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International and Foreign Language Education (IFLE)
Office



Title VI Business and International Education (BIE)
Program
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Grantee List and Project Abstracts
Fiscal Year 2021

List of FY 2021 BIE Grantee Institutions and Award Amounts

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Alabama State University

Preparing Alabama State University Business Students, Faculty, and Regional Business Professionals for Business Opportunities Being Created by Climate Change

Project Director: Kamal Hingorani, khingorani@alasu.edu

The College of Business Administration (COBA) of Alabama State University, an HBCU, seeks to increase the international business knowledge and skills of ASU business students, faculty, and regional business professionals in Alabama, with a focus on preparing them for the global business opportunities and challenges being created by climate change. Specifically, the objectives of the efforts are:

1. Curriculum Development:
 - a. Introduce modules in the courses in the IB Minor: Add modules in our existing IB courses that are aligned with the NASBITE CGBP credential and with information on opportunities/challenges posed by climate change and the aggressive and comprehensive ESG goals, including a pledge for achieving net zero carbon emission being mandated for businesses in Europe.
 - b. Prove Global Competence: Prepare students in the IB minor for the CGBP exam and motivate them to attain the CGBP certification while they are still in college.
 - c. Develop and offer Business Language Courses in French: Develop and offer one- hour credit courses in French Business Language in the College of Business Administration.
 - d. Develop a website focused on business education and business opportunities developing due to the impact of climate and environmental changes.
2. Foreign and Domestic Study-Tours:
 - a. Implement overseas week-long study-tours to France and Belgium for our students who opt for the IB minor, a required motivation for the continued success of the minor. This study-tours will focus on the strides made by EU on ESG and carbon emission.
 - b. Organize study-tours for students and faculty to seminars/workshops/facilities within the state of Alabama that involve global business.
 - i. Facilities of Google and Facebook in Huntsville, AL that are establishing data centers with huge energy requirements without leaving a carbon footprint. This will be done with help of our partner- Energy Huntsville.
 - ii. Facilities of international automakers in Alabama. This will be done with help of our partner- Alabama Automotive Manufacturers Association.
3. Faculty Development:
 - a. Provide faculty training in international business to facilitate higher standards in teaching and research.
 - b. Organize quarterly one-day seminar on International Business conducted by experts on international business both from academia and industry.
 - c. Support faculty participation in Governor of Alabama's trade and business development missions that are organized by our trade association partner.
4. Community Outreach:

- a. Conduct yearly symposium on Climate Change and Business Opportunities to explore how Alabama can position itself to capture more of the “Climate Change” exporting opportunities.
- b. Conduct summer workshops to provide training on exporting for SMEs.
- c. Sponsor a IB Symposium for Regional 2-year colleges to help faculty and students understand the importance of global business.

Arkansas State University

Raising the Level of Readiness to Tackle a New Normal in International Business: for Students, Faculty, and the Local Business Community

Project Director: Gauri S. Guha, gguha@astate.edu

Cognizant of imminent changes in international business in the aftermath of the global pandemic, the Arkansas State University (ASU) seeks to prepare its constituents for success under the new normal. In seeking this Title VI grant, ASU aims to retrain its students, faculty, and the surrounding business community in the Arkansas Delta Region¹ (ADR).

ASU also recognizes the need to explore new regions for academic as well as business success. Encouraged by recent successes, ASU aspires to expand academic partnerships as well as encourage businesses to explore market entry in Japan. The list of proposed action items includes curriculum enhancements, workshops, and study abroad and trade tours to Japan. ASU has forged partnerships with economic and trade development agencies to implement the outreach portion of the grant. The total grant request for this two-year project is \$181,192 with an additional \$199,901 match provided by ASU. The budget does not reflect substantial in-kind contributions forthcoming from external partners.

Objectives:

- 1) **Capacity-building for exports** – Supply the local business community with intellectual resources to take advantage of the opportunities available in the new normal.
- 2) **Globalization of the university experience** – ASU students need more experience and insight into Japan and the global community which are important for future IB.
- 3) **Develop global business leadership** – Provide guidance to students for inculcating leadership traits.
- 4) **IB Curriculum Enhancements** – Train students on cross-cultural awareness and exposure to a non-traditional language.
- 5) **Conduct export training leading to NASBITE CGBP certification** – ADR business professionals need to develop export proficiencies and credentials.

Outcomes:

- Higher export market participation in ADR businesses.
- Students will show higher sensitivity to cultural issues involved in IB
- Post-course assessment to determine if students have internalized IB leadership traits.
- Completed IB course enhancements reflecting current and relevant situations.
- Arkansas businesses are better acquainted with exporting, particularly to Japan, and are better empowered to benefit from the emerging opportunities.

¹ The Arkansas Delta Region is generally defined as that part of eastern Arkansas lying west of the Mississippi River, which is flat with rich soil. It covers forty-two counties and supports agriculture, food processing and light manufacturing as industries.

