Partnership for Promoting International Business Education and Export Trade

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- In April 2004 West Virginia State University received a 2-year grant in the amount of $67,000 from the United States Department of Education's Business and International Education Program (BIE). The project goal was to increase the internationalization of the WVSU business curriculum and to provide services to the business community that will expand its capacity to engage in global commerce. Three major objectives were formulated to achieve this goal.

- 1) Develop and increase global awareness for WVSU business faculty.

- 2) Infuse international content into WVSU business curriculum.

- 3) Provide opportunities for students and faculty to interact with the regional business communities regarding commerce.

Project Activities

- Faculty attend internationally-themes conferences, workshops, etc.
- Organize a business trip to Mexico.
- Provide an International Business Curriculum Development Seminar for business faculty to develop new courses or international business units/modules within existing business curriculum.
- Sponsor an International Business Workshop each year of the grant.
- Purchase and make available physical resources such as cd-roms, books, tapes, videos, etc. for the WVSU library and departments to serve students, faculty, and the business community.

Project Partners

- West Virginia State Community and Technical College
- West Virginia Development Office
- West Virginia Export Council
- Charleston Area Alliance.

International Business Workshop

On June 2, 2005, the School of Business and Economics and the Office of International Affairs organized an international business workshop titled “Developing International Markets for West Virginia Products” on the WVSU Institute campus at the Wilson Student Union.

The keynote speaker was Donald L. Gallion, Jr., President and CEO of Fcx Systems, Inc., and Chairman of the WV Export Council. Other speakers included James Pittard, US Department of Commerce, Leslie Drake, WV Development Office, International Division, Robert Henrich, WV Small Business Development Center, Mark Cooper, Cooper Brokerage & Forwarding, Inc., and J.P. Lear, Scanwell.

International Business Curriculum Development Seminar

- Begin discussion on curriculum and program development in business and economic studies.
- Discuss ways to better internationalize business and economics curriculum
- Discuss ways of reinforcing partnerships between WVSU and WVSCTC
- Share ideas for a follow up BIE grant
- Discuss ways to develop new and reinforce existing partnerships between academia and businesses in the Charleston area

Preparations for Mexico Trip

- Discuss Mexican food, and a brief cultural and historical background of Mexico. Receive an overview of the general business environment in Mexico.
- Discuss trip logistics: itinerary, air tickets, lodging, per diem, insurance, waiver forms, travel documents, caveats, business contacts and other associations
- Videography and photos

Overview of Travel Itinerary: Queretaro and Mexico City

- Lecture: Culture and History
- City Tour
- Overview of business in Mexico including NAFTA
- Roundtable Discussion on Mexican Education System
- Lecture: Economic Development in Querétaro
- Visit Museums
- Spanish Lesson
- Visit Academic Institutions
- Visit San Miguel de Allende
- Cooking Lesson
- Visit Hitachi
- Rotary Club Meeting
- Small Business Roundtable
- Discuss curriculum development of business and economics programs

  Mexico City and pyramids (Teotihuacán)
- Trade office talk: US Embassy
- Zocalo, National Palace Murals, Cathedral
- Anthropological Museum

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THURSDAY, JULY 14, 2005 CHARLESTON DAILY MAIL

Business leader going to Mexico

By GEORGE HOHMANN
DAILY MAIL BUSINESS EDITOR

Bill Goode, president and chief executive officer of the Charleston Area Alliance, was scheduled to leave early today with 13 others on a 10-day trip to Mexico.

The trip part of an effort by West Virginia State University to increase the internationalization of the university's business curriculum and to provide services to the business community that will expand the community's capacity to engage in global commerce.

West Virginia State received a two-year, $70,000 U.S. Department of Education grant for its internationalization program, said James Natsis, who heads the university's Office of International Affairs and is directing the grant and the trip.

Natsis said the group will spend three days in Mexico City and seven days in Queretaro, a city of 1 million people that is three hours from Mexico City. Natsis visited Queretaro in December to lay the groundwork for the trip.

GOODE
On 10-day trip to Mexico with 13 others

The group will receive a cultural and historical overview and visit academic counterparts at community colleges and universities in Queretaro. The Mexican federal secretary of sustainable development is scheduled to talk to the group about economic development.

"We'll also have a talk on the North American Free Trade Agreement, we will visit a Hitachi plant, we'll have s small business roundtable and we will visit the Lions Club," Natsis said.

During the trip, "we'll be discussing curriculum development of business and economic programs and we will discuss how we can better work with the community," he said.

Michael Harmon, a business development associate at Triana Energy of Charleston, also is scheduled to go on the trip.

Queretaro was picked as a trip destination because it is in a dynamic business region and because Bob Hall, a retired West Virginia State professor of sociology, and his wife, Mary Kay Buchmelter, bought a home there, Natsis said.

"We're hoping Bill and Michael will find some interesting opportunities," Natsis said. "We're hoping Queretaro might be a different avenue, that they'll come back and say they made some great connections."

Natsis said West Virginia State's partners in the U.S. Department of Education grant are the Charleston Area Alliance, the West Virginia Development Office's International Division and the West Virginia Export Council.

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