Florida A&M University
School of Business & Industry

INTERIM PROGRESS REPORT
(July 1, 2007–March 31, 2008)

Submitted to

U.S. Department of Education
Business & International Education Program

Grant Title: Go I-10: Locally-Focused International Business Education: Expanding the Foundation of Global Connectivity

Grant No.: P153A070008
FAMU 001606

Project Director: Nanda Shrestha

Date: May 19, 2008

Objectives

The completion date of the first Business and International Education (BIE) grant (2005-2007) that Florida A&M University–School of Business & Industry received from the US Department of Education was extended until December 2007 due to the untimely death of the Principal Investigator/Project Director, Dr. Kenneth Gray, in March 2007. At the time of his death, there were still grant-related activities pending to be completed. Because of the need to complete those activities, active implementation of the current BIE grant (2007-2009; P153A070008) was delayed until January 2008.

Additionally, the death of Dr. Kenneth Gray who was the Co-PI on the current grant, led to some adjustment to the grant objectives. A decision was made to concentrate the current grant project efforts on three objectives:

- Study abroad,
- Curriculum and Faculty development, and
- BIE summer camp

Such concentrated efforts are designed to advance the grant’s primary programmatic strength and international focus.
Accomplishments

Study Abroad (BIE Grant Funded):

- In March 2008, 18 FAMU and SBI students in enrolled in the International Business class (MAN 3600) took a one-week-long cross-cultural immersion and international business trip to the Dominican Republic. They were accompanied by 2 language faculty members and 1 international programs staff. Students were engaged in cultural activities and presentations on international business.
- Although not covered during this interim report period, it is noted that grant funding has supported six School of Business & Industry (SBI) students to study at Shanghai University, China, for 2 months. The participating students left in May 2008 and will return in July 2008. Students will be taking two classes: Chinese Language and Contemporary Business in China. In addition, they will do internship with either a Chinese business firm engaged in international business or a foreign multinational company doing business in China. This program is organized through the Global Education Group.
- SBI is sending 2 students to Ghana to study at the University of Ghana–Legon (business) for one semester during the fall of 2008.

Study Abroad (School of Business & Industry Funded/Matching):

- SBI is supporting 1 student to study at Shanghai University for 2 months during this summer. Altogether, SBI has sent 7 students to Shanghai, China, this summer.
- SBI is supporting 3 students to study in Brazil for 4 weeks. They are currently in Brazil through the University of Florida, Gainesville, Florida. These 3 students have also received partial scholarship from the CIBER program at the University of Florida. They will be studying Brazilian Portuguese and Business in Brazil.
- SBI is supporting 2 students to participate in a two-week-long, intensive global leadership seminar held at the University of Virgin Islands. Two students will participate in various seminars focused on various global issues, especially in the context of island countries.

Faculty Development in International Business (BIE Grant Supported):

- In February 2008, 1 faculty attended a CIBER conference on developing international business curriculum. The conference was held at the University of Denver, Denver, Colorado. Establishing an International Business major or concentration is one of the curricular goals that the School of Business & Industry is exploring.
- In early March 2008, 2 faculty members visited Shanghai, China, to participate in an international trade/business program at Shanghai University. This seminar tour was organized by the World Education Group. The visit was also designed to explore: 1) the feasibility of sending SBI students to China to study at Shanghai
University during the summer and 2) the possibility of establishing an exchange program with the university.

**Faculty Development/International Initiative (SBI Funded/Matching):**

- In addition to the 2 faculty members supported through the BIE grant, SBI supported the school dean’s and 1 other faculty member’s visit to Shanghai, China, to participate in an international trade/business program at Shanghai University in early March 2008. In total, 4 faculty members (including the dean) went to China.

**BIE Summer Camp:**

- Third BIE summer camp was offered in July 2007, and 10 area high school seniors were enrolled in it. The 2008 summer camp will be in July for two weeks (July 7-18).

**Exemplary Activities**

The School of Business & Industry at Florida A&M University considers the following BIE project activities to be exemplary:

- **Study Abroad:** SBI’s study abroad program has two components: short-term and semester/summer-long. While the short-term study abroad is associated with the school’s International Business course, the semester/summer-long program is country specific. In March 2007, SBI’s study abroad program won a prestigious Andrew Heiskel award from the Institute of International Education for best practices in study abroad. In its semester/summer-long program, SBI has focused on China and is now expanding it to Ghana.
  
  o China is an important destination. As noted in a previous section, there are currently 7 SBI students studying at Shanghai University (SU) in China. They are taking two courses: *Chinese Language* and *Business in Contemporary China*. In addition, the participating students will do a one-month-long internship with a Chinese company engaged in international business or an international company doing business in Shanghai, China. SBI’s long-term plan is to establish a student and faculty exchange program with Shanghai University and/or Shanghai Institute of Foreign Trade (SIFT) in Shanghai. That’s why SBI Dean Lydia McKinley-Floyd and three SBI faculty members visited Shanghai and met with top university officials to explore the possibility of developing an exchange program with these two institutions.
  
  o SBI is also sending 2 SBI students to Ghana to study at the University of Ghana – Legon for one semester. Recently, Dean McKinley-Floyd visited the university to explore the possibility of initiating a student and faculty exchange program with the university’s business program.
**BIE Summer Camp:** In July 2007, SBI successfully completed its third consecutive two-week-long BIE summer camp. The fourth summer camp for high school seniors and incoming freshmen is being offered this summer. One primary objective of the BIE Summer Camp is to enhance students’ understanding of globalization and global issues, for example:

- Global economy and world geography
- International trade
- Cross-cultural understanding
- The U.S. economy and the world

Although the number of camp participants has varied from year to year, it has been successful in endowing high school students with a sound understanding of the global economy and globalization process, along with its cross-cultural dimensions.

**Director’s Assessment**

Given the BIE project initiatives and accomplishments highlighted in previous sections, the project director’s overall assessment is that the project has been successful in fulfilling its planned goals and activities. Especially notable are its study abroad and summer camp components. While SBI is exploring avenues to transform its grant-based semester/summer-long study abroad program into a formal student and faculty exchange program, it expects to offer its summer camp on an annual basis, well beyond the grant period (i.e., even after the grant expires) through corporate support. The school’s long-range plan is to develop an undergraduate major and graduate concentration in international business.

**Next Project Year**

Next year, the project will continue to focus on three main strengths and activities:

- **Study Abroad:** Continue to send students to China and Ghana for a semester/summer-long study program, and send students abroad during the spring break in association with the International Business course.
- **Faculty Development in International Business:** Promote faculty development in international business by supporting their participation in conferences where participating faculty members can network with other faculty members and where they learn and refine ways to integrate relevant and current global/international issues into their course contents.
- **BIE Summer Camp:** Continue to offer the summer camp for area high school seniors and incoming freshmen.