

## International Business Institute for Community College Faculty

### How to Apply

#### APPLICATION DEADLINE:

**April 1, 2015**

#### Apply Online:

[global.broad.msu.edu/ibi](http://global.broad.msu.edu/ibi)

**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 who stay at the Kellogg Center will have access to recreational facilities of the University.

**Sponsors** George Washington University, Georgia Institute of Technology, Georgia State University, Temple University, Texas A&M University, University of Colorado at Denver, University of Miami, University of Texas at Austin, University of Washington, MSU University Outreach, Lansing Community College, NASBITE International, Community Colleges for International Development (CCID).

**Costs** Significant financial contributions from the Institute sponsors make it possible to offer the Institute at a reduced rate of \$300 per participant. The fee of \$300 per participant includes tuition and all materials, three continental breakfasts, three lunches, and two dinners. We have reserved a block of rooms at the conference venue (The Kellogg Hotel and Conference Center) at the reduced rate of \$105 per night. When making your reservations, please tell them you are with the "Institute for Community College Faculty" and use Group Code IBC053115.

**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 two-year college graduates need.

**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.

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## International Business Institute for Community College Faculty



**May 31 - June 3, 2015**

**"This Institute has given me not only specific knowledge and info on international business but also the enthusiasm to bring it to life in our college."**

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

**The 11th Biennial International Business Institute for Community College Faculty is a unique professional development program designed specifically for community and technical college faculty. The Institute provides 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. 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, 2009, 2011 and 2013. We look forward to welcoming a new group of community college faculty to Michigan State for the 2015 Institute, May 31 – June 3, 2015.

**For evaluations of previous Institutes, please visit: [global.broad.msu.edu/ibi](http://global.broad.msu.edu/ibi)**

## Tentative Schedule

### Sunday, May 31, 2015

Registration  
Welcome Reception and Dinner

### Monday, June 1, 2015

Continental Breakfast  
Welcoming Remarks & Introductions  
Globalization and Community Colleges  
globalEDGE  
International Trade  
Lunch  
International Economics  
Small Group Session  
Networking Dinner on Your Own  
(suggestions will be provided)

### Tuesday, June 2, 2015

Breakfast  
International Strategic Management  
Cross-cultural Management  
International Marketing  
Lunch  
Spotlight on Europe and the Middle East  
Developing a Study Abroad Program  
Spotlight on Latin America  
Spotlight on Africa  
Graduation Dinner and Keynote Address

### Wednesday, June 3, 2015

Breakfast  
International Accounting  
International Finance  
Spotlight on Asia  
Feedback and Evaluation Session  
Lunch

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**Previous Program Participant**

*“I am in awe at MSU’s commitment in promoting international business within community colleges. A lot of thought and work went into the presentations, and workshops at the IB Institute making it a great experience for us who were attending. I would definitely highly recommend the IB Institute to my colleagues.”*

**Patrick Liem, Arbutus College**

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