten business and agribusiness faculty will undergo professional development in international business.
3. Ten business and agribusiness courses will be infused with international content.
4. The college will have an integrated Virtual Office of International Education Website.
5. Colleges, universities and trade organizations will be informed about this project and better positioned to begin their own education, training and export assistance programs.



## Gallaudet University

### Increasing International Business Opportunities for Deaf and Hard of Hearing Americans

Gallaudet University is the world's only liberal arts university for deaf and hard of hearing students. Gallaudet University has served a vital role in opening doors in almost every profession for deaf and hard of hearing people in the United States. This proposal will **provide access and expanded international business opportunities for the 20 million American deaf and hard of hearing people.**

The Gallaudet Leadership Institute and the Department of Business will **internationalize the business curriculum** providing new programs for degree seeking students and others seeking institutes, courses, or certificate programs to improve their international business knowledge and skills.

Gallaudet University has entered into a partnership **agreement** with the National Deaf Business Institute (NBDI). This will be **a dynamic and growing partnership** that enhances the academic programs in international business and expands opportunities for businesses seeking to develop and expand their markets in Africa and Asia. NBDI members and other international business associations in the Washington area will serve as active advisors to the program development process, attend each other's events, learn specialized knowledge from each other, build networks, and mentor students and deaf and hard of hearing entrepreneurs.

In **Year One**, this project will focus on: 1) faculty development in collaboration with the CIBER Center at the University of Memphis; 2) internationalizing the business curriculum; and 3) growing our partnerships. Curriculum development will include: a) infusion, b) new programs and courses; c) international business leadership institutes; and 4) mentoring students and novice entrepreneurs. In **Year Two** the project will focus on developing faculty expertise in two regions, Africa and Asia, and the implementation of these new programs and courses including: a lecture series and working breakfast roundtables; revised and new course offerings; business leadership institutes and certificate programs; and study tours for faculty, students and businesses.

This project will: 1) increase America's international business capacity for exporting American products and services; 2) provide access and opportunities for America's 20 million deaf and hard of hearing people to expand international businesses; and 3) increase awareness of the abilities and needs of deaf and hard of hearing business students and entrepreneurs.

## University of Tampa

### PROJECT EDGE - Educating and Developing Global Entrepreneurs

Entrepreneurship is essential in today's economy to stay competitive, and the Tampa Bay area provides the perfect environment to nurture entrepreneurs. Tampa Bay is a prime business destination for numerous industries and offers a wealth of resources to entice business development. In addition, entrepreneurship education is exploding on campuses worldwide with people interested in the many opportunities entrepreneurship provides. Yet, virtually nothing has been done on a global perspective. The University of Tampa (UT) hopes to bridge this gap with Project EDGE by helping train current and aspiring entrepreneurs to take their skills and knowledge abroad.

Project EDGE is designed to train faculty, students and business entrepreneurs to deal with the complexities of global entrepreneurship and to provide real world business opportunities from a global perspective. The partnership between UT, Tampa Bay Partnership (TBP), Manchester Science Enterprise Centre, U.K. (MSEC) and Scottish Institute for Enterprise (SIE) fosters the linkage between business education and the needs of aspiring and established entrepreneurs to explore and capitalize on global opportunities. Collaborative partnerships have been created with these institutions to provide opportunities for future entrepreneurs to get real world experience in a global setting through coursework, case studies, speaker series, and travel abroad courses. These collaborative partners are committed to global entrepreneurial success. The Project EDGE proposal specifically establishes the need for a project of this nature. Special emphasis has been placed on developing outcome instruments that measure the effectiveness of the activities listed below. This is critical to ensure that Federal dollars are spent judiciously.

Objective 1: Develop faculty-driven, practitioner-oriented research that focuses on global entrepreneurship and competitiveness. Activities include:

- Develop research for publication and curriculum development
- Develop courses/case studies with a global entrepreneurship focus; and
- Train students from UT, MSEC and SIE on global entrepreneurship.

Objective 2: Provide global entrepreneurial knowledge to the business and local community, faculty, and students. Activities include:

- Disseminate research findings to graduate students, faculty and the business community
- Conduct Global Entrepreneurship Boot Camps for the business community, high school students, and UT and SIE students;
- Offer study abroad courses on global entrepreneurship to students;
- Develop a computer-based business process matrix to assess the global entrepreneur's business needs at different stages of business development; and
- Initiate and host a Global Entrepreneurship Speaker Series for students, faculty and the business community.

These activities and our global partnerships will allow us to meet the common needs of the Business and International Education Program, the College of Business stakeholders and our community partners.

