

DOCUMENT RESUME

ED 292 489

JC 880 115

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 TITLE Coastline Community College World Trade Center
 Institute Business and International Education
 Program. Final Performance Report: A Summary.
 INSTITUTION Coastline Community Coll., Fountain Valley, Calif.
 SPONS AGENCY Department of Education, Washington, DC.
 PUB DATE 87
 NOTE 70p.
 PUB TYPE Reports - Descriptive (141) -- Tests/Evaluation
 Instruments (160) -- Reference Materials -
 Directories/Catalogs (132)

EDRS PRICE MF01/PC03 Plus Postage.
 DESCRIPTORS *Business Administration; *Business Education;
 Community Colleges; Credit Courses; Curriculum
 Evaluation, *Educational Needs; Employer Attitudes;
 Facilities; *International Trade; *Needs Assessment;
 Noncredit Courses; Occupational Surveys; Program
 Descriptions; *Program Development; Relevance
 (Education); Student Attitudes; Two Year Colleges;
 Workshops
 IDENTIFIERS *International Business Education

ABSTRACT

Under a Title VI-B grant, California's Coastline Community College (CCC) conducted a needs assessment survey establishing a database of international training needs, developed five courses and 10 workshops in international business, and formed the World Trade Center Institute (WTCI). This report provides information on the activities and accomplishments of CCC's Business and International Education Program. After reviewing the project's goals, the report examines the results of a survey conducted to determine what international business programs existed in local educational institutions, the types of students being served, and the training needs of businesses engaged in international trade. The next section of the report focuses on the development of CCC's credit and non-credit curricula for international business education. Finally, future prospects for the program are discussed. Appendixes which form the greater part of the document provide: (1) a list of the members of the project's advisory committees; (2) a description of CCC and the World Trade Center Association of Orange County; (3) the survey instruments and results; (4) a list of fall 1987 credit course offerings; (5) an "International Business Education and Training Directory," which contains information about credit classes and credit-free workshops on international business provided in Orange County by public and private two- and four-year colleges, high schools, and proprietary schools; (6) an annotated list of the spring 1988 classes offered by the WTCI; and (7) a brochure describing the programs and services of the WTCI. (UCM)

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ED 292489

COASTLINE COMMUNITY COLLEGE

World Trade Center Institute

BUSINESS AND INTERNATIONAL EDUCATION PROGRAM

Final Performance Report: A Summary

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and

Dr. Debra A. Secord

1987

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JC 880 115

COASTLINE COMMUNITY COLLEGE

World Trade Center Institute

Final Performance Report: A Summary

BUSINESS AND INTERNATIONAL EDUCATION PROGRAM

Before the Title VI-B Grant, Coastline Community College had a strong program in foreign languages, a few classes in foreign cultures, but no courses in international business and little knowledge of the volume of international business conducted in Orange County. Now, Coastline offers five courses and ten workshops in international business, has established a data base of international training needs, and has formed the World Trade Center Institute, the educational arm of the World Trade Center Association of Orange County.

The main portion of the grant proposal's operational plan called for the creation of three committees: the Cooperating Educational Institutions Committee, the International Business Advisory Committee, and an International Business Faculty Committee. (See Appendix A.) All three are in place. The Cooperating Educational Institutions Committee provided the impetus for the College to profile current international business students and to publish a International Business Education and Training Directory for Orange County. The International Business Advisory Committee guided Coastline's research effort to identify international training needs and now acts as a task force advising the World Trade Center Institute. Coastline's international business faculty has written four permanent courses and one short-term special topics course outline. The topical outline was developed in response to the changing needs of the business community we serve. The business faculty and the Business Advisory Committee have worked to successfully internationalize the curricula for Coastline's Purchasing Certificate Program by adding an international purchasing course. This course has received approval from the College's Curriculum Council and is scheduled for the Fall 1987 semester. Further internationalization of the curricula is being explored in the areas of banking, foreign language, quality assurance and travel careers.

Coastline has produced a videotape pilot, Letters of Credit, which captures the basic steps required to successfully execute a letter of credit. This twenty-five minute production combines animation and on-location interviews with bankers and business personnel from the areas of biotechnology, computers, and agriculture. There has been considerable interest in this videotape from other educational institutions as well as from the business community. Copies have been made available as instructional materials for Coastline's business courses and as resources to the business community through the World Trade Center Institute Reading Room.

Coastline, through its World Trade Center Institute, is now working closely with Orange County on the County's third stage of development. The first stage was the aerospace industry; second stage was the development of high technology; and the third stage will be international trade. Coastline is now a full partner in assisting agencies and private industry with the information and training required to compete in foreign markets.

MAJOR ACHIEVEMENTS

Coastline's grant application stated four major goals for the project:

1. To conduct a needs assessment and create a network of international business contacts;
2. to develop six programs/classes based on need;
3. to create ten credit-free workshops;
4. and to produce four 30-minute videotape training segments in response to the needs of ITT Cannon, our co-sponsor.

Each of these major goals has been met but events changed the manner in which two of the initial goals were achieved. For example, the videotape segments were to be used by ITT Cannon to assist with supervisory training at its plants on the Mexican-American border. These plants were phased out of the ITT operation, thus eliminating the need for the videotapes. Instead, our research demonstrated and our International Business Advisory Committee concurred that there existed a widespread need for basic information about letters of credit and their use in international trade. The successful production of the pilot videotape on letters of credit was made possible through the cooperation of Marine National Bank which contributed a project and script consultant, Perry Ritenour, and an on-location shooting site.

The World Trade Center Association of Orange County replaced ITT as our new partner in the project and proved to be of critical importance in shaping the design of the needs assessment instrument, assisting with the building of the research base, and helping create the international network we use to form advisory committees and to market our educational programs. (See Appendix B for a description of Coastline College and the WTCA.)

Survey Results

As a first step, the WTCA and the International Business Advisory Committee recommended that an effort be made to gather information regarding what international business programs currently existed in local educational institutions, what types of students were being served by existing programs

and what the future training needs of businesses engaged in international trade would be. The first part of this equation was handled by surveying all local educational institutions to determine their international business offerings. A committee of ten educational institutions, each offering a curricula of international business topics, was formed. Member institutions were asked to assist in a demographic survey of their international business students to determine what types of students were attracted to each program and what the students' expectations were. (See Appendix C for student survey instrument and results.) The member institutions were also asked to prepare descriptions of their international business programs and requirements which were published in the International Business Education and Training Directory. This material is updated yearly and allows the WTCI to act as a clearinghouse for information on international business education and training in our area. (See Appendix D for directory format and a list of the participants.)

The next challenge was to gather information regarding the future training needs of businesses engaged in international trade. The challenge was: how to do it? The idea of sending a survey form through the mail was discarded almost immediately. Instead, a telephone survey technique was designed which accomplished several objectives simultaneously: (1) responses were immediately recorded (instant 100% response); (2) a resource list was compiled to assist with building an international data base; (3) additional contacts were made to add to our census; and (4) particular issues and questions could be fully explored and recorded. (See Appendix E for business survey instrument and results.)

The size of the sample was 155. Seventy-four percent of the respondents were involved directly in international trade either through manufacturing or service occupations such as law and accounting. The remainder were executives from companies who should have been involved in international business but for a variety of reasons were staying away from foreign trade. These were the most difficult organizations to select since it was often hard to qualify them as companies which "ought to be but weren't" doing international business. Nearly forty percent of those responding were either presidents, CEO's, or sole proprietors of their organizations. Another 27 percent were vice presidents and the remaining were division managers or directors. About a quarter of those surveyed reported that half of their company's income came from international sales. Sixty percent of this sample were employed by companies with 25 employees or less.