Bluegrass Community & Technical College

International Equine Industry Business Certificate

Project Director: Dixie Kendall, dixie.kendall@kctcs.edu

Bluegrass Community & Technical College (BCTC) with partners Godolphin USA and the Kentucky Chamber of Commerce Foundation Workforce Center's Kentucky Equine Education Project, proposes to develop a new International Equine Industry Business Certificate focused on the horse industry to provide students with a broader understanding and exposure to the global business opportunities available in today's horse industries. We will develop a new academic credential-granting program that will expand the current BCTC equine curriculum and provide students with more opportunities to engage with the international aspects of the equine industry. We seek funding to create new courses focused specifically on the international aspects of the equine industry to better anchor student knowledge in the history, culture, and business of KY's horse industries. This project would also increase the number of graduates (which is extremely vital because KY faces an ongoing workforce deficit in this area). Employers seek better prepared employees whose practical experience is rooted in our local economy but who also have a global awareness and outlook that prepares them for engagement with the international business opportunities offered to KY's equine industry. This project will broaden and deepen students' knowledge of KY's role in the global equine industry; will allow students to access a new Web Data Portal to obtain knowledge and identify learning opportunities focused on the international equine industry; and will give them an opportunity to engage in an international experience (internship, co-op, apprenticeship, classwork) to develop their knowledge and understanding of international business opportunities in the equine industry. These improvements to our existing program are important steps in addressing the needs of our regional economy by attracting new recruits, providing an expanded educational program, and assisting students in diversifying their experience in the equine industry by participating in international experiences focused on this global industry.

Bradley University

SEA Change

Project Director: James Ryan, jryan@bradley.edu

The Foster College of Business (FCB) at Bradley University, and local, state, and federal partners, propose to implement Southeast Asia Change (SEA Change). The proposed project director and assistant director are part of the Illinois SBDC International Trade Center (ITC) at Bradley University, with deep international business and academic experience. Through a survey of students, faculty, and businesses, we identified key needs relating to international business revolving around a low level of understanding in Southeast Asia. This is at a time when Southeast Asia is increasingly a critical region for U.S. international business priorities, especially as companies look for diversification away from China. The two-year project has four primary goals:

Goal One – Trade Development to improve the competitiveness of Illinois companies in securing business in Southeast Asia through export counseling and training and support a trade mission to Southeast Asia. This goal has three objectives:

- Objective 1) to offer country specific training on conducting business in Southeast Asia.
- Objective 2) to develop in-depth training and assistance expertise among ITC trade specialists.
- Objective 3) to provide businesses an opportunity to participate in a trade mission to Southeast Asia.

Goal Two – Student Development to increase students' international awareness, cross-cultural understanding, and international business skills through curricular enhancements and faculty development. This goal has two objectives:

- Objective 1) to develop a new course on international negotiations with a cross-cultural component that will focus on Southeast Asian countries.
- Objective 2) to create undergraduate student internship opportunities in Southeast Asia.

Goal Three – Faculty Development to provide faculty an opportunity to engage in, improve and disseminate best practices in teaching, curricula development, and research relevant to cross-cultural and international business topics, all with a focus on Southeast Asia. This goal has three objectives:

- Objective 1) to increase faculty expertise and experiences in Asia with a priority on Southeast Asia and to raise the profile of international business generally within the faculty.
- Objective 2) to create linkages with Asian institutions for faculty exchanges, research, and collaboration on field-specific projects.

Goal Four – Enhance International Business Education to leverage the outcomes from goals two and three and enhance the overall strength and depth of international business courses at Bradley University. This goal has three objectives:

- Objective 1) to add Asia business topics focused on Southeast Asia to existing curricula taught by faculty participating in the project's faculty development program.

- Objective 2) to create two new courses relating to international business / international relations.
- Objective 3) to create a new May interim study abroad program to Southeast Asia.

College of Charleston

Middle East and North Africa and its Periphery

Project Director: Rene Mueller, muellerr@cofc.edu

This proposed Middle East and North Africa and its Periphery (MENAAP) and International Business project is designed to integrate study of this region's language and culture into current business courses and programs and vice-versa. The project takes a multi-pronged approach to integrating MENAAP into education programs at the College of Charleston (CofC) and SC International Trade Coalition (SCITC). The development of area-specific curricula and study and work abroad programs, for example, is designed to generate student interest in further formalized immersive study of these areas or languages. Likewise, the grant will provide financial support for faculty members to participate in faculty exchange, join in MENAAP research projects, and develop student projects focusing on the MENAAP region. Doing so will enable faculty members to develop relationships and work along-side experts from these countries. The knowledge and experience generated from these activities will be disseminated to students and to the local, regional, and national community through publications and presentations of MENAAP in courses, conferences, seminars, and lectures. To achieve the project's goal, the College of Charleston will partner with the SCITC in offering MENAAP programs for mid-career professionals and those working in post-secondary education. The SCITC is the largest international trade education organization in the state and, by partnering with the SCITC, the MENAAP-focused activities have the potential to reach thousands of students and mid-career professionals. The above goals can be achieved by meeting the following objectives:

- 1) *increasing student study and work abroad participation in the MENAAP region by 25% by supporting the development and launch of at least two MENAAP study abroad programs per year.*
- 2) *improving College of Charleston course coverage of MENAAP by revising or developing at least 8 courses through faculty development of MENAAP expertise and through the acquisition of new teaching materials.*
- 3) *supporting the development of MENAAP expertise for 8 faculty members through MENAAP faculty exchange and by conducting and publish research with scholars in MENAAP countries.*
- 4) *partnering with the SCITC to expand educational opportunities to mid-career professions by developing 3-4 MENAAP trade focused events and by providing financial support for least 40 mid-career professionals and by providing funds for at least 8 new members to participate in the SCITC's annual Summit: and*
- 5) *providing cross training in international business for at least 12 (per year) post-secondary educators per year with CGBP training that has been updated to include MENAAP material and remote learning and training options.*

