

Why international?



- Rand Corporation Report (2003) *New Challenges for Global Leadership: Lessons from Organizations with Global Missions* found that “a multidimensional and well-integrated set of competencies” was required that included
 - substantive depth (professional or technical knowledge) related to the organization’s primary business processes, managerial ability, with an emphasis on teamwork
 - interpersonal skills, **strategic international understanding, cross-cultural experience.**

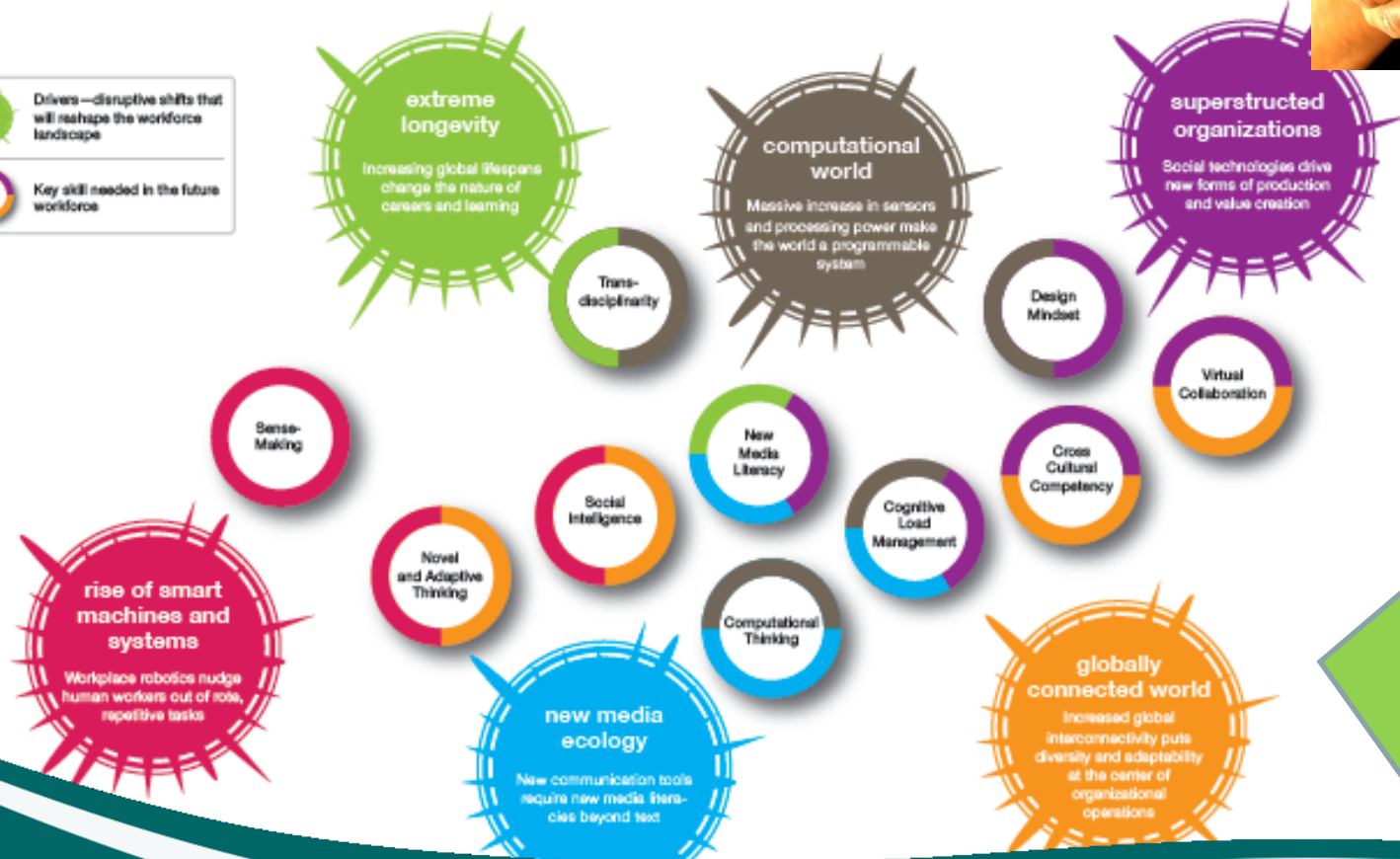
Future Work Skills 2020: The Apollo Research Institute



Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

KEY

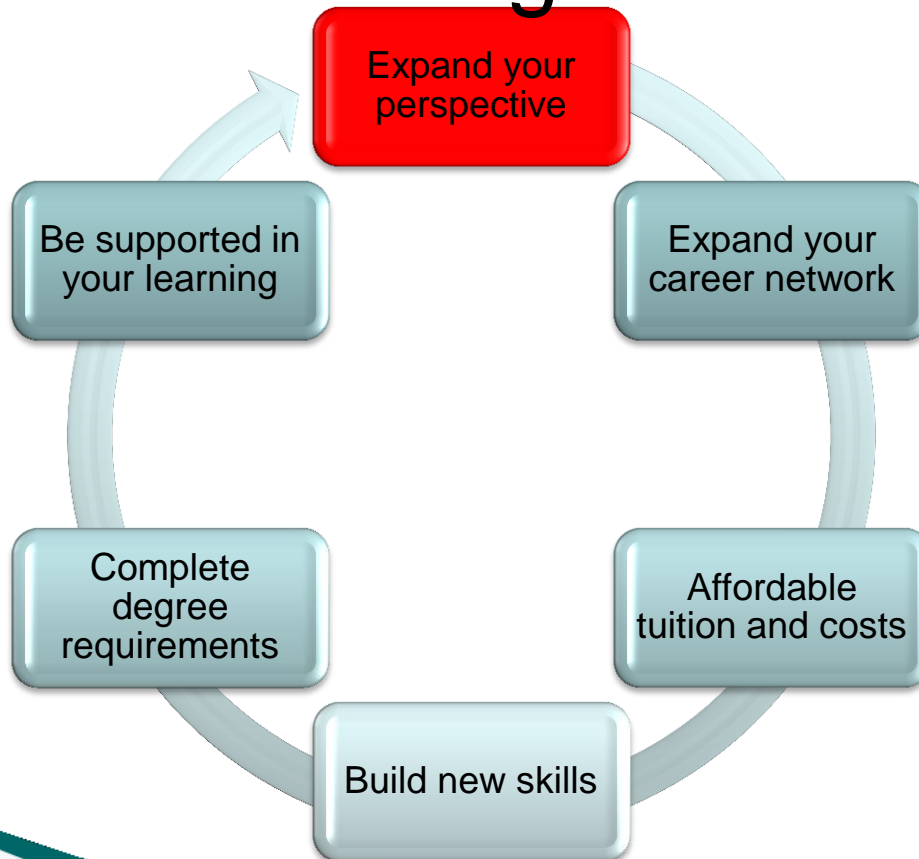


Why international?



