



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100010  
Grantee: The College of New Jersey  
Project Director: Linghui Tang  
Telephone: 609-771-2240  
E-mail: [shao@tcnj.edu](mailto:shao@tcnj.edu)  
BIE FY 2010 Award: \$81,175

### Project Description:

The College of New Jersey (TCNJ), a highly selective state college with a focus on undergraduate education, has a long tradition in international business education. The proposed project will expand the existing international education curriculum by including Chinese business practices and culture and enhancing Chinese language skills of our students in a real business environment. Building upon the strength of our interdisciplinary programs, the proposed program will:

- (a) Add three China-related courses to the International Business curriculum at the School of Business at TCNJ;
- (b) Strengthen our partnership with the New Jersey Small Business Development Center (NJSBDC) to serve the needs of the business community;
- (c) Create new international business internships and encourage more TCNJ students to study in China;
- (d) Create the Institute of Chinese Business Studies (ICBS), which serves as the foundation for continuing Chinese business education at TCNJ and providing services to the business community in the Trenton area.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100011  
Grantee: Michigan State University  
Project Director: Tomas Hult  
Telephone: 517-353-4336  
E-mail: [hult@msu.edu](mailto:hult@msu.edu)  
BIE FY 2010 Award: \$94,803

### Project Description:

Michigan State University (MSU) recently celebrated its sesquicentennial as the pioneer land-grant university. Since its founding in 1855, MSU has been a leader in international education. MSU President Lou Anna Simon stated in 2009 that: “Integrating the attributes and strengths of all segments of society for the sustainable prosperity and well-being of people and nations throughout the world is a moral imperative we are called upon to share. Her vision for MSU is that land-grant has become world-grant and MSU’s vision is to embrace “the world grant ideal.” Closely aligned with its rich history and purpose, the objective of MSU’s proposal is **Developing Resources to Internationalize Minority-Serving Community Colleges**. The Principal Investigator is Professor Tomas Hult ([hult@msu.edu](mailto:hult@msu.edu), 517-353-4336). MSU’s International Business Center has a twenty-year history of developing programs to internationalize community college faculty, administrators, and students. Via this proposal, MSU’s experience is now targeted to focus on minority-serving community colleges with a unique set of five projects.

Community colleges educate more than half the students in the United States (representing more than 250,000 business students and 11 million total students). The American Association of Community Colleges stated: “foreign trade is growing... more businesses are looking for people with an understanding of international issues...pressure is increasing for community colleges to foster an awareness of foreign cultures and the interconnected nature of the world economy.”

This need is critical among minority-serving community colleges (Hispanic, Native American). To realize the objective, we propose to implement five integrated projects that serve the Purpose of the BIE program and this year’s two Competitive Preference Priorities and the Invitational Priority. The projects enhance international education programs and expand the capacity of the business community to engage in international economic activities (BIE Purpose). They develop international curricula for nontraditional, mid-career, and part-time students (CPP1), especially as it pertains to internationalization of curricula at community colleges (CPP2) and the less commonly taught languages (IP1).

Specifically, the five integrated projects that have as an overall focus of Developing Resources to Internationalize Minority-Serving Community Colleges include:

- Project 1: Rigorous assessment of the degree of internationalization of business programs at minority-serving community colleges.
- Project 2: Three faculty development programs in international business and business languages for minority-serving community college faculty.
- Project 3: Development of a comprehensive online resource for minority-serving community colleges modeled on the global EDGE online resource.



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- Project 4: Development of an international internship program for foreign language students and business students at minority-serving community colleges.
- Project 5: Continuous development and maintenance of the online knowledge resource and portal for all Business and International Education grantees (<http://bieweb.msu.edu>).



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100012  
Grantee: Southwest Virginia Higher Education Center  
Project Director: George L. Hiller  
Telephone: 276-619-4374  
E-mail: [gkiller@swcenter.edu](mailto:gkiller@swcenter.edu)  
BIE FY 2010 Award: \$94,781

### Project Description:

The Southwest Virginia Higher Education Center (SVHEC) requests BIE funding for the new *Global Clean Energy and STEM Jobs* initiative. Appalachia Virginia is moving away from tobacco farming, coal mining, and low-skilled manufacturing to a new knowledge economy focused on STEM (science, technology, engineering, and mathematics) jobs in clean energy and information systems. Our small two- and four-year colleges need to develop new international academic programs to prepare faculty and students for the 21<sup>st</sup> century global knowledge economy. Our existing businesses and new green economy entrepreneurs need assistance to develop employees with the necessary global business skills and create opportunities. Historically, Appalachia Virginia has been economically isolated from the rest of Virginia and the United States.

SVHEC is located in Abingdon, Virginia, 15 miles from the Tennessee border and 325 miles from Richmond. SVHEC is a state agency established in 1991 to expand higher education and job creation programs in Appalachia Virginia. Individually, the seven small colleges in our consortium lack sufficient institutional resources or grant management expertise to undertake a BIE project. Under the demonstrated BIE leadership of SVHEC, we will provide academic benefits for all seven colleges as well as the regional business community.

In December 2009, the Virginia Tobacco Commission (TIC) awarded SVHEC a \$174,000 “challenge grant.” TIC is a state agency that promotes higher education and the economic revitalization of rural southwest and Southside Virginia. The TIC funds are included as part of our match fund requirement. However, funds will only be disbursed if SVHEC is awarded a BIE grant. This provides us with a unique opportunity to expand our planned BIE grant activities and serve more faculty, students, and businesses.