## Georgia State University

### The REACHOUT! Project: Increasing Competitiveness Through Global Engagement

This proposal to the U.S. Department of Education's "Business and International Education Program" seeks funding to support the **REACHOUT! Project** to increase the competitiveness of the communities served by the Robinson College of Business (RCB), its Institute for International Business and Georgia State University: students, faculty, alumni, and the critically underserved minority businesses in the greater Atlanta metropolis, through increased global engagement. Specifically, the REACHOUT! Project is intended to better prepare our students and alumni with the skills and tools to compete globally, to enhance and augment our faculty's interest and knowledge in international issues and global business, and to serve as a resource to foster and increase international capacity and competency for our rapidly growing small and medium minority enterprises. Toward this end, we propose to undertake the following initiatives:

- 1. Develop *faculty* competence to internationalize courses and establish collaborative programs.** This initiative provides stipends to three faculty each year for collaboration with foreign colleagues for teaching and research enhancement in international business. Research outcomes will *accrue* in the form of academic publications and public presentations to inform the practitioner community. Teaching output is expected to impact as many as 1500 students per academic year.
- 2. Increase the level and alter the composition of *students* involved in international programs.** A total of 25 study abroad and internship stipends will be *awarded* to students with a special consideration given to underserved minority students. The internships will be with both private and public firms and government agencies via Robinson's network with its partners and alums around the world.
- 3. Increase *alumni* awareness and competency in the practice of international business.** Building on the notion of continuous learning, a total of 2 study abroad stipends will be competitively awarded to RCB alum, intended to enhance alumni's international awareness, skill, and expertise in international business. *Going International* is another initiative offered to alumni who are in the target audience.
- 4. Launch the *Going International Seminar Series* for underserved minority communities.** Four customized training seminars per academic year will be delivered to small and mid-sized firms in the underserved minority communities of Asian, Hispanic, Caribbean, and African Americans, whose number is growing rapidly in Atlanta. Based on data from this targeted group, the series is customized for existing firms and those who are looking to start-up and go global. Certificates will be awarded to participants who complete the full series.
- 5. Internationalize curricula through infusion and innovation.** In addition to developing new courses and study abroad offerings, the aim is to include activities focused on the targeted world areas stated in the invitational priority, and launch and sponsor the first annual *International Entrepreneurship Business Plan Competition*.
- 6. Expand our programmatic scope by introducing program and research support in Global Health and Risk Management.** Designed to educate our communities in the increasingly critical area of global health and risk management and its implications with a special focus on practices in Central Asia.
- 7. Leverage technology to build international competency for all audiences. This initiative will be achieved via a joint effort with a community partner and Web-based resources delivering a worldwide reach.**

## **University of Northern Iowa** **"Partnership for International Business Education and Opportunities"**

The College of Business Administration (CBA) at the University of Northern Iowa (UNI) has joined with the Iowa Department of Economic Development (IDED) in an effort to increase international academic and professional development opportunities available to faculty and students, and to support Iowa businesses' efforts to expand into international markets. Four needs, aligned with the needs that initiated the creation of the BIE grant program itself, were identified in the development of this grant proposal.

- Further cultivate the triumvirate relationship formed in a previous BIE grant among the UNI CBA, UNI Business and Community Services (BCS), and the Iowa Department of Economic Development.
- Increase Iowa business' awareness of international cultures and export trade opportunities by utilizing the University's and IDED's research and training capabilities.
- Strengthen future business leaders by expanding language course offerings, and integrating the topic of "International Business" in core liberal arts and business courses at the undergraduate and graduate levels.
- Enrich students' understanding of not only the functional areas of international business, but also the environment in which international business is transacted.

Specifically, the CBA and IDED will jointly develop and implement the BIE project "Partnership for International Business Education and Opportunities". The activities involved in this phase of the project are as follows:

- a. Expand the triumvirate relationship among Iowa Department of Economic Development, UNI CBA and UNI BCS that will help initiate and maintain the flow of goods and services from Iowa companies to China and the Asian Pacific.
- b. Develop and promote meaningful international experiences for students in the Asian Pacific.
- c. Revise core College of Business Administration courses to internationalize the curricula, emphasizing the Asian Pacific.
- d. Customize a section of "Writing Intensive Introduction to Literature" for freshman and sophomore business majors with international business as the focus.
- e. Integrate International Business topics into the Professional Science Masters being developed in the College of Natural Sciences.
- f. Develop a Chinese language course in the Modern Languages Department in the College of Humanities and Fine Arts.
- g. Develop and offer an International Business Minor.

The primary feature of this proposal is a focused effort to identify, promote, and support international expansion of Iowa business. This shows a continued focus on the strategic partnership with the Iowa Department of Economic Development, leveraging their resources and knowledge. The second feature is the incorporation of international business topics into the curriculum to impact students at all levels and majors of the University – the freshman level composition course for all majors as well as the upper level business major and graduate courses. In this effort, the grant activities bring together three different constituencies -- faculty/staff, students, and Iowa businesses to engage in research, education, and economic development activities.

## Pittsburg State University

### Business And International Education Project

Internationalization is a stated goal of the administration of Pittsburg State University (PSU), as well as of the Kansas State Board of Regents. The goal of internationalization at PSU has been significantly advanced since PSU was awarded the first two-year Title VI B grant to internationalize the business curriculum and to enhance international business knowledge and expertise for the region in 2002. PSU now hopes to further its internationalization efforts with another grant under Title VI B. The proposed two-year Business and International Education (BIE) project will enhance international business education programs and improve community outreach efforts and services through the American Assembly of Collegiate Schools of Business (AACSB) accredited College of Business. It will have a regional focus on the targeted strategic areas of Central Asia and Russia.

