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.**
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?

- **Expand your perspective**
- **Expand your career network**
- **Affordable tuition and costs**
- **Complete degree requirements**
- **Build new skills**
- **Be supported in your learning**

- **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?

- Be supported in your learning
- Complete degree requirements
- Expand your perspective
- Expand your career network
- Affordable tuition & costs
- Build new skills

- 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?

- **Expand your perspective**
- **Expand your career network**
- **Affordable tuition & costs**
- **Build new skills**
- **Complete degree requirements**
- **Be supported in your learning**

- **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

**Germany**
- Fachhochschule Mainz
- Fachhochschule Bonn-Rhein-Sieg
- Fachhochschule Koblenz-RheinAhr Campus Remagen

**United Kingdom**
- University of Exeter

**France**
- Ecole Supérieure du Commerce Extérieur
- Ecole de Management de Normandie

**Slovakia**
- University of Economics in Bratislava

**Lithuania**
- International Business School at VU

**Russia**
- Institute of Market Infrastructure of Plekhanov State Academy of Economics

**Japan**
- Nagoya University of Foreign Studies
- Osaka Gakuin University

**China**
- Guangzhou University
- Shandong University at Weihai
- Beijing Language & Culture U.
- Dali University
- Hainan University

**Ecuador**
- Universidad de San Francisco de Quito

**Spain**
- Universidad Europea de Madrid

**Australia**
- Deakin University
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?

• 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.