

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



Master of Business

Administration

Western Illinois University



Université de Moncton







Designed by faculty from the 3 universities



International Accounting

International Economics

International Management

International Finance

World Markets

Logistics and E-Commerce

Information Management and E-Business

Organization Theory

Strategic Management

Internship

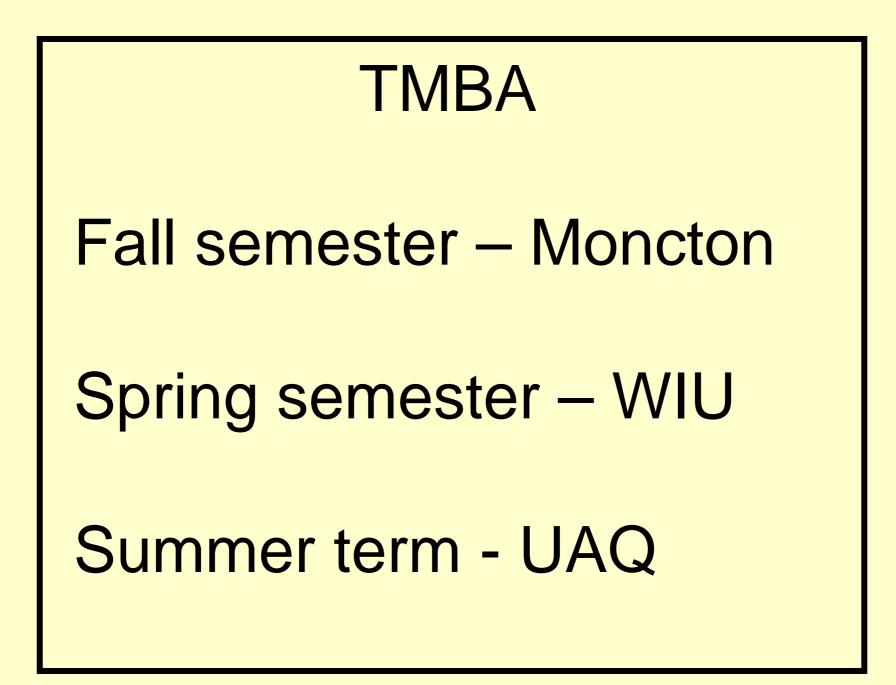
Foreign Language

Culture

Courses have a NAFTA focus

Official language of instruction is English

Students study and live as a group



TMBA

Fall semester – 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

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.

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.

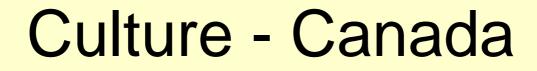
Working closely with students from three countries throughout the year helps broaden new horizons and helps understand the importance of openness, collaboration, compassion and, of course, the importance of understanding different cultures.

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

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



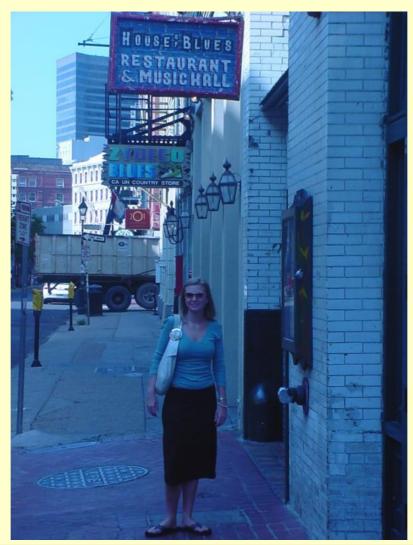




Culture - USA

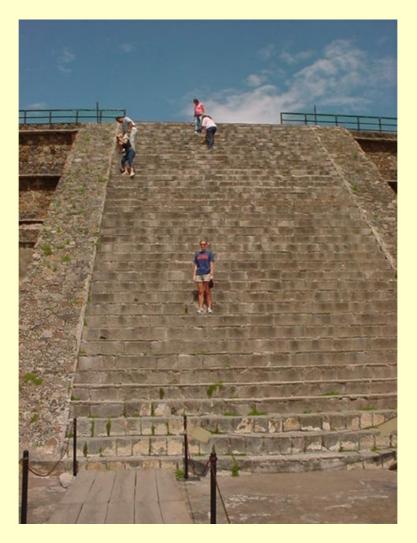


Culture - USA



TMBA

Culture - Mexico



Culture - Mexico



Trilateral Master of Business Administration

Recruiting Students



Study Abroad

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-Ramsey@wiu.edu



April 2007

TMBA





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 !!!

Larry Wall, PhD. Associate Dean College of Business and Technology Phone: 309/298-2442







Excellence in Graduate Studies Office of Global Education

Contact:

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



UNIVERSITY



