

## 1999 International Business Institute for Community College Faculty

### Institute Components and Presenters

### General Information

International Business Institute for  
Community College Faculty  
22-27 May 1999

#### Objectives

The 1999 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 and/or develop specialized international 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. There was a strong interest in the Institute, with approximately three applications being received for each available space. The 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 (CIBER) at Michigan State University sponsored the Institute in 1997 and will again serve as coordinating sponsor for the Institute in 1999. For evaluations of previous Institutes, please visit MSU-CIBER's website at:

<http://ciber.bus.msu.edu/curevnts/commcoll.htm>

#### International Business Overview

Leading international business faculty members from the sponsoring universities 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 go international on all areas of the organization will be described so that participants will gain a better understanding of the international business knowledge and skills needed by two-year and college graduates.

#### Briefings on Selected World Regions

Area studies faculty members and international trade practitioners will provide presentations on important world regions: Mexico and South America, Russia and Central Europe, the European Union, Asia/Pacific Rim, and emerging markets. Faculty members will provide the context for businesspersons 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 Facilitated by Community College Faculty

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

#### Resource Center

Recommended resources such as textbooks, software, data bases, videos, and periodicals, as well as syllabi and resources developed by participants in the 1995 and 1997 Summer Institute will be introduced and made available for participant use throughout the week.

#### Location

All activities will be held at the Kellogg Center for Continuing Education 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 bath at the Kellogg Center. Participants will have access to the recreational facilities of the University.

#### Cost

Significant financial contributions from the Institute sponsors have made it possible to offer a reduced fee of \$600 per participant. The fee includes tuition and all materials, plus five nights lodging, five continental breakfasts, five lunches, one dinner and one reception. For those traveling by air, a Friday night stayover may be arranged for an additional charge.

#### Application and Selection Process

Enrollment in this unique professional development program is limited, and a competitive application process will be used to select participants. Please complete and return the application form with a \$100 deposit **before 15 February 1999**. The deposit is fully refundable if the applicant is not selected to participate. Applicants will be informed of the status of their applications no later than 15 March 1999. The balance of \$500 will be due no later than 1 May 1999.

*Handicapper accommodations may be requested by calling MSU-CIBER at (517) 353-4336 in advance of the program.*

Name \_\_\_\_\_

Institution \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_

Courses taught \_\_\_\_\_

Office address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Home address \_\_\_\_\_

\_\_\_\_ \$100 deposit enclosed    \_\_\_\_ \$600 full fee enclosed

#### Statement of Intent

Please provide a one-page (typewritten, single spaced) statement addressing the following questions:

1. Why do you want to participate in the International Business Institute?
2. Have you had any previous experience in internationalizing your courses? Have you participated in any other international faculty development programs?
3. How will you use the knowledge and experience you will gain in your own courses? How will your institution benefit from your participation?

Application deadline is **15 February 1999**. Please make checks payable to **Michigan State University**. Mail check and completed application form to:

Center for International Business Education & Research  
7 Eppley Center  
Michigan State University  
East Lansing, MI 48824-1121  
PH: 517-353-4336    ■    FX: 517-432-1009