Nearly all of those responding indicated a strong interest in taking either a course or seminar in international business. Below is the ranking which the sample gave to a long list of suggested topics:

1. International Transportation and Distribution--70%
2. International Marketing--68%
3. International Finance--57%
4. Cultures and Traditions-52%

5. International Law--44%

6. International Taxation--35%

Respondents were asked to name the countries with which they planned to do business. Countries most frequently mentioned were:

(Plan to do Business) (Current Business)

1. People's Republic of China--37%	00%
2. United Kingdom-----22%	44%
3. Japan-----21%	43%
4. West Germany-----15%	33%
5. France-----13%	29%
6. Mexico-----12%	00%

The figures above compare the actual countries with which the companies surveyed do business with the countries with whom they intend to do business. Australia and South Korea were mentioned in the list of current business sites but are missing from the list of countries where companies are planning to do business. This is somewhat unusual since the general perception here is that both of these countries command a great deal of local attention.

Training in foreign languages was not seen as a great need by the chief executives of most companies. Several mentioned that they use foreign nationals or simply hire people already possessing language skills to operate in areas where a particular language is a necessity. Unfortunately absent was any reference to the fact that learning a foreign language can bring with it a host of cultural skills and a "cultural sense" which, though hard to identify, can pay large dividends for a company. About 25% of the sample said they would be interested in some "survival" language classes in Spanish, Japanese, Chinese, or French. The interest was about equal in each language.

There was not much interest amongst this sample in a two-year degree program in international business but there was strong interest in a certificate program composed of three to five classes. Thirty-four percent of the respondents said they would enroll in such a certificate program and 61% said they would recommend the program to the company's employees.

Perhaps the most valuable use of the above data was in the area of curriculum. Coastline's faculty gained realistic and practical insights into the wants and the needs of the Orange County international business community. They also gained knowledge about existing programs so that the WTCI training could fill in the gaps. A beginning balance has been created with a core of short-term classes which will evolve into a certificate program. These classes are complemented by credit-free workshops and traditional semester-length classes. Working with the WTCA, we can now move ahead, developing needed training in full partnership with the world trade community.

Credit and Non-Credit Curricula

The WTCA assisted the College with its first training efforts in both credit and non-credit programs. Portions of this assistance helped set up a puzzle with which we are now struggling. The International Business Advisory Committee was convinced that while plans for credit classes were sound, the real "action" with respect to interest and the responses of their people would be in the non-credit workshops. In fact, the reverse has been true.

Coastline has scheduled four courses and seven specialized topics thus far and with the exception of our topical course on Korean Business Practices, each has been a success in terms of enrollment--an average of 24 per class--and positive student reactions. Coastline's non-credit division, Community Services, has presented ten workshops which have not attracted the large enrollments which were anticipated. These events were well organized around topics which the research identified and staffed with good speakers. Special mailings were prepared but stimulated no increase in enrollments. While it is satisfying to have good success with the credit classes, we were puzzled by the lack of response to the Community Services events.

For the Spring semester (1987), we adjusted the Community Services workshop schedule to test out some new ideas put forth by the International Business Advisory Committee. We moved the events from hotels into our school facilities to cut costs, and scheduled more events during evening rather than daytime hours. This seemed to increase enrollments slightly, but the non-credit programs are, on the average, still not completely self-supporting.

One explanation for the relative lack of interest in the non-credit programs is the large competitive market of such programs which already exists in our area. Most professional organizations have an international committee which sponsors educational events at a low cost to its members and many local universities have extension offices which offer such programs. The World Trade Center Institute is, therefore, a relative newcomer in this field. As the Institute gains more name recognition in the international business marketplace and as we become known for sponsoring unique events, we can expect our attendance to increase. In the future, Coastline will hold more unique events such as teleconferences, mixers with top corporate CEOs, and other special offerings that are not available in the area.

On the credit side of the house, courses were offered in three instructional formats in an attempt to meet the diverse needs demonstrated in the business survey. We began with Coastline's 399 series - short courses, nine to eighteen hours in length - which examine topical concerns of interest to the international business community. Based upon student course evaluation comments, recommendations from our Business Advisory Committee and from the WTCA, some of these courses were converted to six, nine or eighteen week formats for the Spring semester and became a regular part of the Institute curricula. The remainder of these 399 courses met a temporary need and were set aside in favor of new topics in the Spring semester. The credit courses

scheduled for the Fall 1986 and Spring 1987 semesters had the following formats and enrollments:

<u>Course Title</u>	<u>Format</u>	<u>Enrollment</u>	
		<u>F 86</u>	<u>S 87</u>
1. Survey of International Business	18 weeks	N/A	37
2. Intercultural Communication	18 weeks	N/A	10
3. Transportation and Distribution	6 weeks	N/A	22
4. International Finance	6 weeks	N/A	26
5. International Contracts	3 weeks	N/A	20
6. Basics of Importing	3 weeks	N/A	42
7. Chinese Business Practice	3 weeks	19	16
8. Japanese Business Practice	3 weeks	28	24
9. Korean Business Practice	3 weeks	N/A	08 (cancelled)
10. Letters of Credit	3 weeks	23	N/A
11. Intro to International Business	3 weeks	37	N/A

International Business Survey and Intercultural Communication are 18-week, three-credit courses which will transfer to four-year colleges. The Finance and Transportation/Distribution courses are one-unit, designed with a practical approach, short-term objectives, and a variety of guest speakers. The remaining classes are part of Coastline's 399 series. As explained above, these are short nine to eighteen hour courses, based on topical concerns of interest to international business students. Courses offered under this format which appear to meet a continuing need are converted to a regular six, nine, or eighteen week format.

Enrollment is a good indicator of the success of these Coastline classes. The response of students to the College's first classes in international business surpassed expectations. Although new classes often require two or three semesters to establish a track record and attract significant enrollment, the international classes, with just one cancellation, have been an instant success. Our student demographics show that 56% of those enrolled work for companies involved in international trade and 33% of the students' job positions directly depend on international trade. Thus we are attracting the business people we had hoped to assist through the Institute. Additionally, our program helps many people gain the skills that are needed to enter the international field.

The courses offered in the Fall 1986 semester were developed in response to the needs assessment survey conducted during the previous year. In each instance we offered the classes short-term (9-hours, 1/2 unit). When these classes attracted sufficient enrollment, we began the design of longer 18-hour, one unit classes. We remain convinced, however, that the bulk of our students will be best served by classes which are relatively short-term. For the future, we will be scheduling a series of short-term classes, linked together, which will add up to a full semester of instruction if the student enrolls in the entire package. (See Appendix F for the Fall 1987 schedule.) We are also planning an International Business Certificate consisting of a core of "skills" oriented classes and several electives.

A last goal was to establish a headquarters for international classes at our Newport Beach Center which is in the midst of Orange County's business, computer, biotechnical, and retailing center. This goal has been realized. Ninety percent of the international business classes are held at the Newport Beach Center. Also, an office for the World Trade Center Association of Orange County has been established in that Center. The office consists of space for the Director of the WTCA and appropriate international business faculty, and a Reading Room including resources which were donated by the WTCA. As the grant came to an end, a major effort was being made to organize and expand the International Business Reading Room for use by faculty, business people, and students.

FUTURE PROSPECTS

Coastline has successfully completed the four major goals of its Title VI-B grant and has built upon these goals in the further development of its international business program. Coastline is renewing its year-to-year contract with the Orange County World Trade Center Association, continuing the World Trade Center Institute as a joint venture between the two organizations. Under this contract, each organization is allowed to do what it does best: Coastline prints the WTCA newsletter and other WTCA materials, while the WTCA supplies instructor referrals and resources for the International Business Reading Room housed at the Institute.

To encourage the small businesses and medium-sized companies preoccupied with domestic markets to trade internationally, Coastline and the WTCA have initiated a joint marketing effort to local businesses. This program emphasizes the methods and benefits of international trade and how our resources can help businesses get started.

Coastline and the WTCA's partnership to create the WTCI has become the model for at least two community colleges and one university in California and several colleges nationwide. In addition, we have received inquiries from World Trade Centers in Florida; Montreal, Canada; Jakarta, Indonesia; and Singapore about replicating this business/education joint venture model in their own locations.

