

International TDP-Workshop

**Educating for A Globalized World: Transatlantic Alliances and
Joint Programs in Business Education and Economics
Between the US, Canada and Germany**

Recruitment and Marketing of Joint Programs

**Carol Fimmen, Director
Global Education
College of Business and Technology
Western Illinois University**

Tampa, Florida, 20.-22. April 2007



Trilateral

Master of Business

Administration



Western Illinois University



Universidad Autónoma de Querétaro



Université de Moncton

Designed by faculty from the 3 universities



TMBA Curriculum

International Accounting

International Economics

International Management

TMBA Curriculum

International Finance

World Markets

Logistics and E-Commerce

TMBA Curriculum

Information Management
and E-Business

Organization Theory

Strategic Management

TMBA Curriculum

Internship

Foreign Language

Culture

Courses have a
NAFTA focus

Official language of
instruction is English

Students study and
live as a group

TMBA

Fall semester – Moncton

Spring semester – WIU

Summer term - UAQ

TMBA

Fall semester – Internship

International or NAFTA
focus

Internships

**Young Americas Business
Trust – OAS**

**U.S. Mexico Chamber of
Commerce – Mexico City**

Caterpillar, Inc.

Internships

John Deere. Inc.

Bank of America – Florida

**American Chamber of
Commerce in Mexico City**

**Business Outreach Center –
Technological University in
Chiapas, Mexico**

TMBA Comments

During my term, I gained a greater understanding of the value of interdependent nations and the required cooperation expected for progress towards trade growth, human rights protection, poverty reduction, and democracy promotion.

TMBA Comments

During my internship I assisted Canadian and American businesses dealing with varying aspects of the business environment in Mexico.

The Trilateral MBA program expanded my horizons beyond Canada, and I know that I will receive huge benefits from this program on an international level in a business environment.

TMBA Comments

Working closely with students from three countries throughout the year helps broaden new horizons and helps understand the importance of openness, collaboration, compassion and, of course, the importance of understanding different cultures.

TMBA Comments

The breadth of my exposure has given me experience in external relations, events, committees, finance, sales/marketing, and executive administration.

TMBA Comments

The TMBA is a great experience that has to be done early in one's career. I truly believe that all the knowledge and experience learned will pay off.

Culture - Canada



Culture - Canada



Culture - USA



Culture - USA



Culture - Mexico



Culture - Mexico



Trilateral Master of Business Administration

Recruiting Students

*Trilateral Master in Business
Administration (TMBA)*

*Wednesday, March 8, 2006
4:00p.m. - Stipes Hall, Room 208*

FREE PIZZA

Canada - United States - Mexico - Internship

Come and join Mr. Michael Laufenberg from John Deere Corporation, an expert in International Business, and current TMBA students. You will learn the importance of international exposure and future employment.

For more information:

*Chris Ramsey
Office: 133 Stipes Hall
Phone: 309.298.1619
Email: CK-Ramsev@wiu.edu*



Trilateral MBA

- The Trilateral MBA is a program designed to develop future business leaders for the new North America.
- Study one semester in Canada, one in USA, and one in Mexico
- Develop proficiency in a second (or third) language
- End your MBA with an exciting internship in one of the three countries.



Informational Session

April 17, 2007

Stipes 217

4:00 p.m. to 5:00 p.m.

Refreshments will be served !!!

Contact:

Larry Wall, PhD.

Associate Dean

College of Business and Technology

Phone: 309/298-2442



Excellence in Graduate Studies
Office of Global Education

Obstacles:

- cost and potential inability to complete a degree on time are the most important
- Other reasons appear to be the failure to see career value in study abroad, lack of interest in foreign travel, and
- lack of study abroad opportunities tailored for business students

Obstacles

- The fact that study of foreign languages and cultures is not typically required in business schools appears to discourage participation in study abroad
- Transfer of credits received abroad are not recognized at the home institution
- Student and business school faculty attitudes toward study abroad. Some business faculty perceive teaching and research abroad as less rigorous than that in the United States

Promotion

- Effective communication
- Faculty interaction with students
- Word-of-mouth
- Presentations from business leaders
- Cost
- Academic incentives
- Degree requirement

Promotion

- Educate faculty about the value of study abroad
- Develop programs that are focused on an academic field

Trilateral Master of Business Administration

