

# NASBITE International

## **22<sup>nd</sup> Annual Conference**

San Diego, California

April 19 – 21, 2009

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Center for International Business Education and Research  
(SDSU CIBER)



**SAN DIEGO STATE  
UNIVERSITY**

**College of Business Administration**

*Leadership for the Global Marketplace*

# CIBER Outreach Initiatives

- Outreach to other institutions of higher educations:

## **“Academic Outreach”**

- Outreach to businesses and business executives:

## **“Business Outreach”**

# Academic Outreach

- “...such centers shall serve as **regional resources to businesses** proximately located by offering programs and providing research designed to meet the international training needs of such businesses. Such centers shall **also serve other** faculty, students, and institutions of higher education located within their region.”

# What is required in the legislation?

develop... “**collaborative programs**, activities, or research involving **other institutions of higher education**, local educational agencies, professional associations, businesses...”

develop... “**collaborative programs**, activities, or research involving **other institutions of higher education**, local educational agencies, **professional associations, businesses, firms, or combinations thereof**, to promote the development of international skills, awareness, and expertise among current and prospective members of the business community and other professionals...”

These grants allow you to **create linkages** that wouldn't otherwise be supported by your institution

# ***“Serve as resource to other institutions of higher education”***

- **Build bridges** by making your programs and activities available to others
- **Create** programs and activities specifically for other institutions
- **Collaborate** with other centers/institutions with similar mission

# ***“Academic Outreach” Activities***

Faculty Development in International Business (FDIB) Programs

**FDIB Africa** (University of South Carolina CIBER)

**FDIB Emerging Markets in Eastern Europe** (University of Pittsburg CIBER)

Faculty Development -- Language programs

**Spanish Language Faculty Development Program in SPAIN:**

***Teaching Spanish for Business*** (Florida International University CIBER)

***Lessons from the MBA Classroom*** (The Ohio State University CIBER)

Faculty & Program Development -- Community College programs

**International Business Institute for Community College Faculty** (Michigan State University CIBER)

Faculty & Program Development – Specialized Programs

**Globalizing HBCU Business Schools (GBS) Program** (University of Memphis CIBER, et.al.)

# Other “Academic Outreach” Activities

- Training programs to help other institutions develop an International Business Program
  - **Western Regional Conference**
- Share teaching resources and methods
  - **Working Paper Series**
- Promote collaborative research opportunities
  - **California State University Consortium for IB Research**
- Provide grants to assist research, curricular development, and faculty development at other institutions
  - **Travel Grants to attend programs hosted by other Centers**

# Other “Academic Outreach” Activities

- Students...
  - International Case Challenge competitions
  - Doctoral Workshops in IB
- Students...
  - Discounts to attend programs
  - Travel Awards
  - IB Internship Opportunities
- K-12 Outreach...
  - Global Business Prep Summer Program (Duke and UNC)
  - World Language Days (MSU, Temple)
  - International Economic Summit (SDSU)



# ***“Business Outreach” Activities***

- Conferences, Workshops, Seminars

**Doing Business in Brazil** (Georgia Tech CIBER)

- Executive Education and Professional Development Programs

world trade centers...chambers of commerce...small business development centers...professional and trade organizations...state departments of Commerce... U.S. Commercial Service...Federal Reserve Bank...

...organizations that share a similar mission

# “Business Outreach” Activities

## The 2009 Latin America Business Environment

April 21, 2009 - **Purdue University** CIBER

## Global Business Forum

April 21, 2009 - **University of Washington** CIBER

## Competing in the 21st Century: Navigating the Global Marketplace

April 21, 2009 - **Michigan State University** CIBER

## Smart Globalization Conference - In the Age of China & India

April 23-24, 2009 - **University of Maryland** CIBER

## Navigating Through the Downturn - an Executive's Story

April 23, 2009 - **San Diego State University** CIBER



# Thank you!

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