

IEPS International Education Forum

“Fostering Connection, Collaboration, and Creative Ideas”

Washington, DC
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Business Needs for Globalization: Responses to National Needs

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Leadership for the Global Marketplace



Leadership for the Global Marketplace

- **Who** are the key constituents?
- **What** are the emerging national needs for international education? How are these needs changing?
- **How** has SDSU addressed these needs?
- **What** countries/regions present the greatest opportunities?



SDSU CIBER serves as a catalyst to integrate our university with business



Leadership for the Global Marketplace

Microsoft

www.microsoft.com

Microsoft (Nasdaq "MSFT"), founded in 1975, is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Through partnerships with universities, governments, and other companies, Microsoft is working to push the state of the art forward in ways that benefit everyone. Microsoft Innovation Centers help students, entrepreneurs, ISVs, and governments develop and deploy innovative software solutions. The global network of Innovation Centers are a key part of Microsoft's focus on supporting the development of local software economies worldwide.

Leadership for the Global Marketplace

Invitrogen

www.invitrogen.com

Invitrogen is a key partner in the global life science community with revenues of \$1.2 billion. Invitrogen provides over 25,000 unique products and services to pharmaceutical and biotechnology companies, as well as academic and government research institutions to support disease research, drug discovery, and commercial bio-production. With more than 4,800 employees they conduct business in over 70 countries.

Leadership for the Global Marketplace

KPMG

www.kpmg.com

KPMG is a global network of professional firms providing Audit, Tax, and Advisory services. It operates in 144 countries and has more than 104,000 professionals working in member firms around the world. Its focus on Global Industries helps KPMG people to develop a rich understanding of clients' businesses and the insight, skills and resources required to address industry-specific issues and opportunities.

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Intel

www.intel.com

Intel is a company that's always in motion, fueling an industry that never rests. Since 1968, Intel's job has been to find and drive the next leap ahead-in technology, education, culture, social responsibility, manufacturing, and more. Intel's education efforts center on improving teaching and learning through the effective use of technology. We focus on advancing math, science, and engineering education and research. In addition, Intel works with education leaders worldwide on solutions that support the creation of twenty-first century skills.

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QUALCOMM

www.qualcomm.com

QUALCOMM is among the members of the *FORTUNE 500*[®], a winner of the U.S. Department of Labor's 'Secretary of Labor's Opportunity Award,' *FORTUNE*'s list of '100 Best Companies to Work For in America' and *FORTUNE*'s list of 'Most Admired Companies.' QUALCOMM's foundation is an alignment of its business objectives with leading wireless players and innovators including network operators, device manufacturers, developers and content providers.

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What are the emerging national needs?

- MBA education is important
- Innovation is key
- Global knowledge (Global perspective)
- Self-direction and entrepreneurship
- “Real world” skills
- Inter-cultural competence

What's been offered:

- comprehensive two year MBA programs
 - semester or short term study abroad opportunities
- part-time MBA programs
- executive MBA programs
 - 1 -2 week study abroad opportunities

What are the emerging national needs? How they've changed:

- Can't give managers up for two years
- 1-2 weeks abroad is not enough to absorb a culture and gain global competence

How has SDSU addressed these needs?

