

# **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

# Background/Justification



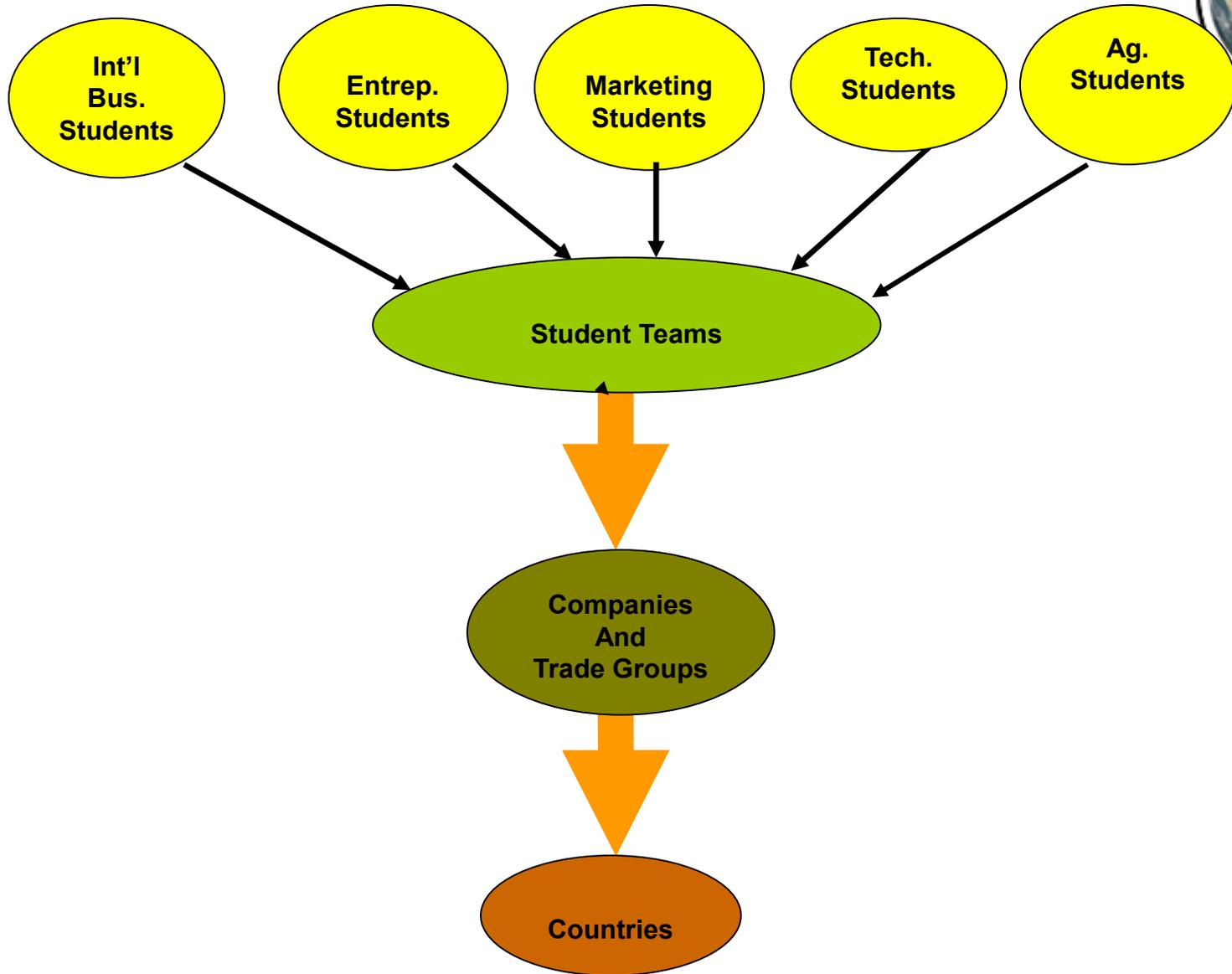
- Educating Illinois emphasizes interdisciplinary approaches and partnerships with business and industry
- Program builds on Illinois' strengths in business, agriculture, and increasingly renewable energy sources