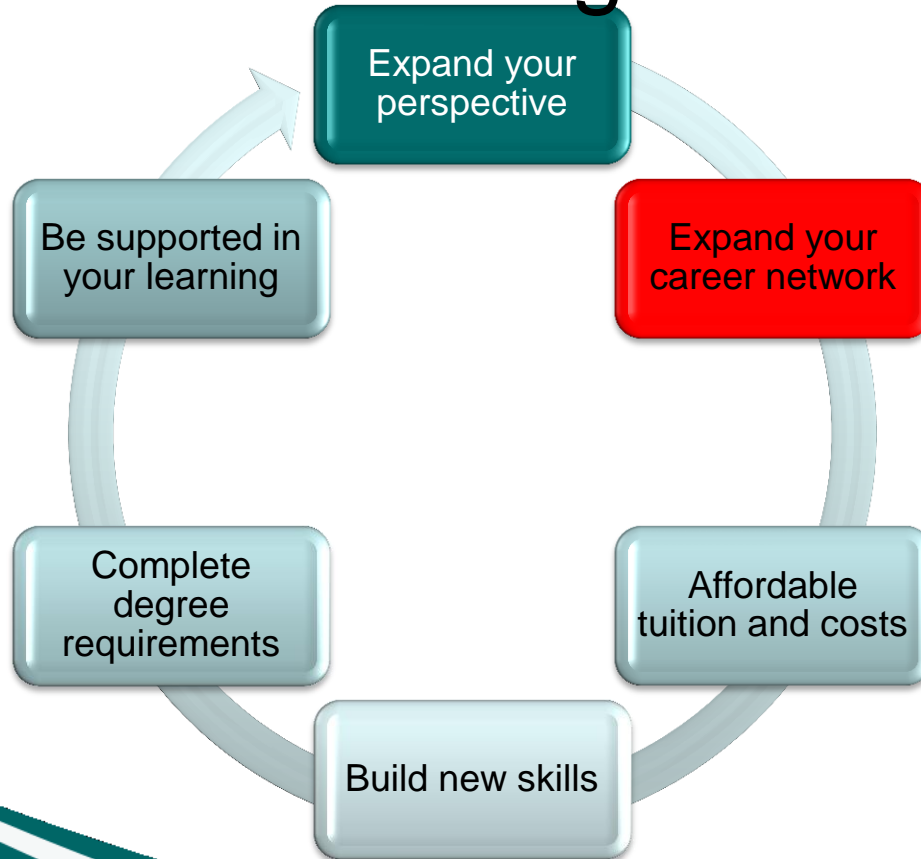
- Differentiate yourself!
 - In 2008, over 1000 US universities reported over 240,000 students studying abroad for academic credit.
 - Over 20% of the 270,604 U.S. students studying abroad in 2009/10 were business students so taking advantage of such programs can help you stay competitive relative to their peers.
 - Only approximately 1.5% of U.S. university students are studying abroad each year
 - 56.6% of these studied abroad for short-term programs (8 weeks or less) - **THIS IS THE ONLY CATEGORY INCREASING!!!**
 - 39.4% studied abroad for mid-term programs (one quarter up to a semester)
 - 3.9% studied abroad for academic or calendar year

Why international through the Wall College of Business?



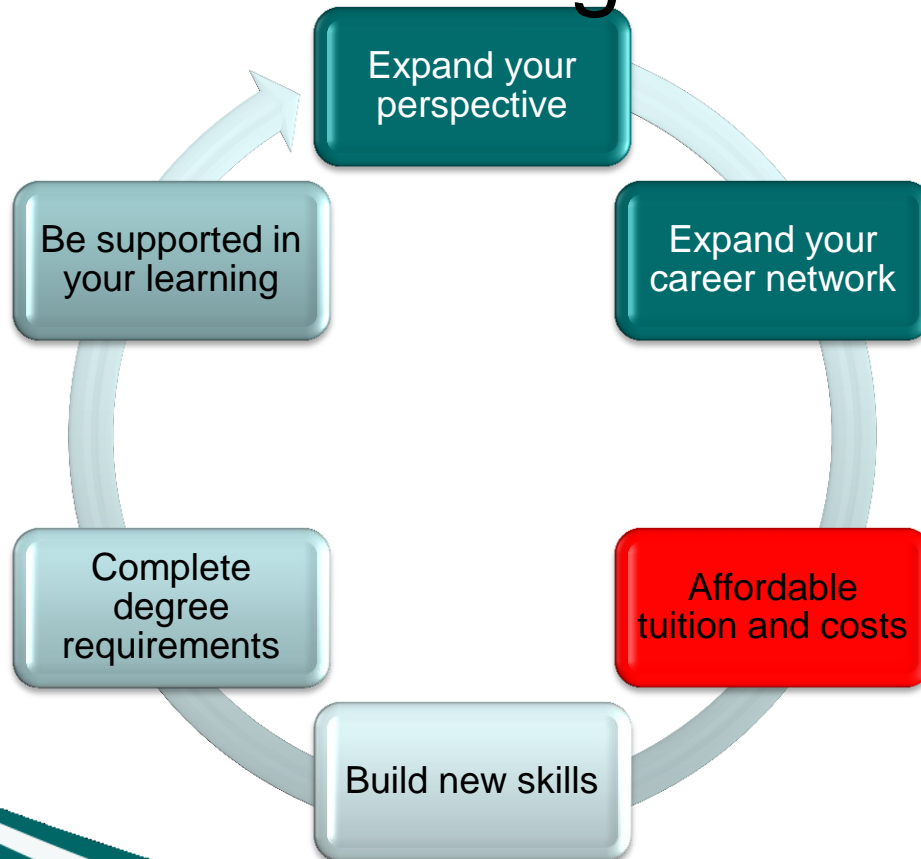
- Shown to **increase student confidence, expand worldviews, and broaden cultural awareness.**
- **92.1%** of students strongly agreed that **their global awareness and appreciation for diversity had increased!**