Much has been accomplished and there is the potential to do so much more. A World Trade Center Institute is just one way educational institutions can

assist their local business community and encourage entry into the international marketplace. We at Coastline have found the Institute to be a great catalyst for change and opportunity in the local community. We are now fully equipped to assist Orange County, California with its development into a major international business center.

For further information, please write or call:

World Trade Center Institute
Coastline Community College
3101 Pacific View Drive
Corona del Mar, CA 92625
(714) 759-1525

Appendix A

Business Advisory Committee:

Koichi Beckwith
U.S. Department of Commerce

Vicki Bergman
University of California, Irvine

U. Grant Buchanan
Consultant

Brent Evans
Varec

Robert Fernn
U.S. Small Business Administration

Barbara Kamm
National Bank of Long Beach

Susan Lentz
World Trade Center Association

Marilyn Lowey
McDonnell Douglas

Steven O'Keefe
City of Santa Ana

Janet Reinhart
American Cross Cultural Trainers in Business

Susan Schopp
Asian Advisory Services

Don Seifert
American Bentley

Richard Sim
Irvine Office and Industrial Company

Luu Trankiem
First American Capital Funding, Inc.

Tom Weaver
American Isuzu

John Whates
Arthur Young & Company

Cooperating Institutions Advisory Committee

Dr. Dee L. Aker
United States International University

Dr. Donald R. Booth
Chapman College

Dr. Dennis Butler
Orange Coast College

Lady Hanson
Cal Poly Pomona

Dr. Maurice Harari
California State University, Long Beach

Christine Hekman
Claremont College

Dick Jones
Long Beach City College

Dr. William Kane
Thunderbird Management Center

Dr. Irene Lange
California State University, Long Beach

Beatrice Malkson
Fullerton College

Gary Meiger
Sunny Hills High School

Dr. Beverly Michlick
National University

Dr. Feliksas Palubinskas
California State University, Long Beach

Louis Pecora
Golden West College

Jerry Rogers
Cal Poly Pomona

Dr. Bonnie Slager
Rancho Santiago College

Henk Steenman
Pacific Travel School

Dr. W. Tapscott Steven, Jr.
Saudi Arabian Education Mission

Lee Walker
Saddleback College

Appendix B

Coastline Community College

Coastline Community College, founded in 1976, is a fully accredited, public community college and one of three community colleges in the Coast Community College District. It differs from other colleges in one important way, however. Rather than having students come to a campus, the college goes to the students.

Coastline offers instruction in approximately 100 community locations - from bank board rooms to neighborhood schools. Telecourses created and offered by Coastline make living rooms into classrooms.

Coastline is designed for adult students - men and women in all stages of life. The average student age is 38. The college's students are breadwinners and homemakers, executives and laborers. Special programs for people of retirement age are offered by the Coastline Emeritus Institute.

An understanding and committed faculty, "real world" courses and programs offered at convenient times and locations, admissions procedures with convenient mail registration, and a personable and accessible administrative staff, make Coastline a college for today's students.

World Trade Center Association of Orange County

The World Trade Center Association was incorporated in July 1976. It was one of the first Associations in the United States to become affiliated with the World Trade Center in New York. Today there are over 50 World Trade Centers worldwide and 137 Associations.

The WTC-OC was started in 1970 by a group of business people in Orange County who saw a need for international education and a place for international business people to gather to share common problems. Out of this small beginning grew the WTCA-OC. Today the organization has over 500 members, holds monthly luncheons, employs a full-time executive director and has become the focal point for international trade in Orange County.

- | | | | |
|--------------------------|------------------------------|--------------------------|------------------|
| <input type="checkbox"/> | Manufacturer | <input type="checkbox"/> | Wholesaler |
| <input type="checkbox"/> | Retailer | <input type="checkbox"/> | Service Industry |
| <input type="checkbox"/> | Transportation/Distribution | | |
| <input type="checkbox"/> | Other (please specify) _____ | | |

7. Is your company involved in international business?

- Yes
 No

8. If your company is not currently international, are they planning to become so in the future?

- Yes
 No

9. Is your company interested in your studies in international business?

- Yes
 No
 Company is not aware of my studies

10. Is your company helping to finance your studies?

- Yes, partially
 Yes, entirely
 No

11. Which of the following best describes your current position?

- | | | | |
|--------------------------|------------------------------|--------------------------|-----------------|
| <input type="checkbox"/> | Managerial | <input type="checkbox"/> | Sales/Marketing |
| <input type="checkbox"/> | Supervisory | <input type="checkbox"/> | Transportation |
| <input type="checkbox"/> | Professional | <input type="checkbox"/> | Distribution |
| <input type="checkbox"/> | Clerical | <input type="checkbox"/> | Legal/Insurance |
| | | | Claims |
| <input type="checkbox"/> | Other (please specify) _____ | | |

12. In your position, are you directly involved in international business at this time?

- Yes
 No

13. Have you had prior experience in international business?

- Yes
 No

14. Language capabilities: Please list all languages in which you are knowledgeable, beginning with the language in which you are most fluent. In addition, please enter the number(s) which best correspond(s) to your level of familiarity with the language and the number(s) which best describes the way in which you learned the language.

Level of familiarity: How learned:

- | | |
|--------------------------------|--------------------|
| 1. Basic phrases and greetings | 1. Native speaker |
| 2. Understand Reading | 2. Lived abroad |
| 3. Writing | 3. Study abroad |
| 4. Fluent | 4. High school |
| | 5. College |
| | 6. Language school |
| | 7. Other (list) |

	LANGUAGE	LEVEL OF FAMILIARITY	HOW LEARNED
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____

What other languages are you interested in learning?
Please list in order of interest.

1. _____
2. _____
3. _____
4. _____

COMMENTS:

Profile of International Business Students: Survey Results

- + Fifty-six percent are 21 - 25 years. Twenty-four percent are between 26 and 35. Thirteen percent are 36 or older.
- + Sixty percent are male.
- + Seventy-four percent are U.S. citizens.
- + Thirty-six percent have some college with no degree. Fifty-six percent have a college degree including 23 percent with a B.A. and nine percent with some advanced degrees.
- + Seventy-nine percent are currently employed, 45 percent with an international company. Of those who are working, 22 percent are in sales or marketing, 17 percent are in managerial positions, 12 percent are professional. Sixteen percent are clerical. Only 16 percent are currently involved in international business in their work.
- + Education is being financed in whole or in part by the employer for 25 percent of the sample.
- + Students mentioned over 50 languages with which they are familiar at any level.

Language most frequently mentioned were:

Spanish	56%
French	33%
German	23%
Japanese	10%

Appendix D

INTERNATIONAL BUSINESS EDUCATION AND TRAINING DIRECTORY

Institutions listed in the Directory:

American Graduate School of International Management
California State University, Fullerton
California State University, Long Beach
Chapman College
Coastline Community College
Orange Coast College
Pacific Rim Institute, CSULB
Pacific Travel School
Sunny Hills High School
United State International University

FORMAT

College:

Degree offered:

Required courses or topics covered:

Lower division courses:

Elective Form:

Other alternatives/electives:

Language requirement:

Times offered:

Length of program:

Entry requirements:

Faculty members:

Country	Field	Language	Topics
---------	-------	----------	--------

For more information, please write or call the following:

World Trade Center Institute
Coastline Community College
3101 Pacific View Drive
Corcna del Mar, CA 92625
(714) 759-1525

Appendix E

International Business Education Needs: Survey Instrument

INTERNATIONAL BUSINESS SURVEY

Record of Contacts

Name, address and phone number of organization:

Name of Company: _____

Address: _____

Phone Number: _____

Fill in name of contact:

Name: _____

Title: _____

Record of contacts:

Date: _____ Results: _____

Date: _____ Results: _____

Date: _____ Results: _____

Date: _____ Results: _____

Date: _____ Results: _____

Interviewer notes:

6. If your employees will need to acquire familiarity with foreign languages, please indicate which ones and the minimum level of need:

Proficiency Level	Basic Phrases and Greetings	Business Conversation	Writing	Reading and Verbal Fluency
Arabic	_____	_____	_____	_____
Chinese	_____	_____	_____	_____
French	_____	_____	_____	_____
Greek	_____	_____	_____	_____
German	_____	_____	_____	_____
Hebrew	_____	_____	_____	_____
Italian	_____	_____	_____	_____
Japanese	_____	_____	_____	_____
Korean	_____	_____	_____	_____
Norwegian	_____	_____	_____	_____
Portuguese	_____	_____	_____	_____
Spanish	_____	_____	_____	_____
Swedish	_____	_____	_____	_____

Other Languages:

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

7. The following is a list of international business topics which Coastline Community College is considering for its courses, workshops and seminars. Many of these are currently being offered by the World Trade Institute in New York. Please indicate which would be of interest to you or to your employees.