Georgia State University

Building Global Competencies in Turbulent Times Through Local and Global Partnerships in Africa

Project Director: Mourad Dakhli, mdakhli@gsu.edu

This proposal centers on developing 21st Century international business skills by leveraging Georgia State University's existing relationships with partner institutions in Africa to develop competencies necessary to successfully engage with others from different cultures, especially in culturally distant Africa. We propose a program to develop global competencies with three inter-related and sequential elements: 1) rigorous skill assessment and coaching, 2) intercultural team-based virtual exchanges, and 3) application in the context of small and medium-sized enterprises (SMEs) exports.

More specifically, this proposal centers on the following three objectives:

1. Contribute to developing a globally competent workforce able to engage with a multicultural environment at home and abroad, especially in Africa.
2. Increase university-business collaboration to benefit both students and SMEs in intercultural exchanges using virtual digital technology, and connections to Africa, the most frontier region in international business.
3. Develop export education programs through sustainable cooperative arrangements with local and international partners and SMEs with a focus on market potentials in Africa.

Beneficiaries include students who will develop global competencies and virtual teaming skills to enhance career readiness, SMEs who will have access to a larger pool of internationally- competent talent, and benefit from teams of students providing targeted research and recommendations for export-focused projects.

Governors State University

Project Director: Olumide Ijose, oljose@govst.edu

The College of Business (COB) at Governors State University (GSU) seeks funding for two years (2021-2023) to operate a program that will address the needs of our students and businesses in the region through (1) organizing service learning abroad opportunities to strengthen COB's international business/education curriculum (2) organizing enhancing export workshops to strengthen the export capacity of small and medium sized businesses in the region (3) preparing professionals and students for the Certified Global Business Professional (CGBP) examination to strengthen the international business capacity of businesses in the region and (4) creating a summer internship program to promote innovation in COB's international business curriculum and help create a talent pipeline for businesses in the region. Through the programs laid out in this proposal the COB will further realize the global components of its mission, strengthen the competencies of students and businesses in the region and thus support competitiveness, economic growth, and job creation via international trade.

Howard University

Developing Business Leaders for the Global

Project Director: Jean Wells, jean.wells@howard.edu

Background

The Howard University School of Business international business program is one of the oldest in the US with its strategic location in the nation's capital where the students have access to many international organizations, NGOs, and embassies.

Project overview

The HUSB proposes a project entitled ***Developing Business Leaders for the Global Community*** (DBLGC) to increase the international business skills of the HU students in the Global Trilateral Master of Business Administration Certificate (GT MBA) Program by partnering with the DC Small Business Development Center (DC SBDC), World Trade Center Washington DC (WT CDC) and DC Chamber of Commerce (DCCC) in mutually productive relationships that will benefit the US future economic interests and the business community in the DC/MD/VA (DMV). The HU students will attain the practical experience by working on consulting projects for DC SBDC and DCCC clients and on programs developed by the WT CDC that inform the public of increasing international economic interdependence and the role of American business within the international economic system. The project will also create linkages between HU students and the business community via the DC SBDC, WT CDC and DCCC. The project is also designed to increase the international and business skills of the DC, MD, and VA (DMV) business community's involvement in Africa by providing culturally appropriate education and training. HU students will also attain international skills for the purpose of business development in Sub-Saharan Africa using three African foreign languages covering Southern Africa: Zulu, Eastern Africa: Swahili and Western Africa: Yoruba. We request funding to further our educational efforts, build capacity and to share our global business emphasis with the community. To ensure sustainability and to strengthen our programs, we propose the following:

Key project objectives

- *Student development:* Expand the Global Trilateral MBA (GT MBA) Certificate program which provides HUSB students with international business consulting experience and global teamwork skills. The program shapes future global executives through collaborative teamwork with students in Africa and China. Students discover cultural diversity, navigate business protocols, and solve business challenges for companies. Since 2016, GT MBA teams completed more than 57 consulting projects across three continents.
- *Faculty development:* in collaboration with the Howard University Center for African Studies, Department of African Studies and Department of World Languages and Culture - develop interdisciplinary workshops focusing on the arts, business, and culture (ABCs) of *Doing Business in Africa* with an emphasis on building cultural competencies through understanding of various country's ABCs including languages. This will enhance our GT MBA Certificate program.

- *Community outreach:* Foster entrepreneurship and international business expansion and develop an ongoing export education program through cooperative arrangements with businesses and trade organizations. Collaborate with the DC SBDC, WTDC and DCCC on workshops for the business community for *Doing Business in Africa*. Expand GTMBA students' participation in consulting projects for DC SBDC, WTDC and DCCC clients.

The DBLGC project satisfies both requirements in the grant's invitational priorities which solicits applications (1) from minority serving institutions and (2) on international business programs that focus on contemporary themes in conjunction with foreign language training. HU is an HBCU and the project plans to expand international skills for the purpose of business development using three African foreign languages.