Why international through the Wall College of Business?



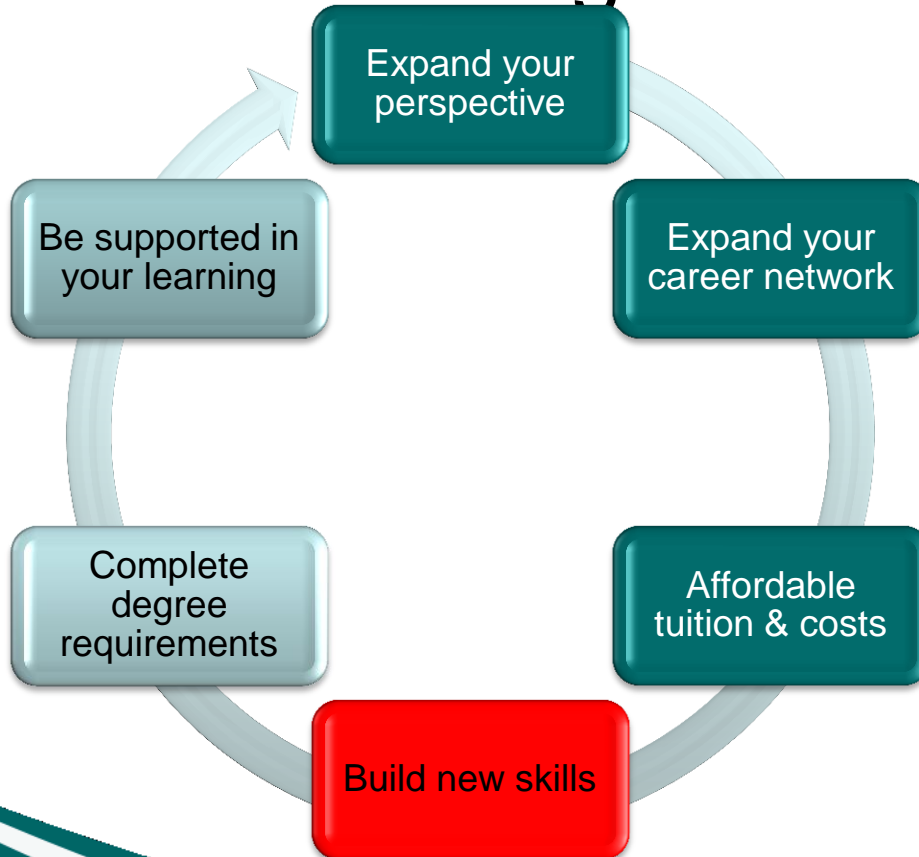
- **96% of business students who studied abroad** reported that the experience of doing so had **made a difference in their career plans**, with 55% noting that it was a notable or significant difference.
- The 2011 Apollo Research Report, *Future Work Skills 2020*, indicated the need to **focus on increasingly diverse workforce to respond to the global competition** for talented professionals
- Study abroad programs enable you to **connect to peers and professionals to open opportunities for further study, internships, job opportunities, graduate programs....** and other novel adventures!

Why international through the Wall College of Business?



