

**Business Education for Globalization Programs  
IEPS International Education Forum  
U.S. Department of Education**

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# About the UCD CIBER

- Designated as a CIBER since 1993
- Housed at the Institute for International Business in the downtown Denver campus—the flagship center for international business teaching, research, and outreach at the University of Colorado
- Key regional resource for international business in the Rocky Mountain region. Established the Rocky Mountain CIBER together with Brigham Young University (BYU) CIBER to serve as the CIBER resource in the region
- Strategic Location: Colorado as a global and regional hub for telecommunications and a cluster for key industries (e.g., telecom/satellite; software development and computer services; aerospace; oil and gas; medical devices; photonics; biotechnology; health sciences; tourism, and others)
- Known as the Business Outreach CIBER in the CIBER community—strong working relations with the business community (Global Advisory Board; partnership programs with the business community)
- Current Programmatic Focus
  - International Entrepreneurship
  - Globalization of Services
  - Doing business in/with three awakened giants: China, India, and The Gulf Cooperation Council Countries (GCC-UAE, Bahrain, Kuwait, Oman, Qatar, and Saudi Arabia)

# Four Questions on Business Education for Globalization Programs

1. **What?** What are the emerging national needs for international business education programs? How are these similar or different to those that business education for globalization programs has addressed in the past?
2. **Who?** Who are the key business constituents for globalization education programs?
3. **How?** How have we addressed these needs? What are successful models/frameworks for collaboration between the academic and business communities in promoting international business education?
4. **Where?** What countries and regions of the world present the greatest opportunities for us to focus on in regards to promoting business education for globalization?

# Emerging National Needs and Key Constituents for International Business Education Programs

1. The need to teach international business from an entrepreneurial perspective.

Key Constituents: Entrepreneurial/"Born Global firms," Mid-market firms; intrapreneurs/corporate entrepreneurs within established firms who wish to pursue new opportunities in international business

2. The need to expand the reach of international business programs to professional services firms (e.g., architecture, engineering, health services firms) who are currently engaged in or wish to pursue international business opportunities.

Key Constituents: Professional Services Organizations; professionals (e.g., designers, architects, urban planners, engineers) in selected fields

3. The need to broaden our understanding of emerging actors/players in international business and the roles that they currently or could play in international business.

Key Constituents: Players other than the multinational corporations and host/home governments (e.g., Non-Governmental Organizations, social entrepreneurs, sovereign wealth funds, private equity funds, etc.)

# UCD CIBER–Business Collaboration: Three Examples

- UCD CIBER and KPMG Collaboration: Global Enterprise Institute
  - Research on Mid-Market and Entrepreneurial Firms
  - Involvement in International Business
  - Quarterly workshops on internationalization
- UCD CIBER collaboration with Global Energy Management Program at The Business School
- UCD CIBER Collaboration with School of Architecture and Urban Planning
  - Development of practice course on globalization in the School of Architecture and Urban Planning
  - Faculty participation in China Faculty Development in International Business program
  - Design/development of international study abroad programs

# Business Education for Globalization: Geographic Focus

## A. Shifting US Focus

1980s

Japan

Asian Tigers

European Community (EC 1992)

1990s

European Union

NAFTA

Big Emerging Markets

China

2000s

China and India

BRICs (Brazil, Russia, India, and China)

CEEC (Central and Eastern Europe—new members  
of the EU)

Next-11

Bangladesh, Egypt, Indonesia, Iran, Korea, Mexico,  
Nigeria, Pakistan, Philippines, Turkey and Vietnam

Gulf Countries and North Africa

# Business Education for Globalization: Geographic Focus

## B. UCD CIBER Focus

- Awakened Giants in the Global Economy
  - China (The Pearl River Delta)
  - India
  - Gulf Cooperation Council Countries (UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman)
- New Focus on International Business Corridors
  - Mumbai ↔ Dubai
  - Southern US ↔ Mexico