Mississippi College

Cross Cultural Business Management (CCBM) Program

Project Co-Directors: William Morehead, morehead@mc.edu & Sara Kimmel, kimmel@mc.edu

Mississippi College (MC), a private liberal arts college of 5,000 students, located in Clinton, Mississippi, proposes a project to create a new Cross-Cultural Business Management (CCBM) program for undergraduate students. The CCBM will be located within the AACSB accredited MC School of Business.

As global economies continue to become intertwined, reimagining business education experiences a top priority, moving beyond the classroom and into the global community. MC School of Business proposes a partnership with the University of Guam (UOG) School of Business and Public Administration to provide opportunities for immersion in multiple cultures and languages, global economic development, and student mentorship. The island of Guam, a U.S. Territory, is strategically positioned in the Asia/Pacific region providing a unique intersection of several diverse cultures and economic development opportunities primarily among the Chamorro, Micronesian, Korean, Japanese, Filipino, and Thai peoples, languages, and industries.

The development of the CCBM program and the partnership between MC and UOG, consists of three primary goals:

1. Develop and establish a CCBM program curriculum as a minor in the MC School of Business to expand cross-cultural academic, research and economic development study and learning opportunities in the classroom and abroad.
2. Enhance international and cross-cultural expertise among business faculty through development opportunities in workshops, lecture series from Asia/Pacific region experts and CIBER FDIB training; and,
3. Enhance global business, community, academic and government partnerships across Asia/Pacific/U.S. economies and cultures to promote lifelong cross-cultural learning, research, and economic development.

Mississippi College is committed to international education and implementing this proposal for a cross-Cultural Business Management program. With support provided through BIE and matching funding from MC and program partners this proposal will be made possible.

Prairie View A&M University

Project Director: Oluwagb Ojumu, oojumu@pvamu.edu

The proposed project aims at enhancing the awareness of Global Entrepreneurship opportunities for underserved minority students and small businesses. This goal will be reached through three (3) main objectives. 1) Internationalize our business curriculum through the implementation of a new minor program in Global Entrepreneurship. 2) Organize study abroad and field programs and provide faculty professional development opportunities through the study tour to Canada, workshop participation, and research in global entrepreneurship, international trade, and international trade logistics. 3) Expose local businesses to Global Entrepreneurship knowledge through International Trade seminars, training workshops, conference participation, and the project website on minority global entrepreneurship.

Prairie View A&M University (PVAMU), where the project will be carried out, is a Historically Black College and University (HBCU) that serves a diverse student body composed of first-generation, African American, Latino, rural white, and other underserved populations in Texas.

This project will expand the pool of professionals educated in international business (IB) and Entrepreneurship issues and equip them with the tools needed to successfully compete in an increasingly global economy. This project will also address the need for more minority students to participate in foreign study, which is crucial to student development and understanding of international business.

Composed of underserved, first-generation college students with limited resources, PVAMU students can benefit tremendously from international business and study abroad opportunities as a gateway to a life-changing experience that promotes understanding and embracing diverse international business cultures and languages. This project aligns with the College of Business at PVAMU, commitment to promoting international business education globally through high-quality teaching, relevant and impactful research, and outreach to the community.

These objectives will allow us to consolidate the gains from the earlier grants and expand the IB program with an increased focus on Global Entrepreneurship opportunities for minority students and small businesses. In addition, this proposed project will improve the pathways for our students to become familiar with how the United States trades with Canada, a bi-lingual country that is a neighbor and largest trading partner. Canada's choice also alleviates the students and their family's skepticism to foreign travels due to COVID-19.

Roger Williams University

MBA Field Experience to Bring Understandings of Internationalization and SME Crisis Management from Greece to the Rhode Island Region

Project Director: Susan McTernan, smcternan@rwu.edu

For the purposes of student development, business outreach, and supporting the development of a productive relationship which will benefit the nation's future economic interest, Roger Williams University (RWU) seeks funding from the U.S. Department of Education to help support a field trip of RWU MBA students to Greece to work on actual projects of small and medium-sized enterprises (SMEs). This project will be carried out by RWU and its Mario J. Gabelli School of Business in collaboration with the American College of Greece (ACG) and its Alba Graduate Business School (Alba), and in conjunction with the Hellenic Federation of Enterprises (SEV, <https://en.sev.org.gr/>). The proposed project deals with the intersection of crisis management for SMEs in an international setting. In this way, it fulfills the Title VI Business International Education (BIE) program goals, as it (1) promotes the international business aspect of higher education programs in Rhode Island (RI), which is much needed based on national surveys, (2) allows students to draw conclusions that would be not only helpful, but also directly transferable to the RI business ecosystem, and (3) focuses on the cross-disciplinary, timely and highly relevant topic of crisis management in international settings as a mechanism through which to engage business in a mutually productive relationship which benefits the nation.

