The Role of Short-Term Study Abroad (STSA) in International Business Education

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• I think Ken would say something like this (Doris Gray).

“You have to love the world to understand it. To understand, you have to get to know it. To get to know it, you have to go beyond yourself. Ken lived by this motto and challenged his limitations. To the very moment he died, he challenged his limits. He had to make that final climb to the mountain top. . . He encouraged his fellow climbers by shouting down to them: ‘It’s so beautiful up here.’ You can’t see the beauty if you stay on the bottom in familiar surroundings.”
The “Global Opportunity on I-10” (GO I-10) Program

- A community-based and locally-focused program to address a lack of global education

- 3 Principal Components:
  - Short-Term Study Abroad (STSA) through International Business Course
  - Semester-Long Study Abroad to Kenya/China
  - International Business (IB) Summer Camp for High School Seniors
Degrees of Globalization

- Global Awareness
- Global Fluency
- Global Competence
- Global Understanding
- Global Disconnection

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ERMEO Framework for Creating a Global Environment on I-10

Exposure

Global Environment on I-10

Opportunity

Encouragement

Role Models
• ERMEO framework is self-reinforcing, e.g., Study Abroad
Short-Term Study Abroad

• Allows students to attain ‘global understanding’ for int’l business
• Course of cultural immersion
  • Team project on foreign market entry
  • Guest lectures by IB business practitioners
  • Week-long study tour to the Dominican Republic (Spring Break)
  • Business Spanish lab
WELCOME DRINK

FLORIDA A & M UNIVERSITY

salon loggia #1
6:00 PM
At the Artist Colony
Pontificia Universidad Catolica Madre y Maestra (PUCMM)
Semester-Long Study Abroad to Kenya and China

- Allows students to develop ‘global competence’ through first hand experience.
- Result of relationships developed with educational institutions and programs abroad
  - The United States International University-Africa in Nairobi, Kenya (Student Exchange)
  - Shanghai Institute for Foreign Trade (Student Teaching)
IB Summer Camp for High School Students

- Designed to attract high school seniors to international business (IB) career opportunities by
  - Enhancing students’ understanding of globalization
  - Enabling students to get a head start in business school
  - Improving students’ academic performance in int’l business
  - Encouraging students to pursue opportunities int’l business
IB Summer Camp for High School Seniors

- **Key topics include:**
  - An overview of the global economy and world geography
  - International trade
  - Cross-cultural understanding
  - The U.S. economy and the world
  - Business French and Spanish
Chamber of Commerce in DR