Call for Applications:
Faculty Development in International Business (FDIB) and Study Abroad

Applications due: April 20, 2015

Through CIBER, the Smith School supports the professional development and training of faculty in the area of international and global business and study abroad.

To this end, CIBER actively seeks applications from faculty members interested in broadening their understanding of global business and developing their own short-term faculty-led study abroad program at the undergrad or graduate level.

Two opportunities for professional development are detailed below:

1) The **Australia** option presents faculty with the opportunity to learn about global business and how to implement a faculty-led study abroad program under the mentorship of an experienced Smith faculty member, Professor Mary Harms. The faculty member will shadow Professor Harms throughout the program and have opportunities to network with our partner university in Melbourne, RMIT, and to assist in the implementation of student learning.

2) The **Europe** option is a traditional FDIB led by a study abroad provider organization and gives faculty a more traditional professional development opportunity. Faculty will be guided through a program as a participant.

One faculty member will be chosen to participate in one of the programs. Preference may be given to the first option in Australia. Please see page two for complete program details, including sponsorship details.

**Faculty eligibility:** Faculty awardees must be full-time faculty members in the Smith School and may not have participated in a CIBER-sponsored FDIB in the last four years.

**As a condition of accepting the award,** the faculty member will be required to complete the following:

1) Within four weeks of travel, submit a two-page report to CIBER detailing the experience and skills and knowledge gained through the program.

2) Develop materials – simulation, case, article, or other learning tool – to be used in the classroom and shared with faculty at the Smith School and in the CIBER network.

3) Submit a proposal for a faculty-led study abroad program to take place in AY 2016-17.

To be considered, faculty must submit a completed application and letter of support from their Department Chair no later than **April 20, 2015**. All application materials should be sent in one e-mail message to Rebecca Bellinger, Director of the Office of Global Initiatives, at rbellinger@rhsmith.umd.edu.
OPTION ONE:

**Smith School Summer Program in Australia**

**Global Marketing and Internship Course**

**Location:** Australia

**Dates:** May 27 – June 15 (est.)

**Best for:** Faculty interested in Australia, marketing, shadowing a Smith faculty member (Mary Harms) to learn about leading study abroad and/or internship programs

**Covered by CIBER:** Ground expenses associated with the program, including accommodation, some group meals, entrance fees (approximately $4400)

**Cost to you:** Costs associated with passports, port of entry visa fees (if applicable), visas, international departure taxes, international airfare, ground transportation for personal use trips, most meals, baggage charges, porterage, tips, and any incidental expenses.

**Program Overview:**

The program starts in Melbourne with a 2-week short-term course, BMGT454 (Global Marketing) for 3 credits taught by Mary Harms, a Smith School faculty member. Site visits and meetings with Australian and multinational companies in Melbourne will give participants a sense of doing business in Australia.

The course will be followed with an 8-week internship in Sydney that will provide students with a first-hand look at what a career in Australia might look like and how their chosen industry works. The internship program will give students an international experience that is invaluable for building their professional development and resumes, while supplementing their current course of academic study at the Smith School.

The Global Marketing course will provide students with an understanding of marketing functions from the perspective of the global executive. Content will include: coverage of global marketing policies relating to product adaptation, data collection and analysis, channels of distribution, pricing, communications and cost analysis. Consideration is given to the cultural, legal, financial and organizational aspects of global marketing. Classroom content will be supplemented with site visits to businesses, governmental organizations, and local universities. The course will be hosted by the Smith School’s oldest partner in Australia, RMIT University, in the heart of Melbourne. This course will fulfill major requirements for International Business and Marketing majors.

- From the Summer Program in Australia Website

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OPTION TWO:

**CIEE Faculty Development Seminar Series**

**Globalization, European Union Integration and the Effects on Global Business**

**Location:** Belgium & the Netherlands

**Dates:** June 22 – July 3, 2015

**Best for:** Faculty interested in Europe

**Covered by CIBER:** $4400, seminar registration fee and ground services

**Cost to you:** Costs associated with passports, port of entry visa fees (if applicable), visas that exceed standard group processing rates, international departure taxes, international airfare, ground transportation beyond the one organized airport pick-up and one drop-off, most dinners, baggage charges, porterage, tips, and any incidental expenses.
**Program Overview:**

During this seminar, we’ll explore the profound effects of globalization on business in Europe, as well as the influence of the European Union (EU) and European integration on business. While older industries in Western Europe are facing delocalization, new opportunities have arisen as a result of a changing European market and emerging economies in Asia, Latin America and Africa. European integration itself is a response to the globalization of world markets. Core EU countries have introduced the euro, and it is the EU that negotiates the trade and investment partnership with the United States.

Together with Northern Italy, during the first phase of European expansion in the 15th and 16th centuries, Flanders (part of present-day Belgium) dominated trade and financial innovations in Europe. Bruges, Belgium’s capital, housed the foundation of the modern stock exchange while Antwerp was the center of financial innovation. Belgium was the second country after Great Britain to industrialize in the 19th century. The Belgian economy was the world’s 6th largest on the eve of the First World War. Today Belgium has a very diversified economy, while Brussels has become the de facto capital of Europe, hosting the main institutions of the EU. More than 30,000 lobbyists are present in Brussels, along with the European headquarters of many global businesses.

Though a small country, the Netherlands is a major player in global business. The world’s first public stock exchange was founded in Amsterdam and served as an example for stock markets all over the world. Also, the first multinational company, *Vereenigde Oostindische Compagnie* (VOC) or Dutch East India Company, was established in Amsterdam, showing further evidence of the entrepreneurial spirit of the Netherlands in general and Amsterdam in particular. Historically, the Netherlands has had a culture of tolerance and agreement, evident in contemporary business culture. The fact that corporate responsibility takes a central place in Dutch businesses has a strong correlation with this cultural background. Amsterdam now has a broad-based economy but the most important sectors are still business and financial services with more than 120,000 jobs, making it a prestigious international business center.

- From CIEE Program Website