



9th Biennial INTERNATIONAL BUSINESS INSTITUTE for Community College Faculty

June 5-9, 2011

Michigan State University
Kellogg Hotel & Conference Center

Organized and Hosted by the
Center for International Business
Education and Research at

MICHIGAN STATE
UNIVERSITY

Sponsors

Centers for International Business Education and Research (CIBERs) at:

University of Colorado at Denver, Florida International, George Washington, Georgia State, Illinois-Urbana Champaign, Memphis, Miami, Pennsylvania, Pittsburgh, South Carolina, Texas A&M, Washington, and Wisconsin

Center for Advanced Studies and International Development (CASID) and University Outreach at Michigan State University

National Association of Small Business International Trade Educators (NASBITE)

Lansing Community College & The League for Innovation in the Community College

GENERAL INFORMATION

Objectives

The 9th Biennial International Business Institute for Community College Faculty is a unique professional development program designed specifically for community and technical college faculty. The Institute is designed to provide participants with the knowledge, experience, and resources they need to internationalize general business courses at the two-year college level.

At the conclusion of the Institute, participants will be able to:

- Discuss key international business concepts.
- Evaluate significant economic regions of the world.
- Identify what two-year college students should know about international business.
- Internationalize course syllabi.
- Develop instructional materials and activities to incorporate international components into their courses.

Background

The first-ever International Business Institute for Community College Faculty was held on the campus of Michigan State University in June 1995. Approximately three applications were received for each available space. Upon conclusion, Institute participants evaluated their experience very positively; many stated that it was the best professional development experience they had ever had. Motivated by the feedback, the Center for International Business Education and Research at Michigan State University (MSU-CIBER) has continued to sponsor and host the Institute biennially since then, with Institutes held in 1997, 1999, 2001, 2003, 2005, 2007 and 2009. We look forward to welcoming a new group of community college faculty to Michigan State for the 2011 Institute, June 5-9, 2011. For evaluations of previous Institutes, please visit:

<http://global.broad.msu.edu/ibi/>

TENTATIVE SCHEDULE

Sunday, June 5, 2011

4:00-6:00 pm Registration, Kellogg Hotel and Conference Center
6:00 pm Welcome Reception & Dinner

Monday, June 6, 2011

Ongoing Registration in the Kellogg Center

7:00-8:00 am Continental Breakfast
8:00-8:45 am Welcome Remarks & Introductions
8:45-9:45 am Trends in International Business
9:45-10:00 am Refreshment Break
10:00-11:00 am globalEDGE: Your Source for Global Business Knowledge
11:00 am-Noon International Business
12:15-1:15 pm Lunch
1:30-2:30 pm Status of International Business in Community Colleges
2:30-2:45 pm Refreshment Break
2:45-3:45 pm Doing Business in Japan
3:45-5:00 pm **Small Group Session I**

- Infusing IB into Business Courses
- Developing the IB Course
- Study Abroad & Internships
- Short-Term IB Training

6:00 pm Networking Dinner on Your Own
(Suggestions Will Be Provided)

SCHEDULE CONTINUED

Tuesday, June 7, 2011

- 7:00-8:00 am** Continental Breakfast
- 8:00-9:00 am** Doing Business in Latin America
- 9:00-9:45 am** Doing Business in Brazil
- 9:45-10:00 am** Refreshment Break
- 10:00-11:00 am** Doing Business in the Middle East
- 11:00 am-Noon** Doing Business in China
- 12:15-1:15 pm** Lunch
- 1:30-2:30 pm** International Supply Chain Management
- 2:30-2:45 pm** Refreshment Break
- 2:45-3:45 pm** What is Going on at Your Campus in International Business?
- 3:45-5:00 pm** **Small Group Session II**
- Infusing IB into Business Courses
 - Developing the IB Course
 - Developing the IB Curriculum
 - Building International Linkages
- 6:00 pm** Networking Dinner on Your Own
(Suggestions Will Be Provided)

"... this was my 4th visit with the IBI. And while all have been great, this one was without a doubt the best, both in logistics and content. Each speaker was, in my opinion, top of the line. Kudos to the IBI team for making this institute better than ever!"

-Mac, Alpena Community College

Wednesday, June 8, 2011

- 7:00-8:00 am** Continental Breakfast
- 8:00-9:00 am** International Marketing
- 9:00-9:45 am** Doing Business in Russia
- 9:45-10:00 am** Refreshment Break
- 10:00 -11:00 am** International Strategy
- 11:00 am-Noon** Exporting & International Trade
- 12:15 -1:15 pm** Lunch
- 1:30-2:30 pm** International Economics
- 2:30-2:45 pm** Refreshment Break
- 2:45-3:45 pm** Doing Business in Africa
- 3:45-5:00 pm** Education Grant Workshop
- 6:15 pm** Group Photo
- 6:30 pm** Graduation Dinner

Thursday, June 9, 2011

- 7:00-8:00 am** Continental Breakfast
- 8:00-9:00 am** International Accounting
- 9:00-10:00 am** International Finance
- 10:00-10:15 am** Refreshment Break
- 10:15-11:15 am** Doing Business in India
- 11:15-12:00 pm** Feedback and Evaluation Session
- 12:15-1:15 pm** Adjournment Lunch

INSTITUTE COMPONENTS & PRESENTERS

International Business Overview

Leading international business faculty will provide a comprehensive overview of the field of international business. Presentations will take into account the practical orientation of community college instruction, and will feature case studies and examples. The impact of the decision to internationalize at levels of the organization will be discussed so that participants will gain a better understanding of the international business knowledge and skills needed by two-year college graduates.

Resource Center

Recommended resources such as textbooks, software, databases, videos, and periodicals, as well as syllabi and resources developed by participants in previous Institutes, will be introduced and made available for participants to use throughout the week.

Briefings on Selected World Regions

Area studies faculty members and international trade practitioners will provide presentations on important countries and world regions: Japan, Latin America, Brazil, the Middle East, China, Africa, and Russia will all be covered. Faculty members will provide the context for business people to discuss their experiences in the region and the advice they would give to businesses exploring these markets for the first time.

Small Group Sessions

Participants within the same discipline will work together in small groups to identify the competencies needed by their students to internationalize course syllabi, and to develop supporting instructional material and activities.

Location

All activities will be held at the Kellogg Hotel and Conference Center on the campus of Michigan State University in East Lansing. The MSU campus is a beautiful park-like environment located on more than 5,000 acres of land with an extensive network of walkways and bike paths. Participants will be housed in single rooms with private bath at the Kellogg Center. Participants will have access to the recreational facilities of the University.

Costs

Significant financial contributions from the Institute sponsors have made it possible to offer the same rate as earlier Institutes. The fee of \$600 per participant includes tuition and all materials, plus four nights' lodging, four continental breakfasts, four lunches, and two dinners. For those traveling by air, an extra night may be arranged for an additional charge.

Apply online:

<http://global.broad.msu.edu/ibi/>