In 2009, SVHEC conducted extensive higher education and business surveys in SW Virginia. Based on this research, SVHEC and our three Agreement Partners: Southwest Virginia Technology Council, U.S. Export Assistance Center for Virginia, and the Washington County, Virginia, Department of Economic Development proposes the following BIE grant objectives:

1. *Enhance STEM and International Business programs at the consortium colleges by creating new academic linkages and courses.*
2. *Provide international learning experiences to STEM and Business faculty and students, with a special emphasis on part-time adult, nontraditional students.*
3. *Promote new international business commerce in the clean energy and knowledge economy sectors via business outreach programs.*
4. *Disseminate best practices in rural international business education and develop plans for sustainability of the Global Clean Energy and STEM Jobs initiative.*

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100014  
Grantee: University of the Incarnate Word  
Project Director: Sara Jackson  
Telephone: 210-283-5001  
E-mail: [jacksons@uiwtx.edu](mailto:jacksons@uiwtx.edu)  
BIE FY 2010 Award: \$87,883

### Project Description:

With the rise of China's importance in today's marketplace, it is vital for U.S. businesses to learn how to compete with them effectively. Tomorrow's leaders must be prepared with the knowledge and understanding about this emerging giant to contribute to the USA's ability to prosper in this global society. The University of the Incarnate Word (UIW), a Hispanic-Serving Institution, seeks BIE grant support to develop the third part of its international engagement plan for the H-E-B School of Business and Administration.

Through the following objectives, this development project will provide business students and faculty with experiential learning opportunities, coupled with program development for the South Texas business community, to increase opportunities in China and East Asia.

### **Objective A: Strengthen education and training in international business focused on East Asia through institutional and organizational linkages for the business community by:**

- 1) Developing new and strengthening existing relationships among sister cities and universities in China and South Korea specifically;
- 2) Developing a new Senior Export Leaders - China program based on the award-winning Export Leaders executive training program sponsored by the City of San Antonio;
- 3) Supporting business faculty to develop business relationships that strengthen expertise in international business, especially in China; and
- 4) Identifying opportunities for teaching in China, Viet Nam and South Korea for UIW business faculty and developing new courses in the International Business concentration.

### **Objective B: Expand internships, study abroad and other opportunities for students to acquire international business expertise in East Asia by:**

- 1) Developing linkages between UIW business students and companies in South Texas through internships and research opportunities focused on East Asia; and
- 2) Strengthening existing and creating new linkages between UIW and sister universities to provide international business study-abroad opportunities in East Asia.

### **Objective C: Strengthen faculty expertise in and instructional resources for East Asia by:**

- 1) Providing specialized instructional materials and access to database resources to assist in international business research in East Asia; and
- 2) Providing access to experiential learning for faculty through the Faculty Development in International Business (FDIB) programs offered by the Centers for International Business Education and Research (CIBERs) and North American Small Business International Trade Educators (NASBITE) to help internationalize the business curriculum.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100019  
Grantee: Youngstown State University  
Project Director: Rangamohan V. Eunni  
Telephone: 330-941-3071  
E-mail: [rvenunni@ysu.edu](mailto:rvenunni@ysu.edu)  
BIE FY 2010 Award: \$94,165

### Project Description:

*Emerging Markets Initiative: Targeting the BRICs\** is a collaborative project of Youngstown State University (YSU) and our community partners: Ohio Governor's Regional Office; Northeast Ohio Trade and Economic Consortium; Youngstown/Warren Regional Chamber of Commerce; Youngstown Business & Professional Women; and Youngstown/Austintown School Districts.

### Goals of the Project:

**GOAL 1 (Curriculum Enhancement):** Develop and expand the international business curriculum at YSU in order to increase the international knowledge and competencies of our undergraduate and MBA students.

**GOAL 2 (Faculty Development):** Increase the level of international business expertise among YSU faculty so as to enable them to deliver the enhanced curriculum and to support the regional business community more effectively.

**GOAL 3 (Community Outreach):** *A. Business Community:* Inform and motivate the business community in Greater Youngstown region to target the emerging markets for exports, and provide appropriate services to expand its capacity to engage in commerce abroad.

*B. Women Entrepreneurs & Professionals:* Create awareness among women entrepreneurs and professionals in Mahoning Valley of the growing international economic interdependence and the role of American business within the international economic system.

*C. Area High Schools and Community Colleges:* Support internationalization of the curricula in area High Schools and the Community Colleges in Northeast Ohio and Western Pennsylvania.