This two-year project, entitled "***Business and International Education Project at Pittsburg State University***," will internationalize business education through implementation of the following objectives:

1. *Establishing a BIE Office for Central Asian Business Studies and Research.*
2. *Strengthening faculty/student development for internationalization.*
3. *Expanding international business outreach programs to local communities.*
4. *Developing international business programs in the targeted strategic areas of Central Asia and Russia.*

If funded under the BIE program, this grant will enable PSU to provide high-quality, in-depth international business education programs. It will support the establishment of a new international educational institute, named the BIE Office for Central Asian Business Studies and Research at PSU. The center will assist area businesses in developing new export markets through a series of seminars/workshops, guest lectures, and by making new resources available, such as databases, Websites, listings of opportunities, and student internships. The grant will also support faculty development through the funding of release time for business faculty to develop new courses, organize and implement study abroad programs, conduct research, and prepare for and attend international business workshops and conferences. In addition, it will provide faculty and student support for short- and long-term overseas programs in the targeted areas as well as other areas of interest. Also, several Student-In-Free-Enterprise (SIFE) international business programs will be developed, including outreach programs that promote understanding of international economic education for K-12 educators and students. Finally, this grant will help PSU develop many exciting international business programs and activities focused on the targeted strategic areas of Central Asia and Russia. All these programs and activities will be integrated into the PSU business curricula.

Most importantly, this two-year project will provide continuity for the already impressive advances in internationalization that PSU has made recently through the successful operation of its Title VI A and B grants and the new administrative entities that have been established to coordinate and promote international education at PSU.

## Michigan

### Grand Valley State University

Grand Valley State University's (GVSU's) ACCESS China/India (AC/I) project is a two-year effort that provides tools and resources for the West Michigan business community, and strengthens GVSU's international education programming to China and India by strengthening existing and developing new student and faculty initiatives in those countries.

This project is a collaboration between the GVSU units, West Michigan companies, and other regional organizations that support international trade. The GVSU units are the Seidman College of Business (SCB), the Modern Languages Department, the East Asian Studies unit, the Van Andel Global Trade Center (VAGTC), and the Padnos International Center. External collaborators include West Michigan companies who are clients of the VAGTC, the West Michigan District Export Council (MDEC-West), and other regional organizations providing service in international business. This collaboration creates a large support network designed to accomplish common objectives.

**Mission:** To develop and implement programs and services in West Michigan to enhance and promote international trade education and assistance focusing on China and India.

**Objective 1:** To create, develop, and implement programs, products and services to enable Michigan companies to compete in China and India. (Section 613.1, 5, and 6)

#### Activities

Activity 1: Perform comprehensive market research to identify export markets in China and India, linking them back to Michigan companies.

Activity 2: Create a "best practices" conference linking business and faculty in disseminating information about the Chinese and Indian marketplace.

Activity 3: Create and deliver AC/I assistance to West Michigan companies.

Activity 4: Organize and lead a business interest mission to China and India.

**Objective 2:** To increase the awareness, understanding and competence of SCB students about doing business internationally, particularly in China and India. (Section 613.3, 6, and 8).

#### Activities

Activity 1: Develop academic partnerships, student study abroad and internship programs in China and India.

Activity 2: Integrate cases about doing business in China and India into business courses.

Activity 3: Increase the number of SCB students who study abroad in China and India.

**Objective 3:** To strengthen the understanding and competence of SCB and language faculty to teach, research and do business in and about China and India.

#### Activities

Activity 1: Create opportunities and incentives for GVSU business faculty to teach and research at partner schools in China and India.

Activity 2: Create opportunities and incentives for non-business faculty to increase Asian language and culture course offerings.

Activity 3: Create opportunities and incentives for business faculty to do case research about doing business in China and India.

## Missouri Southern State University

### Internationalization Through Outreach and Cooperation (ITOC)

*“Central to our mission is a strong commitment to international education, to the liberal arts, to professional and pre-professional programs, and to the complementary relationship that must exist between liberal and professional education. Inherent in its international approach to undergraduate education is the University’s desire to prepare its students to understand world affairs, international issues and other cultures as seen through their history, geography, language, literature, philosophy, economics, and politics.”*

*Dr. Julio Leon, President, MSSU*

Missouri Southern State University (MSSU) has entered into formal agreements with Contract Freighters, Inc. and Leggett & Platt, Inc. in order to accomplish the objectives of our proposed Internationalization Through Outreach and Cooperation (ITOC) program. The proposed ITOC program also partners with other 4-state regional industries (Missouri, Kansas, Oklahoma, and Arkansas) and area Chambers of Commerce. It targets the business communities of the four-state area with a variety of programs and services that will expand the community’s ability to compete in the international marketplace. In addition, the ITOC project will provide an opportunity for many students and faculty to participate in innovative, focused study abroad opportunities and local hands-on research opportunities. To that end, we propose three objectives and related activities which will make a significant difference in our ability to serve the needs of our students, faculty and community in the field of international business and the global marketplace.