The goals of this proposed project are three-fold. First, through the study and experiential examination of crisis management capabilities internationally, and specifically within the Greek SME business community, students will engage with lectures and activities specifically designed to help them understand and develop critical crisis management skills within a dynamic, international environment. They will also be directed in making connections to the ways in which these skills apply and can be shared with members of the RI SME community. These experiences and connections will then facilitate the second goal of this project, which is for students to share the capabilities gained through their experiences with members of the RI SME business community. Ultimately, RWU MBA students will help regional businesses understand how to navigate and leverage crisis situations through intentional knowledge sharing, skill development, and facilitation of diverse network connections internationally and so that these strategies and practices might be shared within the RI SME community. Finally, the third goal focuses on improving the RWU MBA curriculum so that it enriches the MBA program with new international business topics and potential international research collaborations of the RWU MBA faculty.

We expect the positive outcomes from this project to persist soon, as this project will be the steppingstone in forging ongoing research partnerships on international business topics between faculty members of RWU's Gabelli School of Business and the ACG's Alba Graduate School of Business. We also expect the MBA students participating in the project to present their work to regional businesses upon their return through a symposium in the capital city of Rhode Island, Providence, and offer detailed

suggestions to the RWU faculty in terms of curriculum development. Lastly, we also intend to incentivize the MBA students to either publish in a peer- reviewed journal or present their conclusions at an academic conference for broader dissemination of their case-by-case analysis.

South Carolina State University

Project Director: David Jamison, djamison@scsu.edu

South Carolina State University, a historically black institution of higher learning located in Orangeburg, South Carolina, is seeking support from the US Department of Education through its Business and International Education grant program, to develop curriculum and activities that will enhance the institutions capacity for educating students in the field of international business and its capacity to provide service and outreach to small businesses, entrepreneurs and other community stakeholders.

South Carolina State has a unique role in the state of South Carolina in providing educational opportunities to historically underserved populations. SCSU's historical mission of economic development and empowerment through education continues to be a driving force in its strategic planning. SCSU's student body is predominately African American. Many of these students come from the most economically underdeveloped areas of the state. As a result, many SCSU students have little prior experience with international travel and other kinds of direct international exposure. Given the increasing impact of globalization on the economy and livelihood of South Carolinians, it is important that all segments of the state's population be exposed to and given opportunities to participate fully in emerging global opportunities.

This grant seeks to leverage the resources and skills of the Business program to provide additional expertise in international business among faculty, students, and regional stakeholders.

Specific points of leverage include:

- a. Creation of a 15- credit hour Certificate in International Business along with the introduction of four new courses including Export Management, International Supply Chain Management, International Business Internship, and a Global Business Environment multidisciplinary course.
- b. Creation and delivery of training materials and resources for global export management and supply chain management for small businesses through the Innovation and Entrepreneurship Hub, Orangeburg Innovation Center, and the Small Business Development Center.
- c. Creation of a "Global Business" speaker series patterned after the existing Executive Speaker Series.
- d. Development of a student study abroad program with at least one foreign educational institution.

The outcome of these activities will be an enhanced capacity for SCSU to serve as a regional resource for international business education. The proposed activities will also increase the University's capacity to aid the business community in successfully pursuing opportunities for international engagement. The grant will thus enhance the potential for the region and the state of South Carolina to fully engage in and leverage the opportunities presented by globalization.

Southern Illinois University Edwardsville

Passport to Success: Enhancing Student International Business Capacities to Assist Rural and Minority Owned Businesses with South American Trade

Project Director: Laura Wolff, lwolff@siue.edu

Southern Illinois University Edwardsville (SIUE) requests single institutional BIE funding for our initiative *Passport to Success: Enhancing Student International Business Capacities to Assist Rural and Minority Owned Businesses with South American Trade*. This initiative will allow faculty development to increase the trade skills of SIUE students while expanding exports from our region for businesses that are often under resourced.

Our campus International Trade Center is just beginning programs and outreach specific to rural and minority businesses in our region with the Comunidad Andina de Naciones (Andean Community) as a yet untapped potential market for their products. Partnering our international programs with this initiative will not only help expand exports, but it will also lead to graduates that have more capacity for international positions in business, trade assistance, and policy.

International programs at SIUE in both the School of Business and the College of Arts and Sciences currently are under-resourced and directly serve only a relatively small number of majors. Working more deeply together given this grant funding will allow us to conduct critical assessment activities on our existing programs, to add a course that would cross programs and address some curricular gaps, and to create international business related for- credit internship opportunities for students in business and international studies programs. Additionally, our AACSB accredited business school will use grant funding to assess our international business curriculum, especially in terms of gaps with the CGBP Practice Delineation, and to infuse existing business courses with the knowledge and skills necessary for international trade, especially with the Andean Community.