### Activities to achieve the project goals:

1. Study Tours to India and China: High School & Community College instructors to join
2. Business Chinese (Mandarin) & Business Hindi: Offered to students & business-persons
3. *Certificate Program in IB (international business)* for non-traditional, mid-career, and part-time students
4. Host CIBER Denver's *Faculty Development in International Entrepreneurship* workshop at YSU for faculty in Northeast Ohio and Western Pennsylvania regions
5. Extension Seminars for area businesses on *Exporting Opportunities in Emerging Markets*
6. *Women's Entrepreneurship Workshops* for women entrepreneurs and professionals
7. *Summer Institutes in International Business* for K-12 students
8. Sponsor Community College faculty to MSU CIBER IB Program for Community Colleges.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100020  
Grantee: Central Michigan University  
Project Director: Van Miller  
Telephone: 989-774-2683  
E-mail: [mille2v@cmich.edu](mailto:mille2v@cmich.edu)  
BIE FY 2010 Award: \$94,065

### Project Description:

In the last two years, the main engine of Michigan's economy suffered not only a massive shutdown but also a major humiliation with the bankruptcies of Chrysler and General Motors. Becoming obvious to all observers is the realization that Michigan's future will not be like its past. The transportation industry in the 20th century offered good employment to hundreds of thousands of residents; now, it provides just jobs to a fraction of that number. In the past, the industry demonstrated leadership—internationalizing its new products/processes. Now, it has become a laggard. Nevertheless, the State's economy remains locked-in to the international trade flows and foreign investments of the domestic members in this single industry. To revive itself, the Michigan economy and its private sector participants must be re-internationalized.

To start the process of re-internationalization, the College of Business at Central Michigan University (CMU) proposes the creation and development of a new concentration for its MBA program, which will build on its current effort to introduce a sustainable development minor at the undergraduate level. However, the proposed MBA concentration will rely on select members of the CMU faculty to develop and deliver new courses in a hybrid mode. The four new courses are linked together through a final project (itself a course) that will involve setting up student teams working on real sustainability projects. The sustainability projects undertaken will be identified by our two partnering economic development agencies with contacts to smaller area businesses, by workshops offered to area businesses, and by the much larger corporations headquartered in this area. The establishment of a Center for International Business and Sustainable Development will coordinate these project activities and provide a visible entity for sustainable development at Central Michigan University. The Center will institutionalize our recent sustainability efforts. Based on already-established contacts with universities in other countries and the Center's impetus, the project teams in the proposed minor will also be working with teams in those countries on the same project in 'real' time. Thus, the envisioned minor will offer our MBA students a virtual experience in international business as it simultaneously exposes area businesses to the potential of 21st century industries.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100024  
Grantee: Georgia State University  
Project Director: Tamer Cavusgil  
Telephone: 404-413-7284  
E-mail: [cavusgil@gsu.edu](mailto:cavusgil@gsu.edu)  
BIE FY 2010 Award: \$93,614

### Project Description:

The Institute of International Business, J. Mack Robinson College of Business at Georgia State University has proposed a two-year project to define the core body of knowledge for the introductory course in international business and to establish a southeast regional alliance of higher education institutions for teaching materials and faculty development. Partnering with Georgia State University in the implementation of this project is a large number of two- and four-year educational institutions in the Southeastern United States that have regional scope and reach. Representing the business community is the Metro Atlanta Chamber of Commerce with a membership of over 4,000 companies in the Southeast, employing more than one million workers.

Georgia State project team and its Consortium members will jointly: (a) research and develop a coherent set of themes and learning outcomes for the core international business course taught in most business schools; (b) seek formal and definitive input from the business community as to the core body of knowledge and skills required of business school graduates; (c) develop syllabi, pedagogical tools, and other teaching resources; (d) establish a regional alliance of two-year and four-year colleges for resource and experience sharing; (e) establish an online portal and a clearinghouse for resource sharing; and (f) conduct ongoing workshops for professional development of faculty from the regional Consortium. Consortium members will also receive technical assistance in submitting funding proposals under the Title VI programs of the U.S. Department of Education. Students at Consortium schools will also be able to participate in jointly sponsored study abroad and work abroad programs.

The need for this project is evidenced by the following findings. First, a consensus does not yet exist on precisely what core body of knowledge should constitute the core course in international business as well as the follow-up courses. Exactly what should be taught in a two- or four-year institution, or in semesters of varying lengths, has not been resolved. Second, the business community has not weighed in a formal way as to what contemporary knowledge themes and skill sets should be incorporated into this course. Third, pedagogical resources for teaching international business also vary greatly in terms of rigor and consistency. Many instructors do not have ready access to leading-edge pedagogical resources for teaching international business. Fourth, many faculty members assigned to teach these courses do not have formal education in international business and are not adequately prepared.

The project targets two beneficiary groups that are currently underserved. The first beneficiary group includes faculty and their students enrolled in business classes in the Southeast. This region is home to over 600 two-year, four-year, and historically black colleges teaching over 160,000 students with business majors.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100031  
Grantee: Everett Community College  
Project Director: Mayumi N. Smith  
Telephone: 425-388-9380  
E-mail: [mnsmith@everettcc.edu](mailto:mnsmith@everettcc.edu)  
BIE FY 2010 Award: \$87,560

### Project Description:

It is the strategic initiative of Everett Community College (EVCC) to “support educational programs that result in a more globally aware and diverse student body and workforce where there is a general infusion of international perspectives into the curriculum.” The proposed International Business Education Japan Initiative (IBEJI) will further the college’s internationalization efforts by enhancing business courses with international perspectives and through improving community outreach efforts and services to area businesses that are part of global markets. The proposed project has a regional focus on the strategic area of Japan, which has been Washington State’s primary trading partner and many successful Japan-owned businesses are located in Snohomish County who have already taken advantage of EVCC Nippon Business Institute resources. This two-year plan will develop opportunities for students and businesses to increase their international business and education success through implementation of the following objectives:

Develop a coordinated program between the college, international trade organizations and universities to better prepare students for baccalaureate degrees in international business studies. Increase international business studies students who transfer by identifying an IBEJI cohort of at least 10 students per year for two years.

