International Business: An Integrated Approach to Learning

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Mission and Goals

• Strengthen connection between theory and practice
• Facilitate transition to workplace
• Strengthen Illinois businesses
• Develop new overseas markets
• Help create jobs for Illinois
• Bring recognition to ISU
• Educating Illinois emphasizes interdisciplinary approaches and partnerships with business and industry.

• Program builds on Illinois’ strengths in business, agriculture, and increasingly renewable energy sources.
Program Structure

• Students Work with Illinois Based Companies or Trade Missions & Gain Expertise with Products.

• Each Group of Students Visits a Country to Conduct In-depth Market Research on Viability of Product.

• Companies and Trade Missions Receive One Report for Each Country.
Program Structure

- Int’l Bus. Students
- Entrep. Students
- Marketing Students
- Tech. Students
- Ag. Students

Student Teams

Companies And Trade Groups

Countries
Project Description

- Businesses
- Trade Missions
- Marketing
- Strategic Plans
1. Planning
2. Semester seminar
3. In-country activity
4. Post-assessment and evaluation
Phase 1: Planning

- Identify participating businesses/trade missions
- Identify potential countries
- Select students and form interdisciplinary teams
Phase 1: Planning

Type
- Trade Mission
- Small Business

Options:
- Product
- Technology
- Process
- Service

Ag Related
- Student Groups
- Entrepreneurship
- IB
- Marketing
- Technology
- Agriculture

Non Ag Rel.
- Service

Target Country
Phase 2: Semester Seminar

• Approach will depend on type of participating organization: trade mission and business.
• Students study specific business, products, and processes.
• Students learn about target country.
Outcome of Seminar

• Student understanding of business and products
• Understanding of target country
• Written reports
• Liaison between academia and business
Phase 2: Pre-Seminar

Plan and Customize Seminar

- Overview of Project
- Travel Preparation
- Trade Mission
- Business
- Country Specifics and Final Travel Preparation

- Pre-Départure Report
- Outcome Measure
- Objectives
Phase 3: In-country activity

- Visit with business leaders in target country
- Identify and develop profiles of potential export partners
- Observe foreign business practices
- Learn about logistics for marketing products
- Prepare report for marketing feasibility
In-Country Support

• To ensure safety of students, we will be seeking support from
  – American Chamber of Commerce
  – Private Industry
  – University Contacts
Phase 3: In-Country Activity

- Communication With Support Contacts and Home
- Review and Update Contacts for Interview
- Actual Visits And Interviews
- Write Marketing Plan Report

Establish Communication with ISU, Parents

Departure
Phase 4: Post-country Activity

- Students will present findings to businesses and instructors
- Instructors will evaluate student work
Phase 4: Post-assessment and evaluation

- Finalize Report
- Present Report
- Assessment and Evaluation of Project
- Present to Future Students and Program Participants
Program Benefits

- University:
  - Supports Educating Illinois.
  - Helps to Recruit Top Students & Faculty.
  - Has Potential to Become a Flagship Program in the College of Business and College of Applied Science and Technology.
  - Enhances ISU’s Reputation.
  - Increases Potential State & Federal Funding.
Program Benefits

• Builds relationships with local & regional Communities
  ▪ Enhances Regional Economic Development.
  ▪ Graduates Experienced Students.
Pilot Project

- Company: AgVantage, Rockford IL
- DAL, Christchurch, NZ
- Six Students
  - Prepare during SPRING 06
  - Do Internship in NZ during June
  - Present final reports in September 06
Proposed Program
Time Line

• Fall semester
  – Recruit Companies and Students
• Spring semester
  – Finalize Companies & Students
  – Conduct Seminar
• Summer
  – Complete in Country Experience
  – Report to Companies & Funding Organizations
Needs

- Company Contacts
- Funding Sources
  - Short term funding
  - Long term funding
- Contacts with Government Agencies
Program Update

- **Spring/Summer 06**
  - Six Students to New Zealand

- **Spring Summer 07**
  - Six Students to New Zealand
  - Three Students to Germany

- **Spring Summer 08**
  - Six Students to South America
  - Three Students to New Zealand
Lessons Learned

• This is a process best left to the tenured
  – Time
  – Clout
• This takes passion for the process

• You must be willing to bend rules a little
  (sometimes it is better to seek forgiveness
  than permission 😊)
Lessons Learned

• While there are those who can help, you must be able to have in team expertise to do it all.
  – You are the one who understands the vision!
  – Only you can write the proposal!
  – Only you can do the financials!