

DEVELOPING AN INTERNATIONAL BUSINESS COURSE

- HOW DO I GET STUDENTS TO SIGN UP?
 - REQUIRE FOR MANAGEMENT ASSOCIATE AND GENERAL BUSINESS ASSOCIATE DEGREE
 - LIKES HAVING THE BUSINESS STUDENTS-- APPRECIATE HOW IT FITS INTO THEIR BUSINESS CAREER GOALS
 - BILL HAS A MORNING, EVENING, ONLINE-- ALWAYS FILL
 - TAKE IB TO SATISFY HUMANITIES/GEN ED REQUIREMENTS
- GOAL: OVERVIEW, AWARENESS, PURSUIT OF FURTHER KNOWLEDGE, CAREER?
- TEXTBOOKS - DEVOTED TO 2 YEAR SCHOOLS
 - GLOBAL BUSINESS TODAY - GREAT SUPPORT
 - TIED INTO GLOBAL EDGE
 - CONNECT
 - 16 CHAPTERS
 - PENG GLOBAL
 - 14 CHAPTERS
- CONSIDER HAVING AN 'INTRO TO BUSINESS' PREREQ-- OR ELSE TYPICALLY AT A DISADVANTAGE
- INTEGRATE CURRENT EVENTS
 - IF NEED TO DROP CHAPTERS, FOR EXAMPLE, CAN DROP ETHICS AND DISCUSS OVER THE COURSE OF THE SEMESTER USING CURRENT EVENTS
- IDEAS FOR WEEKLY ASSIGNMENT:
 - SUMMARIZE IT AND LINK IT BACK THE CHAPTER WE'RE DISCUSSING
 - FIND ARTICLES FROM A PUBLICATION OUTSIDE THE U.S.
 - TAKE ONE EVENT AND READ ABOUT IT FROM DIFFERENT GLOBAL SOURCES
- COURSE PROJECT
 - COUNTRY REPORT
 - DEVELOP RESEARCH SKILLS
 - AFTER 2 WEEKS, ASK STUDENTS TO IDENTIFY THEIR COUNTRY
 - HAVE THEM FOLLOW THAT COUNTRY AND BE THE RESIDENT 'EXPERT'
 - CHOOSE A PRODUCT TO MARKET TO THAT COUNTRY
 - WHAT IS ATTRACTIVE ABOUT DOING BUSINESS IN THAT COUNTRY?
 - WHAT ARE THE CHALLENGES OF DOING BUSINESS IN THAT COUNTRY?
 - IDENTIFY THREE CURRENT EVENTS THAT RELATE TO THAT COUNTRY
 - MAKES THE CONTENT MORE PERSONALIZED
 - SHOW THEM ALL THE WEBSITES
 - GO TO GLOBAL EDGE AND TELL US WHAT YOU LEARNED FROM IT
 - CAN DO THEIR NATIVE COUNTRY
 - BRING IN CLOTHING, FOOD, ARTIFACTS, ETC.
- HAVE THEM WATCH A MOVIE
 - 'GUNG HO'
 - WHAT WERE THE CULTURAL DIFFERENCES?
 - IF YOU WERE MICHAEL KEATON, WHAT WOULD YOU DO?
- ENTREPRENEURIAL FOCUS
 - WHERE ARE THE OPPORTUNITIES?
- CHALLENGING CONCEPTS FOR STUDENTS
 - TRADE THEORIES: COMPARATIVE AND ABSOLUTE ADVANTAGE
 - FOREIGN EXCHANGE
 - HELPFUL IDEAS:
 - TRY CREATING REAL WORLD PROJECTS THAT STUDENTS CAN RELATE TO THROUGH THEIR PERSONAL EXPERIENCES
 - BREAK INTO SMALL GROUPS AND HAVE THE STUDENTS SUMMARIZE FOR THE CLASS

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- BALANCE GROUPS WITH ONE PERSON FROM ANOTHER COUNTRY
- HOT SEAT VIDEOS
- YOUTUBE VIDEOS
- LEVERAGE THE KNOWLEDGE FROM INTERNATIONAL STUDENTS
 - ENCOURAGE ASIAN STUDENTS TO SHARE
- 2+2 / 3+1 MODELS - BRING THE 4 YEAR SCHOOLS TO THE COMMUNITY COLLEGE ALL IN ONE FACILITY
 - FERRIS STATE
 - NORTHWOOD INSTITUTE
- UNIVERSITY CENTER CONCEPT
 - 4 YEAR UNIVERSITIES - LEASE THE SPACE
 - OFFER MASTERS AND PH.D
 - EACH SCHOOL HAS ITS OWN SPECIALTY
 - NOT EVERYONE (OLDER STUDENTS, WORKING STUDENTS) CAN GO BACK TO THE 4-YEAR COLLEGES
- ONLINE CHALLENGE
 - CANNOT BRING PERSONAL EXPERIENCE INTO THE COURSE AS WELL
- GLOBAL EDGE HAS MANY SYLLABI
- 15% OF GRADE IS KNOWING 1) WHAT COUNTRIES ARE IN EACH CONTINENT, AND 2) HOW THE COUNTRIES ARE CORRECTLY SPELLED
 - BREAK OUT BY CONTINENT

SINGER@BUS.MSU.EDU