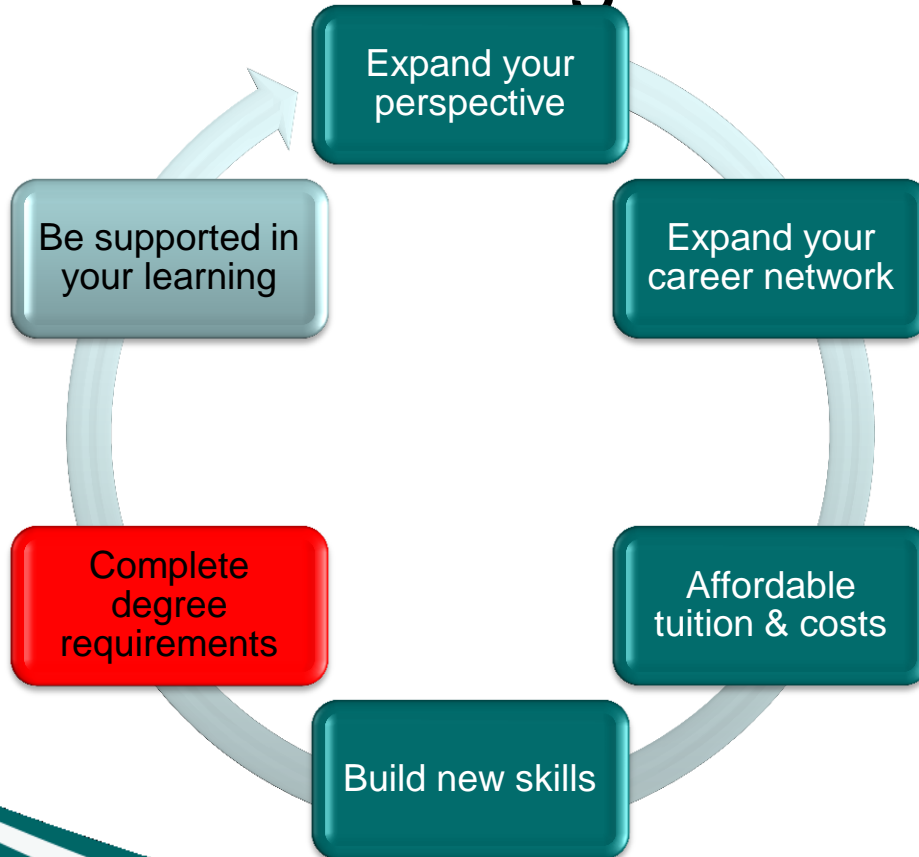
- **100%** of students agreed or strongly agreed that they **would recommend their programs to others**, which is a strong indication of the cost/value relationship!
- **A special tuition rate** is charged for short-term study abroad programs led by Coastal Carolina University faculty.
- Semester and Year-long Programs at International Partner Institutions allow students to pay in-state CCU tuition rates while studying at the partner institution.
- **Limited scholarships** are available

Why international through the Wall College of Business?