This initiative will benefit students, both in the School of Business as well as international studies programs in the College of Arts and Sciences, by creating new learning and authentic assessment opportunities. Students will solve real world problems for rural and minority owned business as they engage in research to identify potential markets and partners for expansion. The grant will allow SIUE to produce graduates that have critically needed global business, international relations and foreign language skills and achieve the following objectives:

1. Enhance international courses by offering new learning experiences and trade skill development that aligns with NASBITE International's CGBP Practice Delineation
2. Enhance faculty capacity to infuse existing business courses with knowledge about the Andean Community and doing business in that region of the world.
3. Create authentic assessment by partnering students in for-credit internship opportunities for IB research projects with rural and minority owned businesses to expand trade

4. Promote new commerce for rural and minority owned businesses in Southern Illinois through business outreach and student research projects
5. Disseminate best practices learned from partnering international business and studies students with the unique needs of rural and minority owned businesses in expanding trade

Southern University and A&M College

Promoting International Business Education by Enhancing Export Readiness and Digital Entrepreneurship Skills of Minority and Women-owned Small Businesses Through Academic Exchange Partnership

Project Director: Donald Andrews, Donald_andrews@subr.edu

The stated mission of Internationalization at the Southern University and A&M College, Baton Rouge (SUBR), College of Business in Baton Rouge (COB), and the Center for International Education (CIE) received a fillip with the award of the first two-year Title VI B grant in 1999 and two additional BIE grants that promoted growth in international understanding and competencies through academic exchange partnerships with universities in Mexico, Virgin Islands, Kampala, Uganda, South Africa, and Brazil.

The proposed project, in partnership with Saint Augustine University of Tanzania, Mwanza, Tanzania (SAUT) aims to promote international business education by incorporating export readiness, IT, leadership and entrepreneurial skills. Ongoing outreach services will be strengthened with hands-on application of these skills, with a focus on small and minority businesses, women, veterans, tribal groups, and businesses owned by people with disabilities located in economically distressed communities through collaborative agreements with the World Trade Center of New Orleans (WTCNO), Louisiana Department of Economic Development (LDED), Small Business Development Center at Southern University (SBDC), Baton Rouge Area Chamber of Commerce (BRACC), North Baton Rouge Chamber of Commerce (NBRCC), Mayor-President City of Baton Rouge and East Baton Rouge Parish, Louisiana, and Nexus Louisiana Technology Park. The two-year project will have the following three goals: (1) Strengthen the internationalization of business programs at COB and SAUT; (2) Enhance global awareness and cultural competencies of COB and SAUT faculty and students; and (3) Expand the export readiness, IT, leadership and entrepreneurial skills of Louisiana's minority and women-owned small businesses in the New Orleans, Baton Rouge, and northeast Louisiana areas. The proposed project will enable stakeholders achieve the following goals: (a) provide superior curricula in international business, IT, leadership, and Entrepreneurship education, (b) develop a Certificate Program in International Business incorporating IT, Leadership and Entrepreneurship components, (c) conduct a critical review of existing business programs at SAUT and propose a Center for Entrepreneurship, enhance COB faculties and students' international competencies through study abroad, internships, overseas professional development, joint research, and training in international business. The two-year grant will directly and indirectly impact 300 undergraduate and 150 SUBR graduate students, 25 faculty, over 60 of Louisiana's small and minority businesses, and over 50 entrepreneurs in Tanzania.

Texas Tech University

Rawls-Global Learning Opportunities in Business Education (R-GLOBE)

Project Director: Mayukh Dass, mayukh.dass@ttu.edu

The Jerry S. Rawls College of Business at Texas Tech University (a designated Hispanic Serving Institution) will launch a new educational program in international business (IB) for students, national recruiters, and our region's economic partners. The R-GLOBE program aims to increase the college's capacity to deliver IB training and prepare undergraduates for the professional world.

The three goals of the R-GLOBE project are to:

1. Meet the needs of national recruiters and our region's business partners for a more skilled global workforce,
2. Provide language training to heritage speakers and second language learners, and
3. Stimulate academic interest in and quality access to an international business curriculum in an experiential setting.

The program objectives are to:

- A. Develop and launch new experiential programming where students work side-by-side with actual business managers in an IB setting.
- B. Create and deliver a new undergraduate IB course that prepares students for careers in international business.
- C. Develop a career candidate pipeline of 15 - 18 students per year to meet the needs of national recruiters for a more skilled international business workforce.
- D. Advance interest in and access to opportunities for language training among the college's heritage speaker population and other groups of undergraduates.
- E. Deliver new business services to the Manufacturer Extension Partnership in association with the Texas Manufacturing Assistance Center (TMAC)- WEST Texas.
- F. Provide opportunities for faculty development in international business.
- G. Disseminate program findings and best practices to the academic and business communities.

The Rawls College, in pursuit of the R-GLOBE project goals and objectives, will leverage and integrate two of its strongest attributes: (1) delivering effective business education and (2) establishing and sustaining academic-business linkages.

The principal partners for the R-GLOBE project include **Business Outreach Partner** – TMAC- West Texas and **System & Reciprocal Academic Institutions**: Tech University – Costa Rica, the University of New York in Prague, and University College of Southeast Norway.

The R-GLOBE Project Director is Dr. Miyuki Dass assisted by Co-directors Dr. John Masselli and Dr. Jeffery Harper.

University of Iowa

Project Director: Dimy Doresca, dimy-doresca@uiowa.edu

The University of Iowa Tippie College of Business (TCOB) is pleased to propose this project to improve academic teaching in international business and strengthen ties with the Iowa business community as they compete globally. By partnering with the Iowa District Export Council (DEC), whose goal is to promote economic growth and job creation through export, this project will enhance the quality of international business education at the University of Iowa by leveraging industry insight and a network of company stakeholders.

This proposal has three interconnected priorities: education, research, and outreach. Each priority represents an area of need identified during a 2020 TCOB International Strategy Task Force review. Through the education priority, project activities will improve course offerings through course development, course expansion, and faculty capacity building.

