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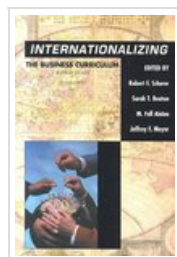
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**Links**[Open Access at Trinity](#)[Expert Gallery](#)[Coates Library](#)[Trinity University](#)[Liberal Arts Research Commons](#)**Browse**[Collections](#)[Disciplines](#)[Authors](#)**Author Corner**[Author FAQ](#)**FACULTY AUTHORED AND EDITED BOOKS & CDS****Internationalizing the Business Curriculum: A Field Guide**[Robert F. Scherer, Trinity University](#)[S. T. Beaton](#)[M. F. Ainina](#)[J. F. Meyer](#)**SHARE****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.

**ISBN**

9781893435001

**Publication Date**

2002

**Publisher**

William Custom Publishing

**City**

Euclid, OH

**Keywords**

international studies, business, international business, funding, graduate, undergraduate, curriculum, liberal arts, study abroad, electronic learning, CIBERS

**Disciplines**

Business

**Original Publication Information**

William Custom Publishing

**Recommended Citation**Scherer, R. F., Beaton, S. T., Ainina, M. F., & Meyer, J. F. (Eds.). (2002). *Internationalizing the business curriculum: A field guide* (2nd ed.). William Custom Publishing.

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 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?