Increase internships for students who have an interest in pursuing international business studies with local businesses and trade organizations in Snohomish County and Washington. Increase the numbers of students studying Japanese language and developing knowledge of foreign culture and societies, who participate in a one-quarter long internship program of study overseas. If funded under the BIE program, this grant will enable EVCC to support the development of new international courses for the Business Department. It will also support faculty development through the funding of reassigned time for business faculty to develop work on curriculum, organize and implement student study-abroad programs, conduct research, and to prepare for and attend International Business-related workshops and conferences. In addition, it will provide faculty and student support for full term overseas programs. The grant will add global business internships in Snohomish County and in Nagoya, Japan with Aichi Toho University as the study abroad partner. It will assist area businesses in broadening their understanding of global markets through a series of Pacific Rim seminars and Fulbright guest lectures. It will add significant networking opportunities for faculty and students through the Trade Development Alliance of Greater Seattle (TDA- GS). Finally, new articulation agreements between EVCC and universities with international business programs will create stronger pathways for students to pursue careers in international business studies.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100032  
Grantee: King's College  
Project Director: Bindu Vyas  
Telephone: 570-208-5900, Ext. 5787  
E-mail: [binduvyas@kings.edu](mailto:binduvyas@kings.edu)  
BIE FY 2010 Award: \$90,828

### Project Description:

As Northeastern Pennsylvania companies search for new opportunities and expand their reach into global markets, they will need critical international expertise and specialized training to complete the circle for both survival and success. While Northeastern Pennsylvania's infrastructure, key geographic location and respected work ethic are all important positive factors supporting this growth, they alone are not sufficient to achieve regional goals given today's economic realities. The majority of businesses throughout Northeastern Pennsylvania are small to medium size enterprises that may not have the internal or large scale resources available for up to date information and education. Best practices for global operations are continuously updated as market trends change and technology increases the speed of that change.

From an undergraduate education perspective, it is no longer enough to acquaint students with the global economic, cultural and political environment. Students must learn firsthand how these factors influence the way people interact and how their culture impacts business relationships both in the United States and abroad.

As proposed herein, King's College will partner with the Wilkes-Barre Chamber of Commerce, Northeast Pennsylvania Alliance and the Sustainable Energy Fund to achieve this project's goal to improve both local business competitiveness and international business education in Northeastern Pennsylvania through ethics and entrepreneurship initiatives. All project efforts directly support King's strategic plan to "prepare students for citizenship in a dynamic global environment."

This proposal outlines a four-pronged approach by King's College and the William G. McGowan School of Business to develop the necessary business and educational components for student, faculty, corporate and regional success in the global marketplace. Project objectives are:

1. Enrich International Business undergraduate curriculum with an emphasis on international entrepreneurship, ethics and technology.
2. Engage the regional business community in a two-way relationship bringing their experience into the classroom for undergraduate study as well as providing educational programming to meet their needs.
3. Increase student opportunities for both cross cultural and experiential learning at King's College to further develop student understanding of the global marketplace and better prepare them for careers in a global business environment.
4. Originate faculty development initiatives for enhancing and creating new internationalized undergraduate courses and increasing intellectual contributions to the college and business community.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100035  
Grantee: Butler University  
Project Director: William Templeton  
Telephone: 317-940-9419  
E-mail: [wtemplet@butler.edu](mailto:wtemplet@butler.edu)  
BIE FY 2010 Award: \$85,795

### Project Description:

Butler University's College of Business (COB) proposes the "Real Life, Real Business, Global Engagements" initiative for grant funding. A two-year strategic planning process culminated in October, 2009, in formal adoption of COB's Global Strategy Task Force Report, which establishes ambitious goals for the comprehensive internationalization of the college's undergraduate and graduate curriculum (including rich experiential opportunities abroad), for systematically enhancing the international business knowledge and experience of COB faculty, and for providing high-value international business outreach programs for the central Indiana business community. The project includes three interrelated objectives:

**Objective 1: Significantly expand international business learning opportunities for undergraduate and graduate business students through on-campus courses, faculty-led study programs abroad, and internships and consulting experiences abroad.** For undergraduates, we will: (a) create three area-focused international business courses (about Europe, East Asia, and Latin America) and organize an embedded short-term study trip to the respective region during the semester break when each course is offered; (b) offer some established international business courses (e.g., International Economics) in a faculty-led study abroad format during Butler's summer session; and (c) develop and modestly subsidize undergraduate internships abroad for six students each year. At the graduate level, we will: (a) develop several MBA Study Programs Abroad (in Argentina, Mexico, and Taiwan); (b) create a new course on International Accounting Standards and offer the course on-site in Chile; and (c) further develop a semester-long Applied International Business (AIB) course that involves an extended consulting project for a regional business that wishes to expand internationally.

**Objective 2: Strengthen the international business knowledge and experience of COB faculty.** An internationally knowledgeable and experienced faculty is critical to the realization of all other components of COB's Global Strategy. As we develop the international business courses and Study Programs Abroad described in Objective 1, we will use teams of two or three faculty members, led by the most internationally knowledgeable and experienced person. This will systematically increase the number of COB faculty who are able to teach international business classes on campus and to organize and lead study programs abroad for undergraduate or graduate students. We will also promote faculty development through weekly meetings of the International Business Faculty Reading Group; through competitively awarded small grants for international business faculty development projects; and through faculty participation in the business outreach programs described under Objective 3.