Outside of the classroom the aim is to increase student enrollment in the Entrepreneurship and Global Trade (CGBP Exam Prep) course, moving them towards successful certification, and building upon existing experiential learning opportunities for students through targeted outreach to students, advisors, and Iowa companies. As the research Iowa faculty conducts ultimately serves to improve business prosperity and enhances educational quality, a priority will be to encourage faculty to internationalize their approach to research through increased collaboration with foreign peers and utilize the IIB as a resource hub within the college. Key to prioritizing research is the addition of a visiting international scholar series on campus to stimulate collaborations and introduce diverse perspectives to TCOB faculty and students.

The final priority is community outreach. TCOB defines community outreach as serving both the geographic region of the Midwest and the network of professionals associated with the University of Iowa as alumni and supporters.

Community outreach activities will include training and professional development opportunities for companies looking to strengthen international business skills in their workforce, placement of student interns to allow companies to research, prepare, and/or move forward global projects, and network building with our international visiting scholar in residence during company visits.

This BIE project will be managed by the TCOB's Institute for International Business. The Institute for International Business (IIB) takes a lead role in developing and delivering international business programs that provide students and faculty opportunities to connect with the world and develop cross-cultural skills critical in today's workplace. With years of combined experience in cross-cultural programming, student enrichment, grant management, and international business, this team is well-positioned to successfully achieve stated project goals.

IIB Director and Project Director for this proposal, Dimy Doresca, is a Certified Global Business Professional and sits on the National Association of Small Business International Trade Educators (NASBITE) Board of Governors.

University of Missouri

Linking Global Business Curriculum, Experiential Learning, and the Trade Community

Project Co-Directors: Jackie Rasmussen, rasmussenj@missouri.edu & Shannon Brieske, breskes@missouri.edu

Established in 1839, the University of Missouri serves as the state's flagship institution. It is one of two land-grant institutions in the state and one of only 65 universities across the U.S. and Canada to be a member of the prestigious Association of American Universities and classified among R1: Doctoral Universities – very high research activity. The Trulock College of Business, founded in 1914, currently enrolls nearly 5,000 students. The college has four academic units – accountancy, finance, management, and marketing. The college offers an undergraduate degree in business administration, a full-time MBA, and an exec MBA for working professionals, a 150-hour program that confers both undergraduate and master's degrees in accountancy, and Ph.D. programs in accountancy and business administration. The college is accredited through AACSB International.

Project funding supports the creation of a new interdisciplinary Global Business Certificate for students and provides additional hands-on experiential learning and international enrichment opportunities for students and faculty. The project further supports the development and enhancement of relationships within the trade community to support the professional development needs of small and medium-sized enterprises (SMEs) engaged in international trade. The college has identified the Missouri Department of Economic Development International Trade & Investment Office, the state's lead agency for export assistance and international business development, as an appropriate partner to support achieving project goals.

Primary Objectives:

1. To infuse the business curriculum with additional international trade content and elevate the professional development opportunities available to students.
2. To enhance the international trade knowledge and the global mindset of University of Missouri (MU) students by providing them with broad access to coursework and hands-on learning experiences (company-based projects, internships and/or study abroad opportunities) focusing on the dynamics of global trade.
3. To better equip students with the knowledge and skills needed to succeed in the global marketplace; doing so enhances their marketability and expands career pathway options.
4. To provide opportunities for faculty to create and enhance new international content in undergraduate courses, increasing the intellectual contributions to the college and trade community.
5. To better position SMEs across the state to explore international business opportunities by providing them with access to customized global market research (student-led, faculty-supported projects), professional development, shared learning opportunities, and recognition opportunities, along with referrals/access to trade-related expertise.

6. To support cultivating new business relationships across Missouri (and the surrounding states) and institutional partnerships internationally.

University of Nevada, Las Vegas

Developing an Export Internship Program at UNLV

Project Director: Mel Jameson, mel.jameson@unlv.edu

With this project UNLV partners with the International Trade Division of the Nevada Governor's Office of Economic Development (GOED) and the Nevada District Export Council (DEC) to create an export internship program in southern Nevada. The project is designed to raise the participation rate of UNLV international business students in experiential learning from its current low level. At the same time, it will contribute to the capacity of southern Nevada enterprises to engage in international business. The program is modelled on a successful export internship program at Ohio State. It provides Nevada businesses, identified through the agreement partners, with the services of a UNLV intern to assist with the creation of an export plan or other export-related project. The interns are compensated with grant funds, encouraging participation by both interns and employers to speed establishment of the program. Before placement in the internship, the student completes an export preparation course. Thus, participating companies have assurance the intern will arrive prepared to contribute effectively to the project. The students gain applied international business skills from the course, which are immediately reinforced by their application in the internship. Further reinforcing its career applicability, the course utilizes materials designed to prepare for the Certified Global Business Professional (CGBP) designation exam. This emphasizes the applicability of the class material and gives the student the additional benefit of being able to continue to test for the designation if desired. Students obtain international business skills and business experience from the program. Employers gain an additional resource to develop their export sales, meeting a need in the community for further export assistance and increasing the international business capacity of the southern Nevada economy.