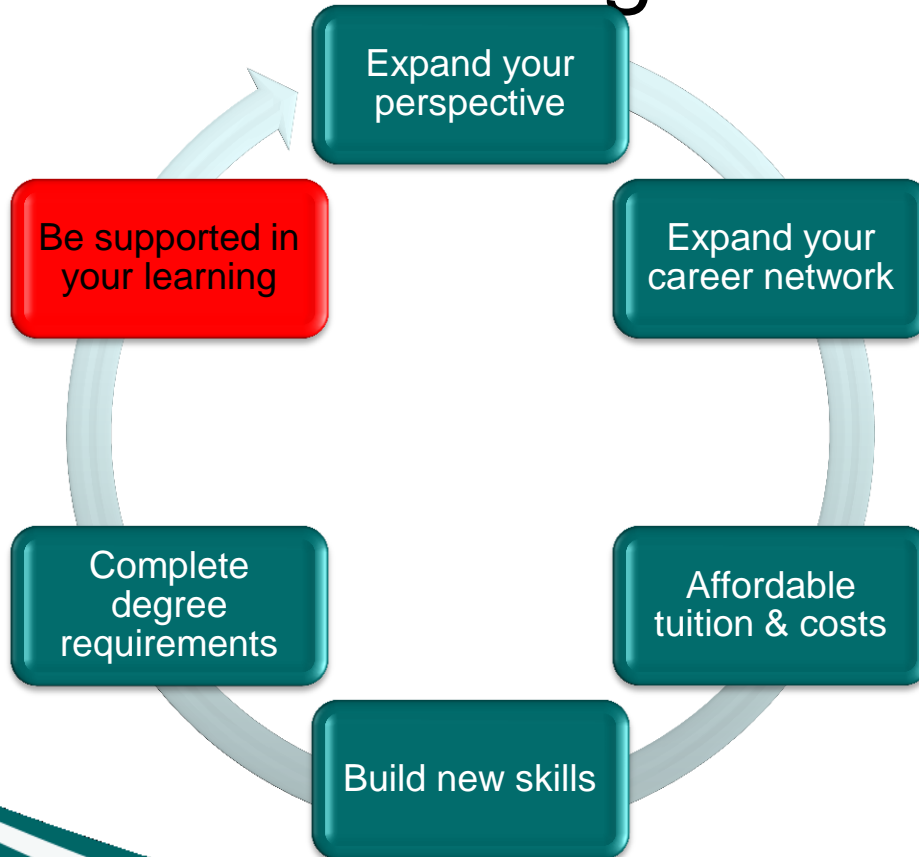
- Study abroad programs have been shown to **increase student confidence, expand worldviews, and broaden cultural awareness.**
- **92.1%** of students **agreed that their global awareness and appreciation for diversity had increased!**
- **81.5%** of students noted that they were interested in **further foreign language study and/or study abroad as a result of their study abroad experience**

Why international through the Wall College of Business?



- Study abroad courses can be used to **complete University Core Curriculum requirements** Core 5B) Global Awareness, and can also be used to **satisfy regular required courses** within your major or minor.
