Developing Partnerships and Internships in Costa Rica

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Developing Partnerships and Internships in Costa Rica
Presentation Outline

- Successfully develop partnerships with people that have expertise in Costa Rica.
- Designed to benefit students, faculty and the host community
- Set-up internships for undergraduates and graduate students
- Advancing faculty member’s collaborative academic and applied research project in Costa Rica.
Overview of BIE Grant & Objectives

1) To enhance faculty members’ ability to be effective teachers of international trade with a special focus on Latin America.

2) To develop curriculum models for students across the state that cover the fundamental areas of trade (management, marketing, logistics, and financing) with a focus on Latin America including the details of related trade agreements.
Overview of BIE Grant & Objectives

3) To provide the business community with knowledge, skills and access to services and resources for trade with Latin America though an Export Readiness Training Program and online educational modules.
1st Objective Faculty Development

- Key faculty from Auburn University and will participate in Trade Mission to Latin America
  - Enhance knowledge of international trade
  - Increase the understanding of the culture
  - Enhance Spanish language abilities
- Attend the annual North American Small Business International Trade Educators (NASBITE) conference
  - Certified Global Business Professional (CGBP) exam
2nd Objective Curriculum Development

- Auburn University will develop an *Export Readiness* certificate program
  - To prepare the curriculum for the Export Readiness certificate program,
    - 6 instructional modules will be developed.
      - Instructional modules about Latin American culture and society College of Liberal Arts to potentially reach almost 5,000 majors.
      - International Business courses available to over 4,000 business majors at Auburn University.
2nd Objective Curriculum Development

- Cover the domains required to acquire the competencies to pass the Certified Global Business Professional (CGBP) exam being promoted by the North American Small Business International Trade Educators (NASBITE) organization.

- Two newly created courses, Export Management and Society and Culture in Latin America, with the potential to reach over 22,000 students across Auburn’s campus.
3rd Objective Business Outreach

- Partnership with the Alabama Trade Development Office
  - These programs will be designed to assist small and mid-sized companies engaging in international trade with an emphasis on exporting to Latin American countries.
  - series of ongoing international training programs, on-line educational courses and special events targeted to the State’s business community
3rd Objective Business Outreach

- Partnership with the Alabama Trade Development Office
  - one-on-one technical assistance and counseling, market research, specific international trade skills training, and trade leads for exporting.
Goals of the Mission to Costa Rica

- Educate University Faculty about student abroad programs and advancing trade with Costa Rica, and understanding of culture
- Explore and build relationships for internships
Putting Together the Mission

- Unknown University Partners
  - Kinesiology
    - A miss step lead to a great partnership
    - Previous experience
    - Grad student from CR
  - Serendipity
  - The Devil’s in the details
  - The logistics
Comparison of Doing it Yourself or Doing it with the Experts

- Benefits
  - Logistics are taken off our shoulders
  - Larger number of and more diversity in participants
  - Going with the Partners with previous experience opens many more doors
  - Established embassy relations
Comparison of Doing it Yourself or Doing it with the Experts

- **Benefits**
  - Relationships with businesses and faculty increased learning for both groups
  - Time to interface with government officials
    - Planning of new programs started before the budget cuts fell upon us
  - Strong relationship with Education
    - Collaborating on future programs
Comparison of Doing it Yourself or Doing it with the Experts

- **Challenges**
  - Communicating the needs for the faculty and setting up internships in different disciplines
  - Nerve racking when waiting until the last minute for information
Faculty Deliverables

- New Study Abroad Programs
  - 10-day program set-up by College of Education
  - FLL will give 3 credits for cultural experience for students taking internship credits
  - Have students interested in CR for internships
Q&A

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