**Objective 3: Provide outreach activities to the central Indiana business community to assist them to compete effectively in the global economy, with particular reference to the most promising export markets for Indiana's goods and services.** Each semester, we will provide International Business Outreach Seminars for the business community.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100039  
Grantee: Northeast Wisconsin Technical College  
Project Director: Kelly Holtmeier  
Telephone: 920-498-6384  
E-mail: [kelly.holtmeier@nwtc.edu](mailto:kelly.holtmeier@nwtc.edu)  
BIE FY 2010 Award: \$71,629

### Project Description:

The *WI Global Education and Awareness Initiative* is a partnership of Northeast Wisconsin Technical College, Northcentral Technical College, Madison Area Technical College, Waukesha County Technical College, The Center for International Business Education and Research (CIBER) at the University of Wisconsin-Madison, the Milwaukee World Trade Association, and the Wisconsin Department of Commerce designed to create a skilled workforce able to compete in the global marketplace. Northeast Wisconsin Technical College will serve as project lead and fiscal agent.

The *WI Global Education and Awareness Initiative* leverages the resources and expertise of its partners to create statewide international programming that will vigorously address the needs of the business community in the state. It turns district assets (e.g., expertise, programming) into statewide resources benefiting both Wisconsin technical colleges and their industry partners.

### **Project Goal:**

Improve Wisconsin's competitiveness in the global community through a well-trained workforce.

### **Objectives:**

1. Develop a collaborative online Global Business Associate Degree and Certificate Program.
2. Establish internship opportunities in international business for students participating in the collaborative Global Business Associates Degree and Certificate programs.
3. Provide ease of access to global business information and assistance on a state-wide basis to businesses through webinars.
4. Develop resources for colleges in the Wisconsin Technical College System to use to internationalize curriculum in all business areas.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100040  
Grantee: University of Wisconsin – Eau Claire  
Project Director: Rama Yelkur  
Telephone: 715-836-4674  
E-mail: [yelkurr@uwec.edu](mailto:yelkurr@uwec.edu)  
BIE FY 2010 Award: \$94,347

### Project Description:

This proposal integrates a variety of entities to link university, regional businesses, and international business organizations in efforts to increase global perspectives and international business activities in northern Wisconsin. There is a need in the region for curricular enhancement to produce globally skilled business students as well as outreach assistance for small businesses, especially with key emerging markets. The primary objectives of this proposal are:

- To develop a new major in International Business that will be offered in pairing with a discipline-related major such as Accounting, Finance, Management or Marketing. This new International Business major is not a stand-alone major and will also provide students with the opportunity to graduate with a double major.
- To develop, strengthen and enhance instructional teaching skills and professional knowledge in international business.
- To increase faculty and student exposure and experience with international study by developing short-term faculty-led study abroad programs in China and India.
- To increase the awareness, understanding, and competence of doing business internationally, particularly with India and China through international internships for students and integrating cases about doing business in India and China into business courses.
- To create, develop, and implement programs, and services to enable Small and Medium-sized Enterprises (SMEs) in northern Wisconsin to compete in India and China through student internships and best practices conferences in collaboration with UW-Eau Claire's Continuing Education Division.
- Expand the capacity of NWITA (Northern Wisconsin International Trade Association) to deliver outreach activities through continued collaboration with Wisconsin Department of Commerce-Division of Investment and Export and through new linkages with the Midwest Global Trade Association (MGTA).
- Deliver technology-based outreach services through the development of online "Exporting Basics" modules for businesses in the region.

The major components of this project include curriculum development, faculty development, and student internships and study abroad, business outreach and networking, and new alliances with international organizations to expand outreach activities. Given the current strategic directions of the University of Wisconsin-Eau Claire and the state of Wisconsin, it is essential to train our students, faculty and small and medium sized businesses in northern Wisconsin to receive the support they need in the globalization arena. The GLOBE CHINDIA project aims to deliver the needs of the University and the region with the right combination of programs and services.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100041  
Grantee: Southwestern Community College  
Project Director: Victor Castillo  
Telephone: 619-482-6391  
E-mail: [vcastillo@swccd.edu](mailto:vcastillo@swccd.edu)  
BIE FY 2010 Award: \$93,227

### Project Description:

#### Project Title: **Institutionalization of Southwestern College Global Logistics and Transportation Certificate/A.S. Degree Program (G-ILAT)**

Southwestern College (SWC) Community District and its' Center for International Trade Development (CITD), propose to institutionalize SWC's newly established Logistics and Transportation Certificate/A.S. Degree Program at its Higher Education Center (HEC) location in Otay Mesa, California. This program will strengthen relationships with industry, establish new linkages with cross border public and private entities, enhance faculty education, enhance the international skill set of students and offer specialized services to businesses and provide new opportunities to students for internships both side of the border.