- a. _____ Orientation to foreign cultures and commercial traditions/business techniques
- b. _____ International finance and accounting
 - 1. _____ Essentials of international accounting
 - 2. _____ Fundamentals of foreign exchange
 - 3. _____ Foreign currency management
 - 4. _____ Export financing
 - 5. _____ Futures management
 - 6. _____ Letters of credit
 - 7. _____ Foreign credit and collection
 - 8. _____ International cash management
 - 9. _____ Countertrade

- c. _____ International insurance
- d. _____ International investment
- e. _____ International law
 - 1. _____ Customs law
 - 2. _____ Foreign court practices
 - 3. _____ Legal aspects of international trade
- f. _____ International marketing
 - 1. _____ Essentials of international marketing
 - 2. _____ International market research
 - 3. _____ Developing an international business plan
- g. _____ International personnel practices
- h. _____ International taxation
 - 1. _____ Seminar on international taxation
 - a. _____ Basic
 - b. _____ Intermediate
 - c. _____ Advanced
 - 2. _____ Allocations and apportionment of tax deductions under IRS regulations
 - 3. _____ Foreign sales corporations
 - 4. _____ Legal and tax aspects of dealing with the Arab boycott
 - 5. _____ Tax aspects of intercompany pricing
 - 6. _____ Tax aspects of international reorganizations
 - 7. _____ Tax planning under subpart F
 - 8. _____ Foreign tax policies and planning
- i. _____ International transportation and distribution
 - 1. _____ Customs brokerage and regulations
 - 2. _____ Drawback or refund of customs duties
 - 3. _____ Preparation of documents for export and import
 - 4. _____ U.S. import and export law
 - 5. _____ Quotas
 - 6. _____ Documentation preparation
 - 7. _____ Licensing
 - 8. _____ Import/export letters of credit
- j. _____ How to start an international business
- k. _____ Other (please specify) _____

8. What types of classroom location would be best suited to your needs and those

of your employees?

- On-site at company
- Sites within the community
- Hotel conference center
- Other (list) _____
- _____

9. Which of the following course formats would be preferable?

- One or two day intensive seminars or workshops during the week
- One or two day intensive seminars or workshops on the weekends
- Three to five day courses or conferences
- Courses meeting one or two mornings per week for four to six weeks
- Evening courses
- Saturday courses
- Courses leading to a certificate of competency in international business operations
- Courses leading to a two-year college degree
- Courses leading to a four-year college degree

10. Would your company be interested in having its employees receive a certificate for completing a course or seminar?

- Yes No Not sure

11. Which of the following best describes the nature of your organization?

- | | | | |
|-------|-----------------------------|-------|------------------|
| _____ | Manufacturer | _____ | Wholesaler |
| _____ | Retailer | _____ | Service Industry |
| _____ | Transportation/Distribution | | |
| _____ | Other (please specify) | _____ | |

12. Which one of the following categories is the best estimate of the number of employees in your company (or estimated number) involved in international activities:

- | | | | |
|-------|------------|-------|------------|
| _____ | 25 or less | _____ | 101 - 500 |
| _____ | 26 - 50 | _____ | 501 - 1000 |
| _____ | 49 - 100 | _____ | Over 1000 |

13. Which of the following categories best describes your company's approximate annual sales?

- | | |
|-------|---------------------------|
| _____ | Less than \$1,000,000 |
| _____ | \$1,000,000 - \$4,999,999 |
| _____ | \$5,000,000 - 24,999,999 |
| _____ | \$25,000,000 - 49,999,999 |
| _____ | More than \$50,000,000 |

14. In what other specific ways might Coastline Community College help your firm strengthen its international trade capability?

THANK YOU FOR YOUR TIME AND COOPERATION

International Business Education Needs: Survey Results

Final Survey Results

- The International Business Education Project's survey of businesses involved in international trade has been completed. Members of the World Trade Center, Women in World Trade, The International Marketing Association, and the American Electronics Associates were included in those surveyed.
- Sample size is 155, 74% are involved directly in trade, including manufacturers, retailers and wholesalers; and the remainder are members of service industries including lawyers, accountants and consultants.
- Survey results are being used to develop courses, seminars and lectures in the new World Trade Center Institute. Significant results are listed below.

< Demographics

- * Over 39% of the respondents were presidents, CEO's or owners of their companies. Another 27% were Vice Presidents and the remainder were division managers or directors. Most of these officers were in charge of either the international or the marketing divisions of their companies.
- * 94% are currently international and the remaining 6% are planning to become so.
- * 24% received 50% or more of their revenues from international business and another 31% received 26 to 50% of their revenues from international sources.
- * 60% of the sample were companies employing 25 people or less (keep in mind that the majority of service companies, over 1/2 the sample, are small).
- * 22% of the sample reported sales of over 50 million.
- < 95% of those who responded indicated that company members would be interested in taking a course or seminar in international business. Topics of greatest interest were:
 - * International Transportation and Distribution - 70%
 - * International Marketing - 68%
 - * International Finance - 57%
 - * Cultures and Traditions - 52%
 - * International Law - 44%
 - * International Taxation - 35%

(Respondents were able to indicate more than one answer to this question.)

< Respondents were asked to name the countries with which they planned to do business. Countries mentioned most frequently were:

- * People's Republic of China - 37%
- * United Kingdom - 22%
- * Japan - 21%
- * West Germany - 15%
- * France - 13%
- * Mexico - 12%
- * Brazil - 11%
- * Canada - 11%

(Respondents were able to indicate more than one answer to this question.)

< In contrast, countries with which these companies are currently most likely to be doing business with are:

- * United Kingdom - 44%
- * Japan - 43%
- * West Germany - 33%
- * France - 29%
- * Canada - 27%
- * Australia - 19%
- * South Korea - 18%
- * Republic of China (Taiwan) - 17%
- * Italy - 14%
- * Mexico - 13%
- * Hong Kong - 12%

(Multiple answers allowed. Includes import and export)

< Training in languages was not seen as a great need by most companies. Many mentioned that they used foreign nationals or hired employees with language capabilities in situations where language was important. When a need for language training was mentioned, it

was for business conversation and/or basic phrases. The language most frequently mentioned was Spanish (27% of the sample), followed by Japanese 26%; and Chinese and French, 23%.

- < 77% of the sample were interested in courses held at community sites, including Coastline. 14% were interested in courses at their place of business and 36% at hotel or conference sites. (includes multiple answers).
- < 68% of the sample were interested in weekday seminars, 46% in evening courses and 20% in weekend seminars.
- < 34% were interested in courses leading to a certificate in international business. Only 14% were interested in a two year degree and 13% in a 4 year degree program.
- < 61% of the companies were interested in having their employees receive a certificate for completion of courses or seminars.

This survey has been an invaluable tool in developing the International Business Institute and its programs. A number of respondents have indicated that they would be willing to act as instructors or speakers. Courses and workshops have been developed for Fall and Spring 1968 - 1987 based on the results of the survey.

Comments from International Business Survey

Question #14 - In what other specific ways might Coastline Community College International Business Institute help your firm strengthen its international trade capabilities?