# Program Structure

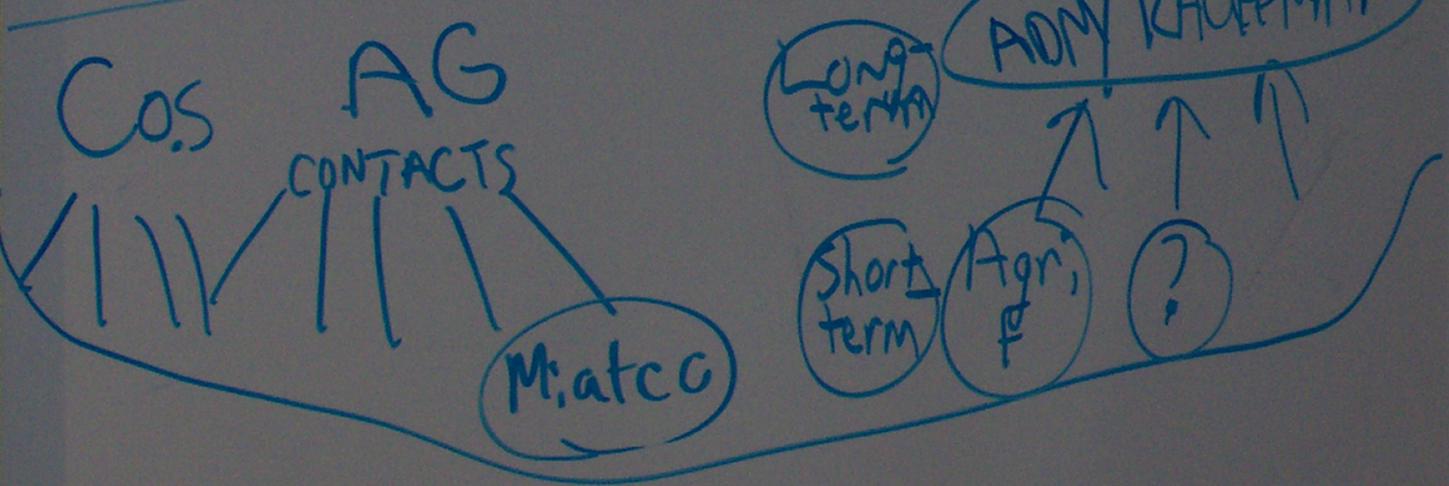


- Students Work with Illinois Based Companies or Trade Missions & Gain Expertise with Products.
- Each Group of Students Visits a Country to Conduct In-depth Market Research on Viability of Product.
- Companies and Trade Missions Receive One Report for Each Country.

# Program Structure



# Mission



# Project Description



- Businesses
- Trade Missions
- Marketing
- Strategic Plans

# Phases



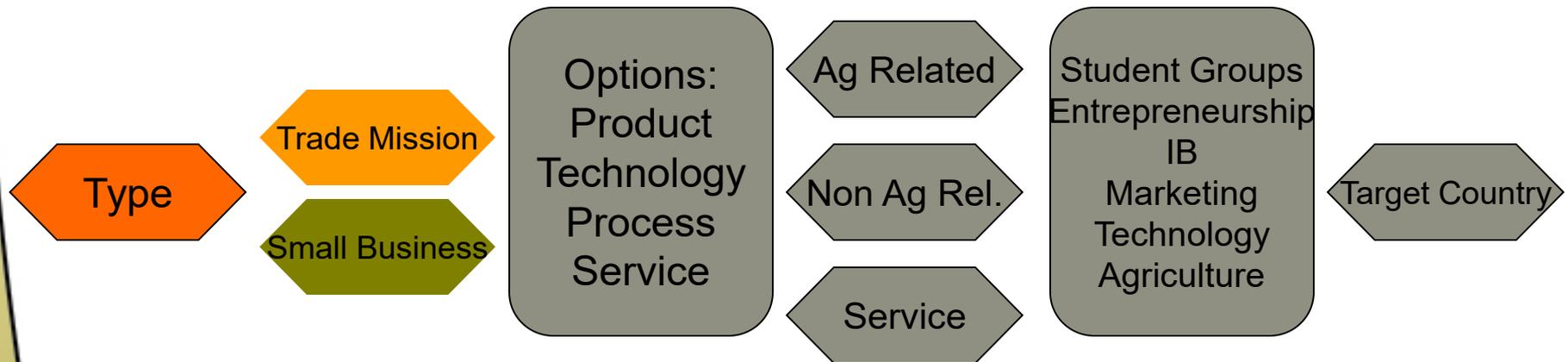
1. Planning
2. Semester seminar
3. In-country activity
4. Post-assessment and evaluation

# Phase 1: Planning



- Identify participating businesses/trade missions
- Identify potential countries
- Select students and form interdisciplinary teams

# Phase 1: Planning



# Phase 2: Semester Seminar



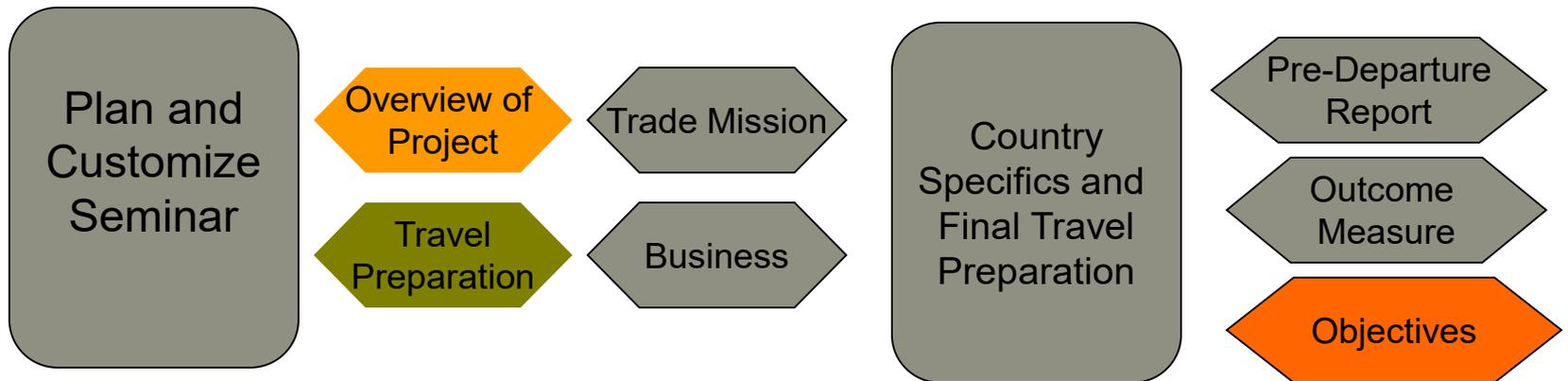
- Approach will depend on type of participating organization: trade mission and business.
- Students study specific business, products, and processes.
- Students learn about target country.

# Outcome of Seminar



- Student understanding of business and products
- Understanding of target country
- Written reports
- Liaison between academia and business

# Phase 2: Pre-Seminar



# 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

Departure

Establish Communication with ISU, Parents

# 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!