- The **new Management Concentration in International Management** requires study abroad!

Why international through the Wall College of Business?



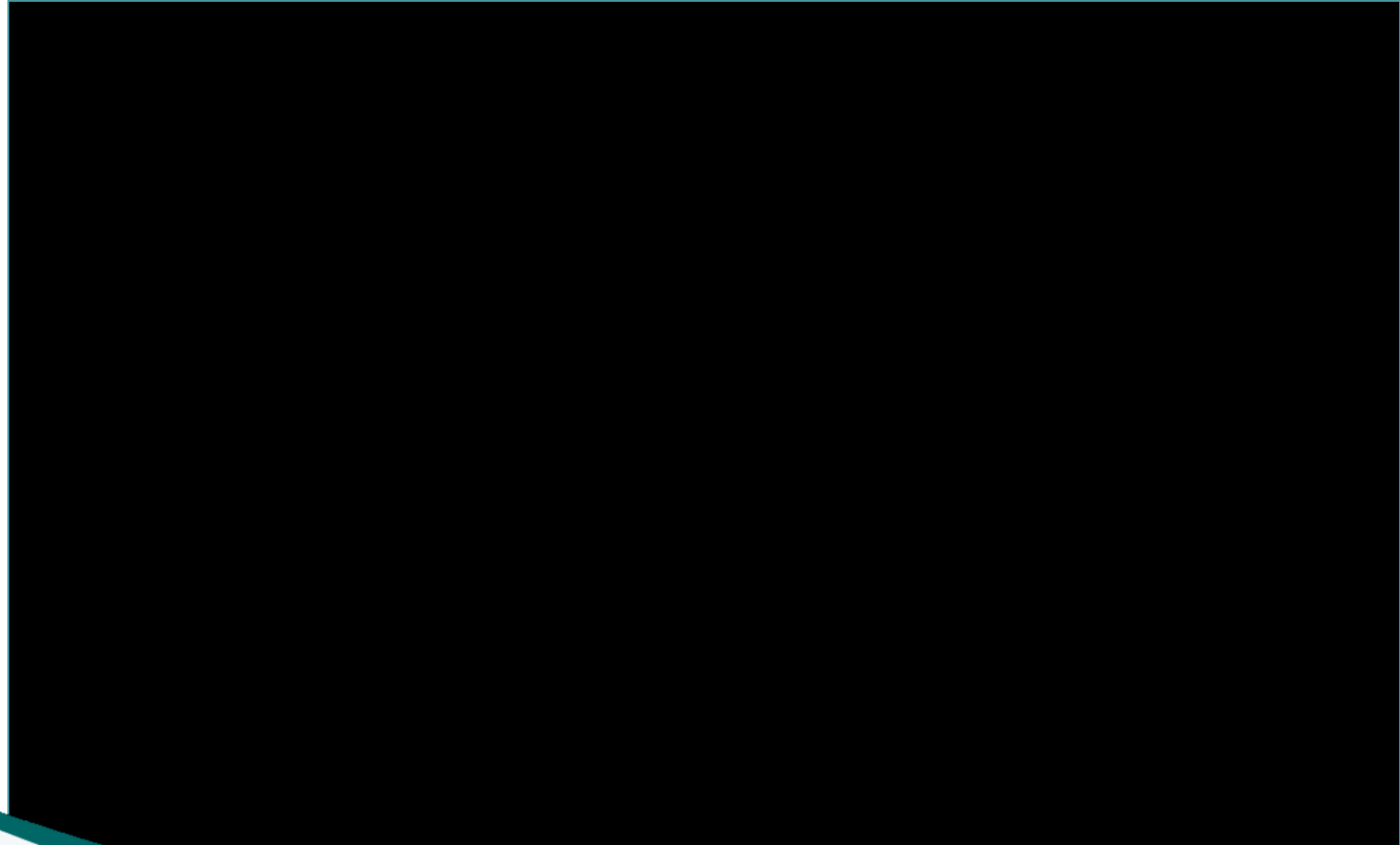
- **89.5%** of students agreed or strongly agreed that their **faculty were well prepared** to lead the student group abroad and that the **quality of the programming abroad was excellent.**
- **100%** of students agreed or strongly agreed that **their faculty leader was attentive to the group needs** before departure from the US and during the entire study abroad program!