- .. Having more companies understand international business
- .. Understanding business protocol; entertaining, gift giving etc.
- .. A newsletter addressing international and foreign U.S. trade legislation
- .. Offer a "question/answer" service on international affairs perhaps as part of the library function
- .. Financial Programs: International business and finance target employees moving from domestic banking to international banking
- .. This concept (IBI) will be good for the community
- .. Reference materials
- .. Keep current on export regulations
- .. Cultural classes
- .. International distribution agreements
- .. Contracts
- .. Ways to locate overseas distributors through a resource service or information forum
- .. Offer courses for marketing and purchasing departments
- .. Offer consulting services, individual company consulting, a 1 place service i.e., language, etc.
- .. Basics in transportation, ie., how do you get things from point A to point B (Freight forwarding company)
- .. Orientation courses
- .. Rules on exporting
- .. Labor Market - laws, regional wage variations, staffing
- .. Light manufacturing
- .. Natural Resources of an area, ie, Malaysia; latex, Sweden; technology and skill level with machines etc.
- .. Export administration
- .. Import/export requirements

- .. Distribution
- .. Keep us informed of international business courses offered at local colleges
- .. Skills in translation and interpreting
- .. World Trade Center, World Affairs Council and other educational institutions should interface - don't reinvent the wheel
- .. Workshops on how to translate simultaneous translations, timing, accuracy
- .. ✓ International Taxation Seminars - top quality as offered in New York and San Francisco
- .. Need an organization to represent all organizations (IMA, WTCA, etc.) to act as a clearinghouse
- .. Orientation to cultures etc., most Americans lack this
- .. A certificate in purchasing as given by PMA (Purchasing Management Association)
- .. Information regarding business delegations going to:.....
- .. Offer courses in South Orange County
- .. Course - "understanding corporate environment"
- .. Do not use full-time professors - get practical input from business
- .. Keep courses under \$100.00
- .. Have small companies explain how they've done it. Get specifics i.e., those who have traded behind the Iron Curtain, manufacture overseas, etc.
- .. Publish a one page bulletin on government issues that the "think tanks" report in volumes - issues that will help with contingency planning
- .. "How do I keep abreast?" "How do I keep ahead of my competition?"
- .. International marketing program
- .. There are too many newsletters - junk mail
- .. Get heavy-weight speakers, i.e., Henry Kissinger
- .. Maquilladores: How to, why, when, where (Mexican/American border situation)
- .. International Management Club

Appendix F

Fall 1987 Credit Course Offerings:

<u>Title</u>	<u>Length</u>
1. Export Basics	6 weeks
2. Cross-Cultural Management Skills	3 weeks
3. Export Marketing Case Studies	6 weeks
4. Pacific Rim Culture and Business Practices	6 weeks
5. Korean Business Practice	3 weeks
6. Japanese Business Practice	3 weeks
7. Successful Business in Australia	3 weeks
8. Trading with the Americas	3 weeks
9. Intro to Worldwide Transportation	6 weeks
10. Basics of Importing	6 weeks
11. Letters of Credit	3 weeks



International
Business
Education and
Training Directory

ACKNOWLEDGEMENT

This Directory was made possible by a grant from the United States Department of Education, Title VI-B. We wish to thank Ms. Linda Kovach for conducting the project research which included a survey of 155 international businesses, a profile of international business students, and the information contained in this Directory.

In addition, we extend our appreciation to the institutions which graciously supplied the material herein, as well as to the members of the Cooperating Institutions Advisory Committee.

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INTRODUCTION

This Directory contains information about credit classes and credit-free workshops on international business in Orange County, provided by public and private two and four-year colleges, high schools, and proprietary schools. Each school or college lists: contact information, degrees/certificates, topics covered by courses and workshops, and other information. The names of the international business faculty and their specialties are provided where possible. Produced with the assistance of the Cooperating Institutions Advisory Committee, formed by Coastline Community College, this Directory was made possible by a grant from the United States Department of Education. The grant provided that Coastline College serve as the Orange County clearinghouse for information regarding international business education programs and has supported the creation of an international business curriculum at the College. Coastline College joined forces with the World Trade Center Association of Orange County to create the World Trade Center Institute. Modeled after the highly successful World Trade Institute in New York, this joint venture makes the Institute the educational arm of the World

Trade Center Association of Orange County, whose more than 500 members are actively engaged in international trade. Located at 3101 Pacific View Drive in Newport Beach, the Institute serves as a "live clearinghouse" constantly updating program information. The World Trade Center Institute will provide information, as a service, via telephone or two computer networks—one of which links all World Trade Centers and the other all two-year colleges in the United States providing training in international business.

The Directory will help bridge the international information gap as Institute personnel monitor the development of interest in international business programs and world trade in Orange County. During the compilation of this Directory, there was a great deal of new interest expressed all over the County with regard to providing information and services in international business. Some new international business programs were developed and continuing programs were strengthened.

The World Trade Center Institute has continued its own curriculum development and has completed a thirty minute videotape, "Letters of Credit"

which is now available. It is a succinct summary of the major uses and pitfalls of this financial vehicle and is available through the Institute. A Reading Room containing international business materials is also in the development stages at the Institute. The International Business Reading Room is also a joint venture between Coastline College and the World Trade Center Association of Orange County.

We wish to thank all those who assisted with the preparation of this Directory and the United States Department of Education for its continued support.

Respectfully,



Chester C. Platt, Ph.D
Associate Dean, Career
Programs
Coastline Community College

**AMERICAN GRADUATE SCHOOL OF
INTERNATIONAL MANAGEMENT
THUNDERBIRD MANAGEMENT CENTER
ORANGE COUNTY OFFICE**

ADDRESS:

P.O. Box 3101
Newport Beach, CA 92658-8101

CONTACT:

Cynthia M. Harris
Program Coordinator
752-1880

DEGREE OFFERED:

Certificate in International
Business

**REQUIRED COURSES OR TOPICS
COVERED.**

International Business—Scope,
Phases, History
Cultural, Political, Legal,
Organization
International Marketing
Finance and Foreign Exchange
Distribution
Communication
Coordinating and Controlling
Markets
Marketing Plans
Elective Form

LANGUAGE REQUIREMENT

None

TIMES OFFERED:

Afternoon and evening

LENGTH OF PROGRAM:

9 sessions— 1 session per week
for nine weeks

ENTRY REQUIREMENTS:

Submit application form—B.A.
preferred, experience or
dynamic interest in International
Business required. Marketing
project defined prior to entry in
program.

FACULTY MEMBERS:

Ted Caldwell
Account Executive
Young, Smith & Peacock

Jessie Campos
Manager Orange County Branch
International Trade
Administration, U.S.
Department of Commerce

Robert A. Elliott
Pres /CEO
VLI Corporation

Yvonne Fields
Vice President
Dean-Perera

Hazel Gaines
President
Dean Worldwide Inc

John L. Graham
Assoc Professor
USC School of Business
Administration

George Humple
President
Euro-Asia Marketing
Consultants, Inc.

Robert L. Johnson
President
Export/Import Trading Services

Jack Nadel
President/CEO
Measure Marketing Services

John Norton
Director
International Resource Center

James Roosevelt
President
James Roosevelt & Company

Robert Slater
President
Tradex International
Incorporated

Thomas Stagg
Exec VP/CEO
Visiscan

W Tapscott Steven
Adjunct Professor
USC School of Education

Joseph Vinso
President
Financial Resources
Management, Inc

Robin Zandra
Vice President
Bank of America

NOTE:

MBA Program for International
Managers, and Pacific Rim
Management Programs offered
at L. A. campus.

LENGTH:

1 week intensive programs for
12 months

CALIFORNIA STATE UNIVERSITY, FULLERTON

ADDRESS

800 North State College Blvd.
Fullerton, California 92634

CONTACT

Irene Lange, Ph D
Director, International Business
Program
(714) 773-2223

DEGREE OFFERED

Masters in Business
Administration, International
Business Concentration (M.B.A.)