#### **Objective 1) Strengthen business curriculum through the development of curriculum modules and through faculty development in international business.**

- ◆ Design and develop two new international business courses – 1) International Human Resources and 2) Corporate Social Responsibility in International Business
- ◆ Enhance study abroad opportunities related to Fall Focus Semesters (France 2006 and China 2007)

#### **Objective 2) Strengthen linkage between MSSU faculty and students with regional business and industry by developing focused projects to link business students with area businesses for the dual purpose of providing the business with resources that will assist in increasing their competitiveness in international markets and providing students and faculty with a hands-on research opportunity.**

- ◆ Faculty and Student Internships with area businesses
- ◆ Fall focus semester business seminars (France 2006 and China 2007)
- ◆ Faculty Development in International Business FDIB workshops

#### **Objective 3) Develop short courses and seminars that assist businesses in the four-state area to improve their competitiveness in the global marketplace.**

- ◆ Develop short courses, seminars, and colloquia for area businesses
- ◆ Develop consortium of area businesses, MSSU and regional chambers of commerce
- ◆ NASBITE (North American Small Business International Trade Educators) information workshops on business topics including the Certified Global Business Professional (CGBP) program

## **Southern New Hampshire University**

The Institute for International Business Institute (IIB) of Southern New Hampshire University (SNHU) is applying for funding under the Title VI-B to carry out a series of activities to further integrate international business into its curriculum, internationalize faculty, develop regional expertise with a focus on Russia and the Commonwealth of Independent States (CIS), develop regional based focused international business internships, and provide training to the business community in highly specialized areas of international business. An innovative aspect of the proposed project is the integration of these activities into a trip to Russia and the CIS which would include students and business executives. The joint effort will be undertaken with our partner institutions, the New Hampshire Governor's Office of International Commerce (OIC), and the U.S. Department of Commerce. The joint overseas travel will culminate into a series of internships that would be beneficial to the companies involved as well as the students participating in the program. The needs assessment and the methods for evaluation of the outcomes are discussed in detail in the body of the report. It is accurate to say at this point that the partner institutions are excited about carrying out the joint program.

The International Business Institute is a newly formed organization within the International Business Department of SNHU's School of Business. "The mission of the Institute for International Business (IIB) is to integrate the intellectual assets of the International Business Department to the business community and other constituencies in the United States and abroad to create value for our institution, faculty, students, and the business community at large. The IIB will primarily focus on programs and services that will eventually contribute to the global competitiveness of its constituencies at all levels." Activities proposed in the grant will be implemented through the institute.



## New Mexico

### University of New Mexico

#### Technology Entrepreneurship and Sustainable Enterprise Involving Latin America

Working together with students, the business community, and the International Business Accelerator, faculty and administrators of the Anderson School of Management at the University of New Mexico (UNM) have identified overlapping and related needs for enhanced training in international business for students, the provision of assistance to local economic development entities and businesses to enhance New Mexico's international business activity, and for raising the understanding among U.S. managers and entrepreneurs of opportunities involving Latin America. To meet these needs while exploiting and integrating UNM's existing capabilities relating to Latin America area studies, technology entrepreneurship, and sustainable enterprise, UNM proposes a program centered on Technology Entrepreneurship and Sustainable Enterprise involving Latin America.

This program will pursue four objectives:

1. To enrich the international dimension of the educational experience of UNM students at the undergraduate, MBA, MA, Executive MBA, and non-degree levels;
2. To enhance the competencies of UNM faculty related to emerging markets in general and technological and sustainable enterprise involving Latin America specifically;
3. To collaborate with New Mexico-based economic development entities in assisting firms and entrepreneurs in the discovery and exploitation of international business opportunities; and
4. To enhance understanding and knowledge of technology entrepreneurship and sustainable enterprise involving Latin America.

The four objectives will be met via the implementation of seven activities:

1. Curriculum Development: six new courses - in global management of technology and economic development, management in emerging markets, international entrepreneurship, sustainable enterprise in Latin America, Executive MBA Latin America program, and a non-degree program for practitioners and students in Chihuahua, Mexico
2. Study Abroad: 24 student scholarships for study abroad, travel to develop new international exchanges
3. Faculty Development: funding for eight faculty members to participate in faculty development workshops and language training
4. Survey and Directory of New Mexico Exporters & Importers: implementation of the second stage of a survey of New Mexico businesses over two years, dissemination of results via an online directory and reports
5. Conferences: two conferences for academic papers and cases, including Technology Entrepreneurship in Latin America and Sustainable Enterprise in Latin America

## New York

### **State University of New York – New Paltz**

This project is sponsored by the School of Business, State University of New York at New Paltz, in partnership with the Council of Industry of Southeastern New York. SUNY New Paltz is a selective four-year public university located in the Hudson Valley, mid-way between Albany and New York City.

The needs discussed in this project were identified based on self-evaluation of our business curriculum, ongoing interaction with area business association officials, and recommendations by our Business Advisory Council. We recognize that 1) our graduates must have an international perspective to best serve the manpower needs of area businesses operating in today's global economy; 2) area businesses need ongoing education on international business issues; and 3) area businesses need specific assistance from higher education institutions, such as our school, to become and remain competitive in the global marketplace.

To address these needs we have established four objectives for this project:

1) strengthen the international business knowledge and teaching capabilities of seven faculty members, to enable them to emphasize the international dimensions of business in their teaching; 2) significantly internationalize the curriculum by infusing international content in four business core courses and three business electives. This will directly impact more than 200 students every year, 3) provide continuing education on global business issues to our international business community through organizing international business education seminars, hosting roundtable discussions, and developing and maintaining a Web site; and 4) provide locally based small and medium sized international businesses with affordable market analyses on conducting business globally by matching them with supervised international business students.