Design a

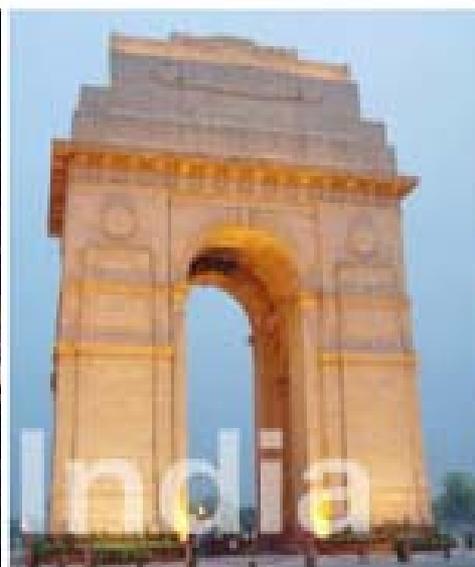
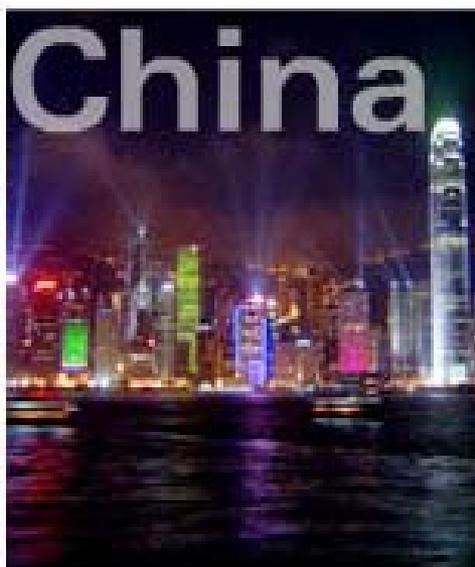
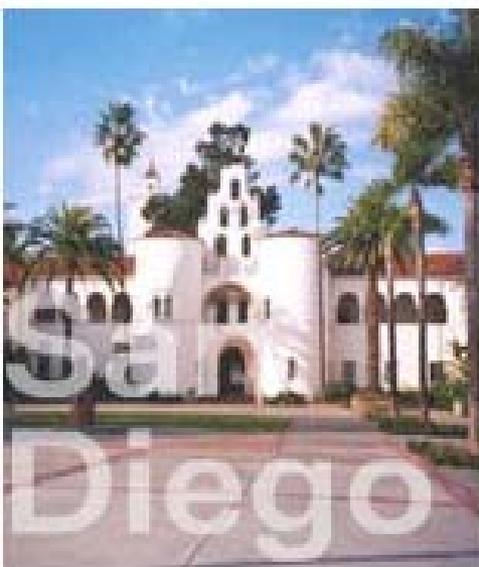
- twelve month
- full-time
- intensive MBA program
 - which will take students from San Diego to:
 - China
 - India
 - Middle East



SAN DIEGO STATE
UNIVERSITY

New Global Entrepreneurship MBA

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SDSU approach:

- Identify key corporate partners in 3 countries who have interests in multiple projects with increasing complexity
- Get support of local business community/alumni
- Get support of top administration at SDSU and partner universities

What our corporate partners have to
say about the new
Global Entrepreneurship MBA...

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“We believe that it is important for leaders to have a global perspective and an understanding about how to operate in the global marketplace. SDSU has created a program that will enable students to have a greater understanding of cultural and business differences around the world.”

-Dr. Irwin Mark Jacobs, chairman and founder of QUALCOMM

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“One of the most significant challenges companies face today is building a team experienced in working with people from diverse cultures and with a sound understanding of global business practices. Such experience and knowledge is crucial for any company wanting to successfully compete in the worldwide marketplace. San Diego State University’s GEMBA program, with its focus on student involvement in different cultures and international business practices, will help ensure companies have the quality of employees needed to be competitive in the global economy. Microsoft is excited to be a sponsor of this exciting new program!”

-Scott Di Valerio, Corporate Vice President, OEM Division, Microsoft

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“As a global life science company that conducts business in over 70 countries, Invitrogen understands the importance of a well trained global workforce. We look to hire the best and the brightest, those with a true understanding of the global marketplace. Adapting to changing cultures and country norms is an everyday practice for our employees as we serve our customers around the world. As the globalization of the marketplace becomes increasingly more prevalent, both the value and the need for an international education are at a premium. San Diego State University’s Global Entrepreneurship MBA program offers the next generation of education for tomorrow’s global business leaders.”

- Rodney Moses, VP Global Talent Acquisition, Invitrogen Corporation

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"We're very excited about supporting this innovative program which will enable students to view business opportunities through a global lens. At KPMG, we know how important that is. In fact, very soon, we plan to offer every one of our new hires at least one training experience outside the U.S. in the first two years with the firm."

- *Timothy P. Flynn, Chairman and CEO of KPMG LLP*

Goals of Global Entrepreneurship MBA

- True understanding of how culture/politics/history of each region affects business
- “Best Practices” from Corporate Partners
- Strong International Network for students among academics and industry partners



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Thank you!

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