REQUIRED COURSES OR TOPICS COVERED

*(Five courses from the
following)*
International Accounting
International Finance
International Management or
Comparative Management
International Marketing
International Trade Theory

ONE ELECTIVE FROM

Courses with an international
perspective in history, political
science, communications,
geography or Chicano studies

LANGUAGE REQUIREMENT

None

TIMES OFFERED

Evening program

LENGTH OF PROGRAM

33 to 36 units

ENTRY REQUIREMENTS

An acceptable Bachelor's degree
and satisfactory GPA and GMAT
scores

DEGREE OFFERED

International Business Degree
(B.A.), with a concentration in a
Foreign Language

REQUIRED COURSES OR TOPICS COVERED

*Lower division courses:
(same as for Business
Administration majors)*
Principles of Microeconomics
Principles of Macroeconomics
Business Calculus
Elementary Accounting
Business Law
Business Writing
Introduction to Information
Systems and Computer
Programming
Upper division courses:
International Economy
Business Finance
International Business Finance
Managing Business Operations
and Organizations
Organizational Behavior
Probability and Statistical
Methods in Business and
Economics
Principles of Marketing
International Marketing Policies

OTHER ALTERNATIVES/ELECTIVES

One course from a recommended list in history, anthropology, comparative literature, political science, geography or Chicano studies.

LANGUAGE REQUIREMENT

Concentration in French, German, Spanish, Portuguese, or Japanese.

INTERNSHIP REQUIREMENT

Minimum of four months in full-time employment with a faculty-approved firm having international dealings and in which daily use of a foreign language is normal procedure

TIMES OFFERED

Day and evening program

LENGTH

Depends on language preparation and internships
Students entering the program with intermediate competency in foreign language can complete the requirements in 124 units

ENTRY REQUIREMENTS

Students should plan to take at least three years of a language in high school and three years of high school mathematics, including a second course in algebra.

FACULTY MEMBERS

Dr. Irene Lange
Coordinator International BA and MBA programs

Ph D. University of Illinois
Country: USSR, Eastern Europe, Europe

Language: Russian, (fluent)
German, Spanish (limited)

Field/Topics: Marketing,
Countertrade, Market Entry,
Strategies

Dr. Farouk Abdelwahed

Ph.D. UCLA

Country: Middle East

Language: Arabic

Field/Topics: Management

Dr. Linda Anderson-Fiala

Ph.D. UCLA

Country: France

French-speaking countries

Language: French, German
(limited)

Field/Topics: French Business

Language and Practices

French Business Schools,

Traineeship Exchange,

Culture/Politics

Dr. Mei Bickner

UCLA

Country: Indonesia, Holland

Language: Dutch, Indonesian,

French, German (limited)

Field/Topics: Management

Labor Arbitration

Dr. Hamdi Bilici

Ph D. Louisiana Tech University

Country: Turkey (Balkan

Region), Middle East

Language: Turkish

Field/Topics: Countertrade,

International Finance

Dr Alberto T. Buesco
Ph.D. University of Texas
Country: Latin America
Language: Spanish (fluent)
Field/Topics: Finance, Direct
Investment, Foreign Exchange,
International Banking, Foreign
Debt

Dr James Dietz
Ph.D. I., C.
Country: Latin America
Caribbean
Language: Spanish, Portuguese
Field/Topics: Economics, MNCs,
Foreign Debt

Professor Jose Esteban
M.A. California State University
Fullerton
Country: Latin America
Language: Spanish (fluent),
French (fluent)
Field Topics: Foreign Debt,
Scand. Economics

Dr. Mary Fleming
Ph.D. University of Southern
California
Country Australia
Field/Topics: Accounting

Professor George Hayhurst
England, University of
Loughborough
Field/Topics Management
Science

Dr Bhushan Kapoor
Ph D , Panjab
Country: India
Language: Hindi (fluent) Punjabi
(fluent)
Field/Topics Management
Science, Indian Economics

Dr. Jacqueline Kiratthe
Ph D UCLA
Country: Mexico, Spain
Language: Spanish, Portuguese
(limited), French (limited)
Italian (limited)
Field Topics: Foreign

Dr. Sidney Klein
Ph.D. Columbia University
Country: China, Japan, India,
Taiwan, Hong Kong, Korea
Language: Chinese (limited)
Japanese
Field/Topics: Economics,
International Trade, Economic
Development

Dr. Brian Kleiner
Ph.D. UCLA
Country: Europe, Southeast Asia
Field/Topics: Management,
Cultura aspects

Dr. Mariana Lanier
Ph.D. U C. Riverside
Field/Topics: Economics, World
Commodity Markets,
International Trade, Exchange
Rates, Comparative Economic
Systems

Dr Judith Remy Leder
Ph D U.C Irvine
Country Ireland
Field Topics: English, Culture,
Marketing

Dr Trini Melcher
Arizona
Country Mexico
Language: Spanish
Field Topics Accounting,
Financial Accounting

Dr. Doris Merrifield
Ph.D. University of Texas, Austin
Country: Germany
Language: German (fluent),
French (limited) Spanish
(limited)
Field/Topics: Management,
Science

Dr. Dennis O'Connor
Ph.D. New School for Social
Research, NY
Country: Europe, Egypt
Language: German
Field/Topics: Finance

Dr. Tai Oh
Ph.D. University of Wisconsin
Country: Japan, Korea, China
Language: Korean, Japanese,
Chinese
Field/Topics: Management,
Comp. Management (Pacific
Rim)

Dr. Barry Pasternack
Ph.D. U.C. Berkeley
Country: England, Holland,
Thailand, Zambia, Ghana,
Germany, Italy
Field Topics: Management
Science, International Finance

Dr. Marcial Prado
Ph.D. Georgetown University
Country: Spain
Language: Spanish
Field/Topics: Foreign Languages

Professor Manuel Rodriguez
M.A. California State University
Fullerton
Country: South/Latin America
Language: Spanish (fluent),
Portuguese (fluent), French
(limited)
Field/Topics: Doing
International Business

Professor Guy Schick
M.A.
Country: United Kingdom
Language: French (limited)
Field/Topics: Economics

Dr. James Taylor
Ph.D. USC
Country: New Zealand,
Australia, Portugal
Field Topics: Marketing

Dr. B. E. Tsagias
Ph.D.
Country: Pacific Rim Nations,
Greece, Switzerland
Language: Greek
Field/Topics: Finance, Real
Estate Investment, Economic
Development

CALIFORNIA STATE UNIVERSITY, LONG BEACH

ADDRESS

12150 Bellflower Blvd
Long Beach, California 90804

CONTACT

Feliksas Palubinskas, Ph.D.
Professor of Marketing and
International Business
(213) 498-5760

DEGREE OFFERED

Certificate in International
Business, Undergraduate
Program

REQUIRED COURSES OR TOPICS COVERED

In addition to B.S. in Business
Administration which may be
completed concurrently
Accounting 465—International
Accounting
Finance 490—International
Finance
Management 405—International
and Comparative Management
Marketing 380—International
Business
Marketing 385—Export/Import
Marketing
Marketing 480—International
Marketing

LANGUAGE REQUIREMENT

Competence in language and cultural
understanding relevant to geographic
area of interest recommended

LENGTH OF PROGRAM

4 to 5 years

ENTRY REQUIREMENTS

Bachelor of Science in Business
Administration which may be
completed concurrently

DEGREE OFFERED

Certificate in International
Business, Graduate Degree

REQUIRED COURSES

In addition to M.B.A.
Marketing 506—International
Business Concepts
Management 543—International
Business Policy
HRM 552—Comparative Labor
Relations Systems
Marketing 666—Seminar in
International Marketing
Marketing 667—Seminar in
International Business
Finance 691—Seminar in
International Finance

LENGTH OF PROGRAM

18 units

ENTRY REQUIREMENTS

Admission to graduate program
of University
Admission to School of Business
Catalog on file

FACULTY

Donald Bates
Ph.D. University of Illinois
Field/Topics: Management,
Human Resources,
International Management