## Ohio

### **Lorain County Community College**

Lorain County Community College (LCCC) proposes to expand its efforts in internationalizing the curriculum through a partnership with Nordson Corporation, supported by a variety of business enterprise initiatives currently underway with the College. This project will enhance the educational programming offered through the Business Division through four strategies:

- developing work-based learning opportunities for LCCC students with local companies doing business overseas;
- developing study programs (internships) for LCCC students at one or more of the eight overseas institutions of higher education with which the College has a “sister” agreement;
- designing and implementing a series of seminars for students, faculty and employees of local companies to increase the community’s information about and understanding of international economic activity; and,
- supporting faculty development experiences for three key members of the business faculty.

The project will build on the recent efforts of the Office of International Initiatives to “internationalize” the curriculum and will focus specifically on the needs of students and faculty in the Business Division, and on the information needs of local businesses interested in engaging in international trade. The project is planned for a 12-month period and will provide the platform for future expansion of international education, based on the successes of this effort, and driven by the needs identified by area businesses in the seminar series.

## Oregon

### University of Oregon

#### Engaging the China Opportunity

The Lundquist College of Business and the Center for Asian and Pacific Studies at the University of Oregon (UO), in cooperation with the Eugene Area Chamber of Commerce, have crafted a project designed to help the state of Oregon engage the opportunities afforded by Chinese economic development in the twenty-first century. This project builds on the success of two earlier DOE grants, awarded in the mid and late 1990's that cultivated faculty expertise in Asia-Pacific global enterprise. Specifically, in the present application we propose to create a new East Asian Business module for MBA students straddling the first and second year of their program of study. Participants will also include five targeted business faculty each year as well as students from the Oregon Executive MBA program (OEMBA) and sponsored business managers.

The DOE Business and International Education (BIE) program will enable us to offer two iterations of our new curricular module: the first in 2006 on "Sports Marketing and the Beijing Olympics," the second in 2007 on "Electronics Manufacturing and Marketing in China." Combining lectures, seminars, and a study tour, both iterations of the module will consist of five phased elements: 1) classroom study of Chinese culture and history with UO East Asian specialists (spring); 2) background reading on the Chinese economy, Chinese business practices and the business connection with Oregon (summer); 3) a four-day workshop that will focus on Chinese business and business practices and prepare participants for the study tour in late summer; 4) thematically-targeted study tours of business in China (early fall); 5) oral and written debriefings and presentations related to the project experience (late fall and winter). MBA students completing this sequence will be awarded three quarter credits; others will received a letter of certification from the Lundquist College of Business at UO.

This two-year BIE project will launch a pilot program in East Asian Business that addresses several long-term educational and economic objectives. On campus, it will direct the disciplinary expertise of select University of Oregon business faculty toward East Asian economic affairs and also channel the incipient skills of MBA student participants into the exploration and practice of business on the Pacific Rim. Off campus, it promises to promote professional interest across Oregon in Chinese business opportunities and to stimulate professional awareness across China about Oregon business offerings. The Eugene Chamber of Commerce will be the key facilitator of this wider economic purpose.

The long-range goal of this project is to launch a pilot program in East Asian Business that will: 1) engage a cohort of the UO business faculty in East Asian business education, 2) expose MBA students—and later Executive MBA students, undergraduates, and sponsored business managers—to international business on the Pacific Rim, 3) apply the disciplinary skills (such as finance or management) of faculty and students alike to East Asian business challenges, 4) encourage interchange between business educators from Oregon and China, 5) promote international trade and business interaction between Oregon and China, 6) cultivate East Asian business expertise among a substantial cohort of MBA students, and 7) help place graduating MBAs in Oregon-based international businesses.

## Pennsylvania

### **DeSales University**

DeSales University, in cooperation with its business partner, the Lehigh Valley Economic Development Corporation, seeks \$101,401 from the ED's BIE program for a multi-faceted project to strengthen the University's capacity to support U.S. companies engaged in international business. The project will develop four new courses in, or directly relevant to, international business.

Additionally, DeSales will educate the public re: the critical importance of global business through a symposium series on "Globalization, Business Innovation, and Education in a Flat World," develop export education workshops for area business people; hold three workshops for DeSales faculty on how to integrate inter-cultural, international, and global business content into existing courses in business, area studies, world cultures, and foreign language; and undertake a business education study tour of Romania and Germany for undergraduate and MBA students, faculty and business leaders. The itineraries in these two countries will support the above programmatic activities and will help to build new, and strengthen existing, relationships.

This project is the direct result of documented deficiencies in student development, and faculty international experience, and reflects a new and powerful institutional commitment to preparing global-ready graduates in business and other fields. It builds upon DeSales' highly successful current BIE grant, and reflects extensive conversations in Washington with ED International Programs staff. This project will generate momentum for the Daniel Gambet Center for Business Ethics, Leadership, and Global Innovation by enhancing relationships with business and business/economic development organizations in southeast Pennsylvania.