The project further encourages experiential learning through a scholarship program supporting study abroad, with particular emphasis on study abroad with an internship. The program gives preference to students doing an internship while abroad, but because not all students have the necessary foreign language capacity and given the value of experiencing language and culture, study abroad without an internship may also be supported.

The project's other activities support the key components that promote experiential learning. Campus and high school outreach programs publicize and promote the programs to increase interest and participation both short and long term. The campus program features classroom visits and general publicity. The high school outreach program revives and expands community outreach efforts that were underway pre-covid. It includes visits by UNLV students to selected high school business classes and culminates with a High School Business Spanish Competition, which brings a self-selected group of the most motivated and able high school students to campus. The key activities of the project, boosted by the supporting components, expand opportunity and participation in experiential learning at UNLV and support the international business capacity of southern Nevada.

University of the Incarnate Word

Building Local Capacity Through International Entrepreneurship: A Sustainable Cross Border Partnership

Project Director: Adesegun Oyedele, oyedele@uiwtx.edu

Entrepreneurship is an essential driver of societal health and wealth. It promotes the innovation required not only to exploit new opportunities, promote productivity, and create employment, but to also addresses some of society's greatest challenges. The activities described in this proposal scale up a successful academic-practice pilot collaboration in entrepreneurship between UIW's H-E-B School of Business and governmental and non-profit partners in Mexico's central state of Guanajuato, where UIW has an international campus.

Objectives of the Project:

- OBJECTIVE 1: Strengthen education and training in international business and entrepreneurship focused on the U.S and Mexico through institutional and organizational linkages and alliances with the formal business community and businesspeople from marginalized communities
- OBJECTIVE 2: Develop business startups and expand internships and study abroad opportunities for undergraduate students to acquire international business and foreign language expertise
- OBJECTIVE 3: Strengthen faculty expertise and instructional resources to teach successful entrepreneurship strategies in emerging markets

This project directly responds to the statutory purpose of the Business and International Education Program by carrying out the following four project plan components:

- 1) Implementing experiential learning for UIW undergraduates and small business owners from marginalized communities in South Texas and Guanajuato, Mexico to increase their expertise in conducting business and launching cross-border startups.
- 2) Creating opportunities for UIW students to learn and apply new foreign language skills in a less commonly taught Mexican indigenous language that will develop interest and self-confidence to interact with businesspeople from marginalized communities in central Mexico.
- 3) Linking UIW faculty and students to mentors in governmental, non-profit and for- organizations to develop additional expertise in cross border entrepreneurship; and
- 4) Carrying out training, capacity building, and education programs for South Texas businesspeople, UIW students, UIW faculty, and marginalized community members to solve problems and create new global businesses that integrate commercial and social value strategies.

Worcester Polytechnic Institute

Preparing New England Students, Faculty, and Business Professionals for Climate Resilience Enterprise Opportunities (CREO) in New Zealand and the Oceania Region

Project Director: Michael Elmes, mbelmes@wpi.edu

The *Preparing New England Students, Faculty, and Business Professionals for Climate Resilience Enterprise Opportunities (CREO) in New Zealand and the Oceania Region* project provides an international focus to a growth area of business (climate resilience) and builds on local interest and expertise in innovative business approaches to climate change adaptation and mitigation. The CREO project is designed to provide an opportunity to gain a global perspective and foundation of global business understanding in the form of educational training, workshops, and hands-on project opportunities. New Zealand has been selected as the overseas anchor to introduce students, faculty, and business leaders and executives to doing business overseas because (1) WPI has strong ties to business and governmental leaders and organizations in New Zealand, (2) it provides a comfortable global environment for building and learning the ways of international business, and (3) and it provides an appropriate launching pad for learning about business opportunities in the other 13 countries of Oceania. Moreover, this region is experiencing significant, and, in some cases, catastrophic climate change effects. The efforts of New Zealand government, businesses, and non-profit organizations to address these challenges are creating opportunities for U.S. companies to market their products and services for *climate resilience* – defined as the ability to anticipate, prepare for, and respond to events, trends, or instabilities related to climate change. The demand for these products and services globally is expected to increase as climate change intensifies over the coming decades.

The three main objectives of the *CREO Project* project are to: (1) provide WPI students with a global business, culture, and language perspective; (2) develop WPI faculty in the areas of international business and culture; and (3) provide regional business professionals (in Central Massachusetts and across New England) with a global business perspective. These three objectives will be achieved through a set of eleven activities listed by objective below:

Student Global Business, Culture, and Language Education

- Student projects at the WPI Wellington (NZ) Project Center.
- Māori language/culture predeparture class
- Development of CREO modules for WPI undergraduate and graduate business courses
- Insertion and use of CREO modules in undergraduate and graduate WPI Business School courses
- Insertion and use of CREO modules in undergraduate and graduate WPI Global School projects and courses

Faculty Development in International Business and Culture

- Presentations on CREO and New Zealand to WPI business, engineering, and humanities faculty

- Developing CREO preparation modules for WPI Project Advisors taking WPI students to New Zealand
- Developing CREO-related website for faculty

Global Business Development for Regional Business Professionals

- Annual Workshop Events for business leaders and executives
- Guest speaker events for business leaders and executives
- Developing CREO-related website for business leaders and executives