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College of Business Administration

THE GLOBAL BUSINESS INSTITUTE

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THE UNIVERSITY of TENNESSEE
College of Business Administration



THE GLOBAL BUSINESS INSTITUTE:

*The Tennessee gateway to international business
through education, research, and outreach.*



FOR MORE INFORMATION

*If you would like more information
about the Global Business Institute,
or if you would like to avail yourself
of our services, please contact*

The Global Business Institute
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*To participate in the
seminars, workshops, or
programs of the Global
Business Center,
please contact*

Global Business Center
International Trade Center-TSBDC
17 Market Square, #201
Knoxville, Tennessee 37902-1405
(865) 246-2665
Fax: (865) 521-6367
E-mail: itc-knox@kacp.com
Web: www.itc-tsbdc.org

*"I strongly believe international education
and foreign language competence are critical to
the ongoing success of U.S. business and the
U.S. economy. . . . Whether it's marketing and
advertising, labor relations, working with local
dealers and suppliers, understanding consumer
preferences, or navigating foreign financial markets,
there is simply nothing like speaking the language
and understanding the culture."*

RICK WAGONER
President and CEO
General Motors

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COLLEGE OF BUSINESS ADMINISTRATION

The Global Business Institute was created to help the college move forward in its innovative initiative to internationalize the business curriculum, student life and learning, and faculty teaching, research, and collaboration.

GLOBI is a globally oriented educational institute located in the College of Business Administration at the University of Tennessee. GLOBI serves as the primary catalyst for international awareness, involvement, understanding and change in the CBA. We provide effective and innovative programs and resources to enable the CBA to prepare internationally competent business leaders for the global economy.

Our vision is to assist the CBA to graduate internationally competent students who can appreciate the diversity of human cultures and can ethically excel in the global business economy, and in doing so, contribute to their communities.

We do this by

- creating a focus on global business and international entrepreneurialism in the College of Business (CBA), including efforts to internationalize the curriculum;
- developing outreach activities for the business community in cooperation with our consortium partners in this venture: the International Trade

Center (TSBDC) and the U.S. Export Assistance Office, U.S. Commercial Service, U.S. Department of Commerce, as well as our 10+ supporting partners. These activities include developing export training seminars, continuing education, and other professional development programs for current and future globally oriented business leaders;

- inspiring and assisting CBA faculty to develop international study, research, teaching, and cultural exchange programs;
- identifying and pursuing funding opportunities for CBA international initiatives;
- identifying international work and internship opportunities for CBA students;
- encouraging faculty involvement in international business;
- promoting interaction between international and American students and faculty as well as opportunities to engage international students and scholars in teaching, classroom, and research activities;
- promoting the involvement of international scholars and students in teaching and research;
- teaching students international business ethics and respect for diversity and the unique cultures of the world; and
- showcasing the international activities of the CBA.

OUR VISION

The University of Tennessee seeks to prepare business leaders for the global economy.

Located in one of the nations oldest and most prestigious land-grant universities, the University of Tennessee College of Business Administration seeks to become one of the foremost institutions of international business education in the world. We seek to instill a global perspective in all our students under the leadership of the office of the dean.

To accomplish this goal, we seek to internationalize our curriculum,

to increase opportunities for international research and collaboration, and to provide outreach services to the Tennessee business community as it continues to engage in international trade and development.

We also seek to further international understanding and cooperation, as well as to act as a catalyst to provoke debate and research about current world economic conditions, international business practices, cultural artifacts, and the use of technology to enhance globalization.

COLLEGE OF BUSINESS ADMINISTRATION

Our mission is to develop internationally competent students, possessing the requisite knowledge and skills to meet the dynamic challenges of international trade, development, and competition.

Through each of our departments and disciplines, we seek to contribute to the body of knowledge in the field of international business. We do this by enhancing the culture in the CBA oriented towards preparing students to develop a global perspective.

Our mission is to provide students a solid foundation and framework to make sense of the myriad global issues they face in the rapidly changing, complex, and growing international business marketplace through the application of theoretically rigorous concepts and methodologies, and through practical hands-on training.



WHY IS INTERNATIONAL BUSINESS EDUCATION IMPORTANT FOR TENNESSEE?

Globalization is now a key component of the Tennessee economy and requires internationally competent business professionals.

- According to the U.S. Department of Commerce, as of **January 2004, 581 firms from 24 countries had invested \$20,936,034,139 in Tennessee, resulting in 126,756 jobs.** More than 4.6 percent of the Tennessee workforce is employed by foreign companies.
- **Exporting is vital to Tennessee. Our state merchandise world export total in 2004 was \$16,122,874,000.** This figure represents a 39 percent increase during the last four years and a 28 percent increase from 2003 to 2004 alone.
- 104,886 non-immigrants entered the U.S. with Tennessee as their destination in 2003.
- **The net contribution of foreign students and their families to the Tennessee economy in 2004 was \$114,276,000.**
- Today **one in six jobs is tied to international trade** and investment, and over the past decade, exports accounted for about 25 percent of economic growth.
- **96 percent of the world's consumers live outside the U.S.** There are only seven countries where English is the primary spoken language.
- Among co-authored publications in the U.S. in 2001, at least 25 percent had at least one foreign author; 45 percent of foreign co-authored publications had at least one American co-author.