## South Carolina

### **Florence-Darlington Technical College**

#### International Trade Education Solutions

Forty scholarships will be offered to students in South Carolina from the local Pee Dee region nearby the Florence-Darlington Technical College for export and import specific training. These training sessions will be available for mid-career or part-time returning adult students. Additional Internet television seminars will be conducted between FDTC, The South Carolina World Trade Center and three International educational partners. We intend to research and develop case studies in international trade in South Carolina, England, Eastern Europe, Russia, and France. Through SCWTC partners such as Maybanks Shipping and Sonoco, we will reveal the true nature of International Trade. We intend to publish these studies and make them available to any interested business or educational group. The students will be invited to tour the Port of Charleston, to witness daily activities. We will offer stipends to attend a yearly conference with their international student counterparts attending an Intensive Trade Studies Educational Conference at the European Academy in Berlin, Germany, where students will meet each other from countries including Russia, Ukraine, Estonia, and Poland. Live lectures will be delivered from European scholars actively involved in the International Trade business. We will make available foreign language study stipends to Florence-Darlington Technical College teachers and South Carolina World Trade Center facilitators, to increase the internationalization of our organizations, and to be better internationalization role models to our students.

## East Tennessee State University

### Building and Undergraduate International Business Program with a Focus on NAFTA

International commerce is an extremely important component of the economy of the State of Tennessee. Yet, the state is one of a handful of states that has no state supported export assistance program. This lack of state support makes it difficult for firms within the state to compete. This is particularly true for businesses located in the Appalachian Mountains in the extreme northeastern part of the state, an area that has for years lagged behind the rest of the state in the area of economic development.

Compounding the state's lack of support for international business in the region is the fact that the local regional university, East Tennessee State University, does not offer an undergraduate program in international business. This proposal seeks to correct this shortcoming by supporting a partnership between the university and the newly created Tri-Cities World Trade Center, the first world trade center license granted to a region rather than a large city. This partnership will initially seek to develop programs oriented towards Tennessee's largest two merchandise export markets, Canada and Mexico.

The proposed project will consist of three components: an educational component that will develop undergraduate international business degree platforms and student travel abroad options; a faculty development component that will offer faculty the opportunity to participate in formal faculty development seminars and to travel to Canadian and Mexican universities for research and study opportunities and an outreach component that will develop a lasting partnership between the university and the new Tri-Cities World Trade Center that will yield long-term benefits for the community.

The university will create an undergraduate major in international business that will provide the opportunity for students to develop their international business skills, and a minor in international business that will allow students in colleges other than the College of Business and Technology to also develop a basic level of international business skills. Student travel abroad opportunities will be coordinated with the Foreign Languages department to provide language students an opportunity to interact with business students and to encourage business students to engage in language acquisition.

Faculty development activities will be focused upon the development of skills that will promote teaching and research skills in the area of international business. An equally important goal of the faculty development activities will be the development of a pool of academic expertise that the Tri-Cities World Trade Center will be able to use in its development of international trade opportunities for regional businesses. Faculty will provide research assistance for the WTC and will engage in training seminars and marketing research that will aid the WTC in the accomplishment of its mission.

## University of Tennessee – Knoxville

### The Tennessee International Programs Initiative (Tipi): Working Through Partnerships And Education

The College of Business Administration (CBA) of the University of Tennessee, in collaboration with the Tennessee International Trade Center and the Knoxville Area Chamber Partnership, has developed a two-year program entitled *The Tennessee International Programs Initiative: Working through Partners and Education*. This program is designed to instill a global perspective in our students, faculty, and local business partners and prepare them for a competitive worldwide business environment. Specifically, the goals of the program are:

*To develop an International Business minor program available to all undergraduate students in the College of Business, and to dramatically increase the number of undergraduate and graduate student experiences abroad through overseas study programs.* The CBA will increase the global focus of its undergraduate curriculum across all disciplines. This will be accomplished *via* development of an International Business degree program. Within the curriculum, five courses will be developed in order to meet global content needs. Study abroad programs, led by the University of Tennessee faculty, will be developed in Scotland, China, Italy, and France, and scholarships will be available for students in need.

*To increase the degree of globalization of our faculty through faculty development processes and teaching abroad opportunities, this in order to enhance the faculty's ability to deliver global content in the classroom.* Sustainable internationalization of the CBA curriculum relies on the ability of the faculty body to consistently deliver content over the long-term. For the University of Tennessee CBA, globalization of faculty will take place through faculty development and support programs designed to facilitate faculty education and the dissemination of global content to both CBA students and the business community.

*To develop a seminar and conference series with the Tennessee business community that enhances local firms' ability to compete in overseas markets.* Collaboration between the CBA and the local business community relative to international efforts will take place in order for the college to meet the needs of regional firms. The CBA will provide training and seminars on trade topics, as well conduct a conference on increasing international tourism for Tennessee businesses, addressing a primary concern of the Tennessee business community.

Through cooperation with departmental and program leaders inside the college, the University's Center for International Education, as well our local trade partners, *The Tennessee International Programs Initiative: Working through Partners and Education* will provide new opportunities to students, faculty, and local businesses that increase the global competitiveness of the constituencies of the University.



## Tarleton State University

### Business And International Education Initiative

Tarleton State University, a member of The Texas A&M University System since 1917, is the second largest institution in the system with an enrollment of 9,145 students. With a Fall 2005 enrollment of 2,034 students the College of Business Administration (COBA) offers majors eleven choices of undergraduate degrees and four on the master's level, three of which may be earned online.