Short-term Study Abroad

- CBAD 402 Study Abroad in International Business: A Focus on Europe (May)
 - Learn about business as you collaborate with colleagues in the European Union in Paris (France), Bonn & Mainz (Germany), and Spain (Madrid)
 - CBAD 402 Study Abroad in International Business
 - CBAD 364 Operations Management



Study Abroad... A path to
experience...knowledge...awareness..friends

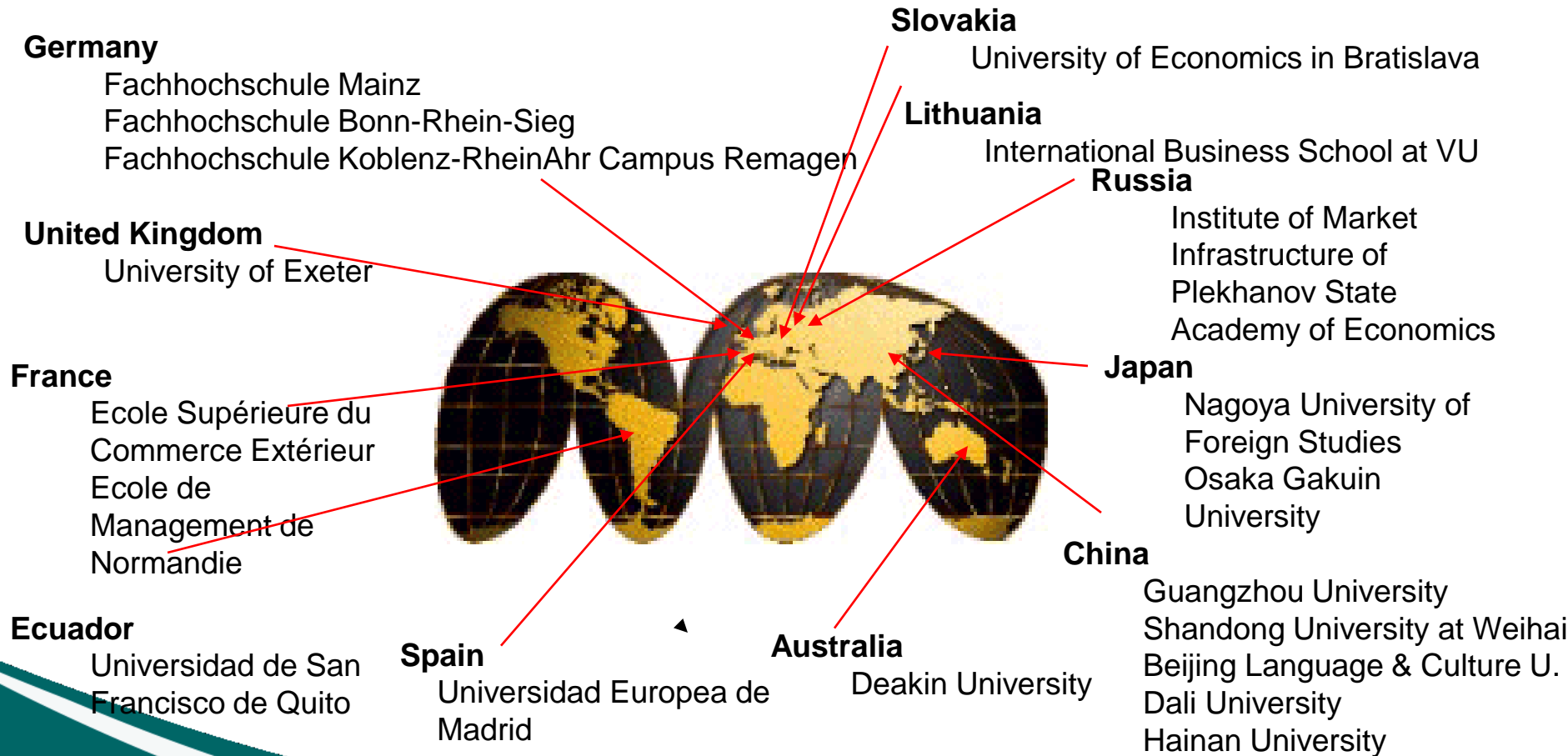


Short-term Study Abroad

- Successful Management on the High Seas
(Spring Break)
 - Understanding as to how cruise lines, and other tourism enterprises, successfully maximize revenue, forecast business levels, and manage day-to-day operations in order to meet and exceed customer expectations while ensuring human resource productivity and operational efficiency.
 - Tied to Spring Courses:
 - CBAD 399: Independent Study in Business, Marketing & Resort Tourism (3 credits)
 - RTMA 474: Quality Process Management, Marketing & Resort Tourism (3 credits)
 - RTMA 364: Resort Operations Management, Marketing & Resort Tourism (3 credits)
 - RTMA 387: Conventions and Event Management, Marketing & Resort Tourism (3 credits)



Semester and Longer Study Abroad Partners



International Double Degree

- MBA + MA in International Business with Fachhochschule Mainz
- ESCE (Paris) – CCU Stepped Double Degree (CCU BSBA and Masters in International Business)



Cost Management

- Study abroad on CCU short-term programs
 - Affordably priced program fees, include transportation, lodging, some meals, admissions
 - Pay special tuition rate of \$890 for 3 credit course
- Study abroad on CCU long-term programs
 - Partner institution: Pay CCU in-state tuition in most cases
 - Third-party provider: Pay rates as listed
- Scholarships
 - Wall College of Business International Scholarship
 - Horry County Higher Education Commission International Awareness Award
 - Benjamin Gilman Scholarships (for Pell Grant recipients) through IIE
 - DAAD and other scholarships, grants



How to Get Started?



www.coastal.edu/studyabroad

SEE the World Through **CCU!!**

- Think about the following:
 - When do you want to study abroad?
 - In which countries do you have the most interest?
 - What courses are you interested in taking while abroad?
 - Are you completing International Business or other minor in addition to major?
 - What language(s) do you speak/are you studying?
- Visit with Lori Patterson in Singleton 119 for more information about each of the CCU partners or see www.coastal.edu/international/studyabroad/longterm
- Make an appointment with Dr. Domke-Damonte (ddamonte@coastal.edu or 349-2129) in Wall 213 to discuss your choices and ideas and to get course approval for transfer process underway.