At the end of the project, it is expected that bi-national regional public and private sector entities will consider SWC Logistics and Transportation Certificate/A.S. Degree Program SWC HEC-Otay Mesa (the nation's second busiest commercial border crossing), as a primary resource to obtain a skilled labor force in San Diego County for transportation and logistics, and a resource to send their current employees for international skills enhancement as it relates to transportation and logistics. This connection ultimately leads to further economic opportunities for the region as it creates a labor force that is educated in the latest protocols and methodologies for transportation and logistics and connects this skilled labor force to cross border transportation and logistics providers in the San Diego/Baja region. Furthermore, this program offers a vehicle for upward mobility for underemployed individuals, enhances the international skill set of it's' students and improves the quality of curricula and education of SWC Logistics and Transportation Certificate/A.S. Degree Program Benefits to be Gained from Project:

- 1) By outreaching to public sector and private sector organizations, SWC Center for International Trade and Development will create an awareness of the internationalization of our economy and how vital the San Diego/Baja region is to our economic welfare both present and future.
- 2) Create permanent linkages between institutions of higher education to include SWC Logistics and Transportation Certificate/A.S. Degree Program, UTT, and CETYS and public and private sector organizations on both sides of the border. These linkages will provide the foundation for future venture exploration and program development especially as it relates to large development projects in Baja California.
- 3) Create permanent linkages between the San Diego World Trade Center, local Chambers of Commerce and community partners so that they will consider SWC Logistics and Transportation Certificate/A.S. Degree Program as a primary resource to refer their members who are in need of international skills enhancement.
- 4) Providing international internships for SWC, students leading to linkages between business and institutions of higher education and international skills set enhancement.



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- 5) Creating opportunities to provided tailored training programs to public and private entities in the bi-national region.
- 6) Create higher paying jobs and upward mobility for students and regional labor force.
- 7) Provide a vehicle for upward mobility for underemployed individuals.
- 8) Enhances the international skills set of SWC transportation and logistics students.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100051  
Grantee: University of Nevada, Las Vegas  
Project Director: Melvin Jameson  
Telephone: 702-895-1025  
E-mail: [Melvin.jameson@unlv.edu](mailto:Melvin.jameson@unlv.edu)  
BIE FY 2010 Award: \$88,253

### Project Description:

For an urban area of almost two million, international business activity, outside of the gaming/tourism sector, is surprisingly limited in southern Nevada. Such international business activity as does exist tends to occur in relative isolation, with limited sense of available sources of support and information. Similarly, within the university assets of value to international business education often do not connect to full advantage. Although opportunities for study abroad exist, students, even those in the international business major, do not often take advantage of them. The college offers internship programs, but students seldom utilize these and lack exposure to the international business community and career issues.

This proposal comprises a suite of activities to bring these elements -- students, business community, international contacts, faculty -- into interaction with each other. Specific activities focus on experiential learning to bring students and practitioners of international business into contact, support for study abroad to provide students with international experience, and grants for faculty research and development to integrate faculty into international business.

These activities will directly aid businesspeople, students, and faculty engaged in international business. More than this, they will create continuing benefits by establishing links among these groups, and structures to support these and other links, that will last beyond the period of the grant.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100055  
Grantee: State Center Community College  
Project Director: Candy Hansen-Gage  
Telephone: 559-324-6401  
E-mail: [candy.hansen-gage@scccd.edu](mailto:candy.hansen-gage@scccd.edu)  
BIE FY 2010 Award: \$92,794

### Project Description:

The Fresno Center for International Trade and Development [CITD] and State Center Community College District [SCCCD] have partnered with several regional and state agriculture organizations to deliver a Trade Assistance through Business-Academic Linkages [TABAL] program. It will provide export assistance to a select number of pre-qualified agricultural small and mid-size enterprises [SMEs] through a trade show and inbound and outbound buyer missions. Also, TABAL will support student internships, study abroad and language immersion for students, and several professional development opportunities for business faculty.

### Objectives:

1. To increase by 10 the number of small businesses who successfully complete export transactions through the inbound and outbound missions and trade show provided under TABAL.
2. Internationalizing faculty and curricula:
  - a. Provide professional development experiences in international business for two faculty each year through service as mission liaisons for inbound buyer missions;
  - b. Support 5 faculty each academic year through CIBER-sponsored and/or CIBER-led workshops, conferences with an international trade focus, and faculty exchange or group study abroad; and
  - c. Faculty will infuse international content into their business courses, and faculty will make presentations to the faculty at large during In-Service Days to stimulate interest in internationalizing curricula.
3. Provide a language immersion program in Portuguese or Mandarin for two students, inbound buyer mission internships for three students, and group study abroad for five students each academic year.
4. Disseminate project outcomes -- training materials, trade show/mission planning guides, course modules and other project results on the CITD's Web site, to international business educators, training-for-trade providers and international education professionals.

Also, the SCCCDC applies for each competitive priority, as well as the Invitational Priority.

Competitive Preference Priority I: Applications that propose projects that provide 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.

Competitive Preference Priority II: Applications that propose projects to internationalize curricula at junior and community colleges, and at undergraduate and graduate schools of business.