Filemon Campo-Flores
Ph.D. UCLA
Field/Topics: Management,
Human Resources,
International Management

Gerald L. Ford
DBA USC
Field/Topics: Management

Wan-Lin Kiang
Ph.D. Institute of Technology
Field/Topics: Management,
Human Resources

Wendell H. Mc Cullouch, Jr.
J.D. Yale
Field/Topics: International
Finance

Feliksas Palubinskas
Ph.D. University of Illinois
Field/Topics: International
Marketing

See also Pacific Rim Institute

CHAPMAN COLLEGE

ADDRESS

333 N. Glassell
Orange, California 92666

CONTACT

Donald R. Booth, Ph.D
Professor of Economics
(714) 997-6684

DEGREE OFFERED

Bachelor of Science, Business
Administration major in
International Business

REQUIRED COURSES OR TOPICS COVERED

Basic Business Degree Core
Requirements
Additional Courses for
International Business Major.
International Economics
International Finance
International Business
Management
International Marketing

OTHER ALTERNATIVES/ELECTIVES

Courses in accounting,
comparative economics,
budgeting. Appropriate courses
in political science also
recommended. Students also
have the opportunity to study
abroad

LANGUAGE REQUIREMENT

Proficiency in at least one
foreign language is strongly
encouraged

TIMES OFFERED

All courses are taught once per
year. Many courses taught each
semester

LENGTH OF PROGRAM

4 years

ENTRY REQUIREMENTS

Admission to college (see
catalog for specifics)

DEGREE OFFERED

Bachelor of Arts, International
Studies with geographical or
professional emphasis

REQUIRED COURSES OR TOPICS COVERED

Introduction to Latin American
or Asian or African Studies
Individual studies or seminars in
International Studies
15 to 18 units in courses with
international or geographical
emphasis in Art, Economics,
Communications, Geology,
Political Science, Religion or
Social Relations

LANGUAGE REQUIREMENT

Functional competency in at
least one appropriate language

TIMES OFFERED

All courses offered once per
year

LENGTH OF PROGRAM

4 years

12

ENTRY REQUIREMENTS

Admission to the college (see catalog for specifics)

Frank H. Meyer
Ph.D. USC
Field/Topics: Management

FACULTY

Essie Adibi
Ph.D. Claremont Graduate School
Field/Topics: Economics, Management Science

Paul Sarnas
M.B.A. Hofstra University
Field/Topics: Finance

Raymond Bagley
Field/Topics: Management Science

Alan Senn
Ph.D. UCLA
Field/Topics: Accounting

Donald R. Booth
Ph.D. UCLA
Field/Topics: Economics

Raymond Steir
Ph.D. University of California, Santa Barbara
Field/Topics: Management

James L. Doti
Ph.D. University of Chicago
Field/Topics: Economics

Pradip Shukla
M.Ed., UCLA
Field/Topics: Management/Marketing

Lynne P. Doti
Ph.D. University of California Riverside
Field/Topics: Economics, Business Administration

Thomas V. Snell
M.S. University of Arizona
Field/Topics: Accounting

Robert A. Goodell
Ph.D. University of Iowa
Field/Topics: Marketing

Velina Montoya Thompson
Ph.D. UCLA
Field/Topics: Political Economy

Djavad Kashfinejad
Ph.D. Claremont Graduate School
Field/Topics: Finance

John Virchick
M.B.A. Eastern New Mexico University
Field/Topics: Accounting

Kathleen Latham
Field/Topics: Math

John M. Duffy
M.A. California State University at Fullerton
Field/Topics: Economics

Larry Ledoux
M.B.A. Pepperdine University
Field/Topics: Marketing

Dante Gumucia
Ph.D. University of Wisconsin
Field/Topics: Management Science

Brian Harmon
M A California State University
at Long Beach
Field/Topics Economics

James M. Harris
B.S. California State University
at Long Beach
Field/Topics Accounting

Robert Kovacev
B.A. California State University
at Los Angeles
Field/Topics Marketing

Daniel W McIntyre
J D. Northern Illinois University
Field/Topics: Accounting/Law
Tax

David Plisco
M B.A. University of La Verne
Field/Topics Management

Ali Tehrani
Field/Topics Management
Science

Marcia B Wilbur
J D Pepperdine University
Field/Topics Law

Sherman Winnick
J D Southwestern University
Field/Topics Law

COASTLINE COMMUNITY COLLEGE WORLD TRADE CENTER INSTITUTE

ADDRESS:

3101 Pacific View Drive
Corona del Mar, CA 92625

International Transportation and
Distribution
Letters of Credit
Overview of Importing

CONTACT

Debra Secord, Ph.D.
Program Coordinator
(714) 759-1525

LANGUAGE REQUIREMENT:

None

DEGREE OFFERED:

The program is a cooperative venture between Coastline Community College and the World Trade Center Association of Orange County. Short-Term courses with an emphasis on practical business topics are offered jointly with more traditional international business courses. Students receive a certificate of completion for each course. Several courses can be applied to A.A. degree program or transferred to four-year institutions.

LANGUAGES OFFERED:

Arabic
Chinese
French
German
Greek
Hebrew
Italian
Japanese
Korean
Norwegian
Persian
Polish
Portugese
Russian
Spanish*
Swedish
Vietnamese
*includes separate courses for medical and legal terminology

TOPICS COVERED:

Culture Specific Business Courses
Doing Business in China
Japanese Business Practices
Korean Business Practices
Export Regulations
Foreign Trade Zones
Intercultural Communication
International Contracts
International Finance
International Marketing
International Taxation

TIMES OFFERED:

Day and evening courses and non-credit activities

LENGTH:

Courses range from ½ day activities to 18 week credit courses

ENTRY REQUIREMENTS

None

FACULTY.

Joan Allen

Attorney, Farano and Kieveit,
Anaheim, specializing in
customs and international
trade

Field/Topics: Foreign Trade
Zones

Steve Badolato

President, International
Marketing Management

Field/Topics Intro to
International Business,
Japanese Business Practices

William Filbert

President, Filbert Trade Group,
export trade and consulting
organization

Field/Topics. Export
Administration Regulations

Sevim Geraibekov

Lawyer in International Law and
Law of the Sea

Field/Topics: The USSR & The
World Geopolitical Balance

Glenn Harwood

Consultant, Intercultural
Communications, specialist in
international problems

Field/Topics International
Communications

Sharon Johnson

Customs Broker, Johnson and
Associates

Field/Topics Introduction to
Importing

Celia Young Lee

Asian Pacific Business
Consultant, Business and
Technical Translator, Protocol
Training
Specialist

Field/Topics: Chinese Business
Practices

Susan Lentz

Executive Director, World Trade
Center Association of Orange
County

Field/Topics: Introduction To
Marketing, Contract and
Distribution Agreements

Woody Parrish

Consultant, Interworld
Corporation specializing in
China and the Orient

Field/Topics: Chinese Business
Practices

Perry Ritenour

Vice President, International
Department, Marine National
Bank

Field/Topics: Letters of Credit,
International Finance

Susan Schopp

Asian Advisory Services,
specializing in Japan

Field/Topics. Japanese
Business Practices

Chuck Spence

Vice President, Marketing,
Security Pacific National Bank

Field Topics Currency
Exchange, International
Treasury

John Whates

Tax Partner, Arthur Young &
Company

Field/Topics Currency
Exchange

ORANGE COAST COLLEGE

PACIFIC RIM ACADEMY

ADDRESS:

2701 Fairview Road
Costa Mesa, CA 92626-0120

CONTACT:

Michael Crow
Director, Pacific Rim Academy
Telephone: (714) 432-5161

PROGRAM OFFERED:

Contracted non-credit seminars, workshops, lectures and consultations arranged as required for firms or industries engaged in commercial activities within the Pacific Basin.. (All learning and consulting activities are contract-based.) Emphasis is upon designing individual learning experiences to meet specific needs of firms by combining particular regions, industries, skills, and formats.

