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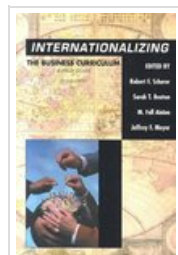
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Internationalizing the Business Curriculum: A Field Guide

[Robert F. Scherer, Trinity University](#)

[S. T. Beaton](#)

[M. F. Ainina](#)

[J. F. Meyer](#)

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Description

The book will enable the interested administrator to strengthen the Business School by including the internationalization/globalization dimension. This will, in turn, give your students and tomorrow's business leaders a better understanding of how to conduct business in a rapidly changing business environment. Thoroughly contemporary, the book includes two chapters devoted to technology: (1) "A View from Abroad" and (2) "Expanding Horizons with E-learning." The book is chock-full of practical tips, guidelines and insights as well as the theories behind the internationalization process. The authors are "champions" of International Business who have effectively changed their business schools and campuses to encompass a global perspective and global skills to meet the challenges of today's workplace. The book also includes a bank of CIBER (Center for International Business Education and Research) programs/addresses, which provides a breadth of projects and programs for your faculty and administrators to discover throughout the country.

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and which future generations will inherit. The business studies curriculum in Grades 9 to 12 offers a range of courses, all built on the belief that effective learning in all subjects of the discipline depends on the development of knowledge and skills in ve critical areas: business skills; communication in a business environment; digital literacy; nancial literacy; and ethical, moral, and legal considerations in business. Internationalizing the Curriculum: A Discussion of Challenges and First Steps within Business Schools. *Higher Education Perspectives*, 3(1), 28–44. Google Scholar. Murray, S. (2001). a Global Approach to the Law: Cross-Border Studies. *Financial Times*, 13, July. Google Scholar. Narasimhan, R., Kim, S. W., and Tan, K. C. (2006). (2000). *A Field Guide for Internationalising Business Education: Changing Perspectives and Growing Opportunities*. Austin, TX: Center for International Business Education and Research. Google Scholar. Self, R. and Self, D. R. (2009). Internationalizing the Business Curriculum: a South Korean Case Study. *American Journal of Business Education*, 2(9), 1–14. Google Scholar. Toyne, B. (1992). *Intermediate business English*. viernes, 4 de septiembre de 2015. Market leader activities from guideline 1 *International Marketing*. 1. What are some of the problems companies may face when they try to internationalise a brand? (For example, brand names). 2. What are some of the advantages/drawbacks of standardised global advertising? This article reports on a telephone survey of business school faculty in the United Kingdom, Asia and North America concerning efforts to internationalize the teaching of business ethics. International dimensions of business ethics are currently given only limited coverage in the business school curriculum with over half of the faculty surveyed indicating that less then 10% of their ethics teaching focuses on global issues. Teaching objectives vary widely with some faculty emphasizing a relativistic, diversity oriented perspective while others stress the universality of values. The respondents Curriculum Internationalization by the Numbers. Data from ACE's Mapping Internationalization on U.S. Campuses study indicate that curriculum internationalization is a priority for many colleges and universities. Internationalized courses are the building blocks of an internationalized curriculum. Globalized general education requirements, international minors and certificates, and other institution-wide curricular initiatives that ultimately create a coherent student learning experience first require a selection of internationalized courses from which to draw. Many institutions offer workshops and programs to guide faculty through the process of course internationalization.