The Tarleton State University Business and International Education Initiative (BIEI) is designed to enhance internationalization of the curriculum through objectives and activities for students, faculty, area community colleges, and area business entities and their constituents. Specifically, the Tarleton BIEI objectives are:

**OBJECTIVE 1:** Form linkages with businesses and business entities to identify elements necessary to improve the business and international education curriculum at Tarleton State University to better serve the needs of the business community.

**OBJECTIVE 2:** Increase Tarleton business graduates knowledge about and preparation to enter a global workforce

**OBJECTIVE 3:** Strengthen COBA faculty international skills for delivery of increased international content in all COBA disciplines.

**OBJECTIVE 4:** Initiate research among COBA faculty to develop international components for their courses congruent with NASBITE requirements.

**OBJECTIVE 5:** Develop and deliver programs to inform academic peers, practitioners, and the public of the increasing international economic interdependence and the important role of area businesses in particular, and American business in general, within the international economic system.

Project Director, Dr. Janis Petronis, Co-Director, Ms. Elizabeth Ball, and Evaluation Director, Dr. Thomas Bradley will lead the BIEI. Dr. Petronis teaches international business and marketing, and has led study abroad to Mexico, Central America and Europe. Ms. Ball, teaches international business and management courses and has traveled abroad on numerous occasions. She recently returned from Beijing, China where she represented Tarleton at the 2004 Sino American Leadership Initiative Project. Dr. Bradley teaches graduate management courses and coordinates COBA online courses and degree programs. He brings many years of experience in the production management with multinational corporations, having worked on projects in Canada, Mexico and Japan.

Results of the Tarleton BIEI objectives and activities will not be an end, but rather significant steps toward a larger goal. The BIEI Project will lay the foundation for offering a major in International Business and internationalizing the business curriculum to the extent that graduates will be adequately prepared to achieve certification by the North American Small Business International Trade Educators (NASBITE). The cumulative impact of these initiatives will be graduates, faculty, and a regional business community all prepared to be active players in the global business community.

## Prairie View A&M University

In order to compete in an increasingly global economy, America needs an expanding pool of professionals educated in international business. However, inadequate exposure to international business education remains a challenge for first-generation college, and especially for minority, students. To meet these needs, Prairie View A&M University's College of Business seeks a grant of \$198,244 over two years from the BIE Program to substantially expand its international business program. The BIE grant (July 06-June 08) will help the College build on its current international business initiatives and consolidate the gains to the next level. The purpose of this project is to expand academic, faculty development and outreach programs with a regional focus on Mexico. The project objectives and activities are:

- **Objective One** (Academic enhancement): The grant will enable the College to introduce an International Business (IB) track in the MBA program, offer two new courses (one undergraduate and one graduate) in International Accounting, and expand overseas study programs at the Universidad de las Americas at Puebla, Mexico.
- **Objective Two** (Faculty development): The grant will enable the College to strengthen its faculty by supporting training and research in international business areas. Faculty members will participate in summer study tours in Mexico, and Faculty Development in International Business (FDIB) workshops. The College will offer summer research grants to promote research on international business topics. This will create an environment conducive to teaching, learning, and scholarship in international business.
- **Objective Three** (Community outreach): The College will partner with the Waller Economic Development Corporation (WEDC) to organize an annual trade mission to Mexico, offer outreach workshops to the local business community, and offer training workshops and overseas study opportunities to local K-12 educators. The U.S. Export Assistance Center (Houston), Port of Houston Authority, Small Business Development Center (PVAMU) and other agencies will also actively assist the College in organizing these activities. The trade mission will provide local businesses with an opportunity to interact first-hand with Mexican businesses, government officials and financing agencies. The K-12 outreach activities will contribute to the professional development of local high and middle school teachers.

The success of this project will raise the awareness of international business programs and benefit other Historically Black Colleges and Universities (HBCUs) interested in strengthening their international business initiatives.

## Texas A&M International University

A. Goals: Texas A&M International University (TAMIU) is applying for a Title VI B grant for 2006-08 to address the needs of students, faculty and the international business community in the region, through faculty and PhD students' participation in three interrelated activities, all focusing on student and faculty development through collaboration with business and scholarly communities. They are: a) PhD students serving as Research Fellows at area businesses and at the United Nations; b) PhD Students Consortium bringing together annually PhD students from selected universities to exchange research and receive feedback and direct mentoring; and c) faculty development (as mentors and supervisors) through the direct involvement in the above activities. The project will enhance the linkage between the local business community and the University, providing a combination of academic and practical experience that would enable PhD students to become more effective in conducting international business. They will also enhance the knowledge and skills of PhD students and faculty members in international business.

B. Activities: To reach these goals, the following activities are being proposed:

Student Research Fellows in local businesses: Students will be placed in business development agencies, local retail businesses that interface with Mexico, and border industries in maquiladoras. Supervised by faculty members, students will engage in analyzing companies' operations, strategies and challenges, and will submit a report at the end of the semester to company's top executives and clients. Student Research Fellows at the United Nations: One PhD student will be selected each year to serve as a Research Fellow at UNCTAD in Geneva. Supervised by a faculty member, the student will interview UNCTAD in-house experts to learn about its databases, publications and other activities connected with FDI. The Research Fellow will then produce a report that could be of potential utility to UNCTAD and to the academic community. This project will provide hands-on training for doctoral students, who then can provide leadership in academic environments upon graduation. It will also make a distinct contribution to academia.