## **Business and International Education (BIE) Program FY 2010 Project Abstracts**

“Applications that focus on language instruction in any of the 78 languages selected from the U.S. Department of Education’s list of Less Commonly Taught Languages (LCTLs),” including the Portuguese language, qualifies for the Invitational Priority. Benefits derived include sustained internationalization of faculty, students and the SCCCD curricula.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100061  
Grantee: Wichita State University  
Project Director: Clyde Stoltenberg  
Telephone: 316-978-6399  
E-mail: [clyde.stoltenberg@wichita.edu](mailto:clyde.stoltenberg@wichita.edu)  
BIE FY 2010 Award: \$93,536

### Project Description:

The Barton School of Business at Wichita State University (WSU) is committed to the goals of expanding the international business education of its students and developing and strengthening linkages between the institution and state businesses and trade agencies in keeping with its role as an urban serving research institution of higher education. Wichita is known as the “air capital of the world” and has a cluster of world class manufacturing and a roster of multinational firms, including Cessna, Hawker Beechcraft, Bombardier/Learjet, Spirit Aero Systems, Boeing, Airbus Wichita, Koch Industries, Cargill, Coleman, LSI and Pioneer Balloon, among others. In addition there are some 255 regional firms actively engaged in export and international trade whose needs were assessed through our surveys and regular interactions and who can benefit from the proposed activities of the grant application. These surveys and strong letters of support from participating exporting companies indicate that it is crucial to further the abilities of these firms and new-to-export small and medium sized suppliers to successfully compete in the global economy and increase their exports to emerging economies. The grant will enhance the skills of international business (IB) students through curriculum improvement and study abroad programs and improve their career prospects as the economy recovers and exports increase. To this end, the Proposed Project Objectives are designed:

1. To develop new interdisciplinary undergraduate *curriculum* combining WSU resources across unit boundaries in unique ways and other educational opportunities to enhance international education of our students; and
2. To support *faculty research* to create awareness in areas of global entrepreneurship and international accounting/financial regulation, per Section 611(a) (1).
3. To support additional *business language* opportunities in Spanish and updating of Japanese and Chinese instruction, per Section 611(a) (2).
4. To support *study abroad* and *overseas experiential learning* and *internship* opportunities for our students, per Section 611(a) (3).
5. To deliver new *programs* and *support* to the *business community* through the WTC (World Trade Council of Wichita) and BIG, per Section 611(a) (4).

The proposal would enhance the ability of WSU’s Center for International Business Advancement (CIBA) and its “Agreement” partner the World Trade Council of Wichita (WTC) and provide opportunities for leadership in international business education for students, faculty, administrators, managers and the business community in general.

The positive outcomes from this project will successfully fulfill the purposes of section 611 (a and b) set forth in the U.S. Title VI of the Higher Education Act.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100063  
Grantee: Bowie State University  
Project Director: Granville Sawyer  
Telephone: 301-860-3620  
E-mail: [gswayer@bowiestate.edu](mailto:gswayer@bowiestate.edu)  
BIE FY 2010 Award: \$85,041

### Project Description:

Strengthening Business Opportunity with Sub-Saharan Africa In Collaboration with Africa Trade Office and Addis Ababa University, The Bowie State University International Business Initiative (BSU-IBI) led by the College of Business, seeks to collaborate with the Department of English and Modern Languages, the Africa Trade Office (ATO) in Prince George's County and Addis Ababa University (AAU), in Ethiopia, as well as area Chambers of Commerce to enhance the abilities of current and potential small and Medium-sized businesses (SMEs) in the Washington Metropolitan area to do business internationally. The BSU-IBI thus addresses the needs of existing SMEs, those of students who are potential creators of SMEs and in the process meet faculty development needs to enhance their skills at teaching courses with international content and keep up with the growing need to help the businesses deal with the challenges of international business.

The BSU-IBI has chosen Africa to take advantage of the fact that so far globalization efforts have focused on Asia (China, India, etc.) and the opportunities Africa presents are just beginning to be recognized and exploited. The Africa Trade Office, Bowie State University's key partner in the BSU-IBI, is primarily charged with promoting and facilitating trade and investment between American SMEs and targeted countries in Africa and so far has not found a higher education institution with adequate emphasis on doing business with Africa to seek partnership with. The BSU College of Business and ATO intend to cooperate to develop a strong International Business track at BSU and enhance ATO's Certificate Program, Export One-Africa! Addis Ababa University will provide the necessary base for activities at the Africa end, especially the study abroad program that will emphasize Ethiopian Language, culture and the business environment.

The specific goals of the BSU-IBI proposal are: (1) to expand the capacity of "small" and "medium" size businesses (SMEs) in the Washington Metropolitan area, particularly those owned and operated by women, minorities and immigrants to take up opportunities in the global market place; (2) internationalize business education at the College of Business (COB) and the Department of English and Modern Languages (DEML) at Bowie State University (BSU), and with partner institutions by enhancing existing curricula and developing a new track and programs; and (3) enhance the international business knowledge and global awareness of faculty and students at Bowie State University (BSU) and partner institutions in Africa, like Addis Ababa University by participating in faculty and student development programs. The objectives include: Collaborating with the ATO and AAU to build and strengthen partnerships between SMEs in the Washington Metropolitan Area and their counterparts in Africa and strengthen the Export One: Africa! Certificate Program; develop a new undergraduate International Business track at the COB; and Implement programs that will increase the number of BSU faculty and students participating in international internships, fellowships, business education conferences, collaborative research, and study abroad programs.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100064  
Grantee: University of Wisconsin – Milwaukee  
Project Director: Margaret Shaffer  
Telephone: 414-229-4544  
E-mail: [shafferm@uwm.edu](mailto:shafferm@uwm.edu)  
BIE FY 2010 Award: \$87,930

### Project Description:

The *Passport to Global Business Success*, a significant holistic and integrative plan to prepare a global generation of students, has been developed in partnership with the corporate community and major IB organizations in Wisconsin. The project's major aims are: (1) to enhance the Lubar School's international business (IB) curriculum with innovative initiatives and experiential learning activities; and (2) to expand the capacity of the local business community to compete globally. Through this project, we will:

**Develop a cadre of students with foundational knowledge in IB, a global mindset and global business skills.** *Passport to Global Business Success* is a motivational, integrative and career-focused initiative spanning the entire degree program of business students. It blends classroom and experiential learning through a comprehensive system of academic and career advising, IB coursework and special events, encouragement to gain foreign language skills and regional history knowledge, short and long-term study abroad, unique global learning projects, and global internships.

