

Internationalizing the Business Curriculum: A Field Guide, Second Edition



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Authors: Robert F. Scherer, Sarah T. Beaton,
M. Fall Ainina, Jeffrey F. Meyer

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Description:

This book will prepare you to strengthen your business school to include the process of internationalizing—which will, in turn, give your students and tomorrow’s business leaders a better understanding of how to conduct business in a rapidly changing business environment. Thoroughly contemporary, the book includes two chapters devoted to technology: (1) "A View from Abroad" and (2) "Expanding Horizons with E-learning." The book is chock-full of practical tips, guidelines and insights as well as the theories behind the internationalization process. The authors are "champions" of International Business who have effectively changed their business schools and campuses to encompass a global perspective and global skills to meet the challenges of the today’s workplace. The book also includes a bank of CIBER (Center for International Business Education and Research) programs and addresses that provides a breadth of projects and programs for your faculty and administrators to discover throughout the country in various universities.

From the Foreword

“As the authors of this book demonstrate, internationalizing business education requires leadership, intentionality about strategy, and sustained attention. Internationalization will not occur unless it is a priority, backed up by resources and incentives, and institutionalized by the knowledge that faculty and administrators are held accountable for its implementation.... Yet, if business schools around the country were indeed fully internationalized, there would be no need for this book. And indeed, several of the authors point out that internationalization of business education is still in its early stages.”

Madeline Green, American Council on Education

Excerpt from the Preface

“...deans and faculties can create their future by boldly reallocating resources within their colleges for development purposes. Faculty need to move beyond disciplinary parochialism to ensure a truly integrated curriculum. The contemporary international business degree should shift the number of credits in business administration courses to less than fifty percent of the degree, and include required courses in modern languages, area studies, and applied experiences such as internships. Integrating the curriculum using concepts such as “non-English language across the business curriculum” can be a method to afford coverage of business content and international language. Business schools should encourage students to obtain international experiences for which they are given credit to count toward their degree. Faculty should likewise be encouraged to teach abroad for periods of time in order to achieve cultural and business fluency in another country as part of the overall program development.....

....Imagine a university without borders: multiple campuses around the globe, degrees granted by international consortia, business professors teaching regularly outside their cultures, in person or electronically; language-equipped graduates taking positions which can greatly enhance their employers’ understanding and marketability in the complex global economy. Imagine the future.

The future is now!

Table of Contents

Foreword

Madeline Green

Introduction

Sarah T. Beaton

Acknowledgements

Chapter 1

The Future is Now

Robert F. Scherer, Sarah T. Beaton,
M. Fall Anina, and Jeffrey F. Meyer

Chapter 2

Charting Your Course

Joseph Ganitsky

Chapter 3

Winning Collegial Support

Brian Toyne and Zaida L. Martinez

Chapter 4

Funding Your Initiatives

Claire D. Cornell

Chapter 5

Crafting the Undergraduate Curriculum

Kelly Jett Murphrey

Chapter 6

Crafting the Graduate Program

William R. Folks, Jr.

Chapter 7

Building a Bridge to Liberal Arts

Steven J. Loughrin-Sacco

Chapter 8

**The Special Role of the Community
College**

Lourdene Huhra

Chapter 9

The Far Reach of Outreach

Brian Gauler and Joop Bollen

Chapter 10

Developing International Relationships

Sara D. Tucker

Chapter 11

A View from Abroad

Jaime Alonso Gómez
and Germán Otalora

Chapter 12

Expanding Horizons with E-Learning

S. Tamer Cavusgil, Tunga Kiyak,
and Irem Kiyak

Chapter 13

Evaluating Your Program

Lorraine A. Krajewski

Chapter 14

Tips from the Field

Margarete M. Roth

Chapter 15

**Title VI-B BIE Funding, A Survey of
Success**

Linda V. Gerber

Afterword

Eugenio Oblitas Díaz

Profiling the CIBERs

Shirley J. Daniel

Chapter Reference Notes and Additional Resources

Todd Trickler

Field Notes, a Guide to Planning

Notes on Authors, Editors, and Contributors

A Glossary of Acronyms

Index



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800 537-7054
cservice1@lakeshorepublishers.com