PhD Students' Consortium: This activity will provide students the opportunity to exchange ideas on research frontiers as they prepare to conduct dissertation research, particularly since such gatherings are moderated by senior scholars with experience and knowledge.

## Texas State University - San Marcos

The La BAMBA TexMex: Dual Degrees and Sister Cities Project is comprised of two components:

- La BAMBA – a five-year academic program including a BA degree in International Studies and an MBA degree with an emphasis in international business, and
- TexMex – the Sister Cities Trade and Investment Promotion Project.

The objectives of the project are to: 1) enhance the international business curricula and research at Texas State University-San Marcos through: a) an innovative five-year Bachelor of Arts in International Studies (BAIS) and Masters of Business Administration (MBA) program; b) faculty development; c) new graduate-level courses; d) new student exchange/study abroad programs and an international study/research experience; and e) new applied research in international business; and 2) expand economic relations between central Texas and northern Mexico through a partnership of the Center for Latin American Commerce in the McCoy College of Business Administration, the San Marcos Hispanic Chamber of Commerce, and the San Marcos Area Chamber of Commerce in the Sister Cities Trade and Investment Promotion (SCTIP) project.

The SCTIP project will: a) survey businesses in central Texas and northern Mexico to determine their international business needs and interests; b) analyze their needs to determine potential for trade and investment among the firms; and c) organize a trade mission to Monclova, Mexico, for business representatives from Texas and Mexico.

## West Virginia University

### Building International Partnerships that Enhance WVSU's Ability to Educate Its Students and Communities on Sustainable Tourism Development

Tourism is an important segment of the new economy for many developing countries, as well as many regions of this country. For states like West Virginia, declines in the manufacturing and chemical industries, coupled with declines in the extraction industries (coal & timber), have forced an exploration and development of alternative economies such as tourism. However, the state, economic development professionals and small business entrepreneurs have discovered that there exists numerous complex challenges to developing a tourism industry, and that interwoven linkages must occur for there to be true economic impact at any level.

It is within this context that West Virginia State University (WVSU), a historically black, 1890 land-grant institution, in partnership with the West Virginia Division of Tourism, the Charleston Area Alliance, the West Virginia Ecotourism Association, the 4-Counties Economic Development Authority, Charles University (Prague, Czech Republic), and the Universidad del Valle de Mexico (Queretaro, Mexico) present this proposal with the goal of building international partnerships that enhance WVSU's ability to educate its students and communities on sustainable tourism development. Four major objectives were formulated to achieve this goal.

- 1) To develop and increase global awareness for WVSU business faculty.
- 2) To develop new courses and infuse international content into the WVSU business curriculum.
- 3) To provide opportunities for students and faculty to interact with international and regional partners.
- 4) To provide regional economic development professionals and small businesses with opportunities to expand their international experience.

## University Of Wisconsin Whitewater

### PROGRAM AND RESEARCH ON INTERNATIONAL STUDIES FOR MINORITIES (PRISM)

The Program and Research on International Studies for Minorities (PRISM) is a highly innovative program developed at the University of Wisconsin-Whitewater. PRISM is designed to directly address the strategic goals of the university on multiculturalism, globalism and diversity.

The primary objectives and deliverables of the program are as follows:

1. Create a program that connects diversity students and faculty with minority-owned businesses that are active in the international emerging markets with focus on China and India.
2. Develop and implement a set of tools that is used with travel study programs that result in higher quality experience and reliable evaluation of the programs.
3. Conduct global market research and technology solutions for minority owned small and medium enterprises (SME's) and provide them with tools, services and resources to compete in the emerging markets of Brazil, Russia, China and India (BRIC's).
4. Establish and offer online training programs for students and businesses to support the activities of the SME's that are in the process of internationalization.
5. Provide faculty with resources to develop courses in the area of business ethics, cross-cultural communication and international business management.
6. Design and launch an online evaluation system for all international programs and grants based on best practices.
7. Provide a combination of outreach services for trade associations and other businesses in southeastern Wisconsin.

To meet the objectives of the grant, Program and Research on International Studies for Minorities (PRISM) was classified into four logical segments. The four segments are as follows:

**Diversity Internationalization Programs (S1-Segment #1):** This segment is developed to increase the number of students from diverse backgrounds to participate in international programs and activities at Whitewater. **Business Networking and Mentoring (S2-Segment #2):** The GBRC will coordinate activities with numerous organizations such as Wisconsin Supplier Development Council and other trade associations to link students and faculty with SME's. **Online International Training Programs (S3-Segment #3):** A comprehensive training and certification program will be put in place and launched online. **Institutional Development (S4-Segment #4):** GBRC will engage in designing and assisting students and faculty to gain international exposure and knowledge through their involvement in relevant training, global projects and study abroad program.

Given the current strategic directions of the university and the state of Wisconsin, it is essential that minority and diversity owned businesses do not get left out of globalization. It is important to acknowledge that the Governor's call to assist SME's with retraining their employees and exploration of emerging markets in the world is crucial. However PRISM program goes a step further to establish reliable processes to give diversity and minority students a quality experience and exposure to international expertise. The PRISM project aims to deliver these needs with the right combination of programs and services. This project is timely, well-designed and supported internally by the university and externally by Department of Commerce, Trade Associations, Supplier Councils and other members of the business community.