**Strengthen the IB knowledge and pedagogical skills of faculty.** Faculty will gain IB knowledge by participating in FDIB (faculty development) workshops, local events on global business, and cross-cultural study abroad trips. They will also receive support to enhance the international and cross-cultural dimensions of courses, develop applied IB research projects, and develop industry cluster projects and virtual global team projects.

**Assist and provide academic resources to enhance global competitiveness of local businesses.** We plan to enhance the engagement of the IBC Advisory Council, present forums featuring prominent IB experts, engage student interns to identify international market opportunities, and sponsor IB events with local companies.

**Address the needs of non-traditional and part-time students.** As an urban university, we are well positioned to address these needs, focusing on preparing them for the global economy through short-term study abroad, participation in global virtual and local IB projects, evening IB courses, and global internship opportunities.

**Assist in internationalizing two-year colleges in the University of Wisconsin System.** Activities to assist in the internationalization of these colleges (which feed in 25 percent of our students) include faculty workshops on curricular internationalization, support for participation in FDIB workshops, assistance in providing IB course materials, and support for their two-year college students to participate in IB events.



## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100067  
Grantee: Texas Tech University  
Project Director: Debbie Laverie  
Telephone: 806-742-3953  
E-mail: [debbie.laverie@ttu.edu](mailto:debbie.laverie@ttu.edu)  
BIE FY 2010 Award: \$50,220

### Project Description:

#### **Project Title: International MBA for Working Professionals (IMBA-WP)**

The Jerry S. Rawls College of Business at Texas Tech University is currently developing a new executive-style International MBA for Working Professionals (IMBA-WP) program. The IMBA-WP degree program is scheduled to offer a pilot cohort beginning Summer 2011 through late Spring 2013. Specifically, the college's decision to implement the new program was based on: (1) our growing expertise in international business (IB) education; (2) our relative strength in providing a high quality graduate business education to working professionals at a value-added price; and (3) the revelation that surprisingly few U.S. academic institutions offer graduate programs in international business. The program is intended to expand opportunities for mid-level organizational managers to achieve graduate degrees in IB without interrupting their career path and to enhance their organizations' opportunities for success in the international marketplace. Additionally, and in accordance with the statues governing the BIE program, this project has engaged the Lubbock Economic Development Agency (LEDA) as its industry partner in order to expand the college's outreach offerings. Pursuing these goals, the project will develop and deliver an effective IB graduate program to meet the needs of non-traditional students, increase the college's business and student outreach efforts and provide a platform for faculty development in IB education.

The four objectives of the IMBA-WP project are to:

1. Develop and establish a 48-hour, executive-style graduate program in IB education.
2. Extend outreach services to regional business entities engaged in international business to improve their ability to compete in global trade.
3. Establish internship opportunities with regional companies involved in foreign trade zone practices.
4. Provide opportunities for faculty development in international business education.

## Business and International Education (BIE) Program FY 2010 Project Abstracts

PR Award #: P153A100070  
Grantee: Saginaw Valley State University  
Project Director: George Puia  
Telephone: 989-964-6074  
E-mail: [puia@svsu.edu](mailto:puia@svsu.edu)  
BIE FY 2010 Award: \$80,180

### Project Description:

The Great Lakes Bay International Innovation Project comprises three major inter-related international business initiatives accomplished through the development of faculty and students, the implementation of new curriculum, and strategic partnering aimed in improving the competitiveness of the region and its firms.

1. Accelerated Early Student Internationalization Program - The Accelerated Early Student Internationalization Program infuses international experiences into the freshman and sophomore years of our business degree program. Further, we will introduce language instruction in less commonly taught languages (Bulgarian, Polish, Russian, and Turkish, as well as Lithuanian). Additionally, the college will modify current programs to enable participating students to enroll in short term business study abroad experiences and other courses currently reserved for juniors and seniors. We will further develop our partnerships Eastern Europe to create sustainable relationships for foreign language instruction, affordable study abroad, field work, and exchange. Lastly, we will create related co-curricular and extracurricular activities.
2. Solar Energy Internationalization Partnership - The solar energy internationalization partnership represents a concerted effort at fully internationalizing an important new segment of the Great Lakes Bay regional economy. In partnership with the Mid-Michigan Solar Initiative, we have two significant goals: (1) to support effectively regional businesses in their efforts to export solar technology; and (2) to support the recruitment of foreign direct investment into our region. Specific activities include faculty supervised student market research for local solar businesses; internships in support attracting in-bound foreign direct investment; hosting an annual solar marketing conference with student and faculty presentations to regional business professionals; the creation and implementation of a graduate course in global technology management; and international solar industry internships.
3. Global Business Practices Certificate (GBPC) – The GBPC program targets mid-career, part-time, and non-traditional students with a four-course international certificate. The sequence of courses will prepare students to complete the GBPC exam. The university will allow non-matriculated students to take the courses for college credit. If the students decide to enroll later, they may apply the courses to a business degree at Saginaw Valley State University.

May 2011

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