SAMPLE LEARNING EXPERIENCES:

Business Practices
Economic Development
Import & Export
Languages (Essentials)
Money & Finance Strategies
Shipping & Transportation
Construction & Engineering
Fabrication & Manufacturing
Investment Opportunities
Law & Taxation
Negotiations/non-verbal
Behavior
Social Etiquette
Cultural Patterns

High Tech Industries
Labor/Personnel Practices
Medical & Health Fields
Sales & Marketing
Tourism & Travel

ALTERNATIVE LEARNING FORMATS:

(An appropriate format is arranged as needed in consultation with an individual firm or industry.)

Workshop
Lecture
Seminar
Conference
Symposium
Consultation

REGIONS OF EMPHASIS:

Australia
Canada
East Asia
Latin America
South Pacific

MENTORS:

Persons with appropriate education and experience are available from throughout the world to provide learning experiences as necessary for local commercial purposes

TIMES OFFERED:

Lectures, seminars, and workshops are established as needed to meet schedule requirements of learners on a contract or fee basis

**PACIFIC RIM INSTITUTE,
CSULB
UNIVERSITY EXTENSION
SERVICES**

ADDRESS:

1250 Bellflower
Long Beach, CA 90840

Please send catalogs, brochures
or any available information

CONTACT:

Susan Black
Program Administrator
(213) 498-5561

See also California State
University, Long Beach

DEGREE OFFERED:

None

TOPICS COVERED:

How To Do Business in the
Pacific Rim
Starting Your Own
Import/Export Business
Exploring Careers. International
Trade

FACULTY MEMBERS:

Lorie Adams
Field/Topics. Careers

Steve Badolato
Field/Topics International
Marketing

Howard Goldsmith
Field/Topics International Trade

Joan Rollins
Field/Topics Careers

PACIFIC TRAVEL SCHOOL—INTERNATIONAL TRADE PROGRAM

ADDRESS:

2515 North Main Street
Santa Ana, California 92701

INSTRUCTOR

Henk A. Steenman
B.A , Amsterdam, The
Netherlands

Thirty years experience in
international commerce

CONTACT:

Henk A. Steenman
Program Coordinator
(714) 543-6655

TOPICS COVERED:

International Trade Concepts
U.S. Export Control Regulations
International Payment
Procedures
Marine Insurance
Ocean Transportation
Air Transportation
U.S. Customs Regulations

PURPOSE:

To provide students interested in
starting a career in international
trade of transportation with a
"hands on" educational program
designed towards practical
application of government
regulations and
practices-of-the-trade

LENGTH OF PROGRAM:

25 weeks (Monday through
Thursday evening) 300 hours

ENTRY REQUIREMENTS

High school diploma

LANGUAGE REQUIREMENT:

None

SUNNY HILLS HIGH SCHOOL

ADDRESS:

1801 Warburton Way
Fullerton, CA 92634

CONTACT:

Gary Mieger
Principal
(714) 738-3124

DEGREE OFFERED:

International Baccalaureate
Diploma (High School)
(Recognized by many colleges
and universities throughout the
world)

REQUIRED COURSES:

Liberal arts course of study

LENGTH OF PROGRAM:

Four year program offering first
year college level curriculum in
grades 11 and 12

ENTRY REQUIREMENTS:

All students must reside in the
Sunny Hills attendance area, or
receive a transfer from the home
school, to participate. The
program serves academically
talented and highly motivated
high school students

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UNITED STATES INTERNATIONAL UNIVERSITY

ADDRESS

2300 Michelson Drive
Irvine, California 92715

CONTACT

Dee. L. Aker, Ph.D.
Director, Orange County Center
(714) 833-2651

DEGREE OFFERED

Master of Business
Administration

REQUIRED COURSES OR TOPICS COVERED

The Business System
Accounting for Managers
Financial Resources
Management
Production Management
Marketing Management
Corporations, Society, and the
Legal Environment
Management Information
Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management
Sciences
The Economics of Political and
Social Issues
Current Issues in Finance and
Investment
Statistical Methods for Business

ELECTIVES

Electives are drawn from the
categories of Business,
International Business
Administration, Management
Information Systems, and
Management and Organizational
Development

DEGREE OFFERED

Masters of International
Business Administration
(M.I.B.A.)

REQUIRED COURSES OR TOPICS COVERED

The Business System (for
students with degrees from
foreign colleges or universities)
Accounting for Managers
Financial Resources
Management
Production Management
Marketing Management
Corporations, Society, and the
Legal Environment
Management Information
Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management
Sciences
The Economics of Political and
Social Issues
Strategy and Organization

SPECIALIZATION COURSES

International Economics
International Finance
Comparative Economics and
Social Development
International Management and
Business Policy
International Marketing
Legal Environment of
International Business
International Business and the
Third World
Cross-Cultural Management

OTHER ALTERNATIVES/ELECTIVES

Transfer to USIU campuses
abroad is possible. Program may
be continued or completed in
London, Nairobi or Mexico City.
Degree also may be completed
at other California campuses
centers and in San Jose, Los
Angeles, Oceanside, or San
Diego.

LANGUAGE REQUIREMENT

None

TIMES OFFERED

Evenings and Weekends on a
10-week quarterly basis.
Intensive three-week or weekend
courses available in March,
August, and December.

LENGTH OF PROGRAM

Track I 12 courses, 60 graduate
quarter units. Designed for the
student with an undergraduate
degree in business who has
completed 45 upper-division
quarter units in business

Track II: 18 courses, 90 graduate
quarter units. Designed for the
student with a non-business
undergraduate degree.

ENTRY REQUIREMENTS

1. Baccalaureate degree from a
regionally accredited
institution or equivalent
academic requirements as
determined by the Dean of the
School of Business and
Management.
2. Acceptable undergraduate
grade-point average.
3. Acceptable GMAT score

DEGREE OFFERED

Doctorate of Business
Administration (with an
emphasis in Finance,
International Business or
Strategies Management).

TOPICS COVERED

Multi-disciplinary and global
perspective, emphasizing
practical abilities as well as
theory. Program stresses
application of ideas from the
behavioral and social sciences
as well as from business
administration, relating to
social/cultural issues, economic
realities, the political
environment, and development
of interpersonal communication
skills

REQUIRED COURSES OR TOPICS COVERED

The Business System
Accounting for Managers
Financial Resources Management
Operations Management
Marketing Management
Corporations, Society, and the Legal Environment
Management Information Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management Sciences
The Economics of Political and Society Issues

REQUIRED DISSERTATION

Research Issues in Business and Management
Statistics for Research (course to be developed)
Dissertation Research Design
Dissertation Research Implementation
Dissertation Completion and Defense

REQUIRED HUMAN BEHAVIOR

Values and Decision Making
Behavioral Sciences and Society
Futures: International Perspectives
Renewal and Innovation
Dimensions of Leadership

SPECIALIZATIONS INCLUDED

General Management
Finance
Marketing

GENERAL REQUIREMENTS

1. Foundation course work in cost accounting, computer sciences, finance, investment, law, management organizations, marketing, and statistics
2. Pass qualifying exams in foundation course areas
3. Pass written exams in foundation course areas
4. Main 3.0 GPA
5. Completion and successful oral defense of dissertation

LANGUAGE REQUIREMENT

None

TIMES OFFERED

Evenings and Weekends

ENTRY REQUIREMENTS

Masters Degree in Business Management or a related field with a superior grade-point average or completion of more than 45 units of graduate work
GMAT Exam and 2 recommendations
Copy of Application and current catalog on file

FACULTY MEMBERS

Frederick Dow
Dean, School of Business and Management
Ph D Yale
Country, USA, Italy, France, Latin America, Pacific Rim
Field/Topics Marketing, International Management

H Igor Ansoff
Distinguished Professor of
Strategic Management
Ph.D. Brown University
Country: Europe, USA
Field/Topics: Management,
Strategic Management

Anwar Dil
Ph.D. Indiana University
Country: South, S. E. Asia
Field: Communications,
International Relations

Robert S. Dunn
Associate Professor
JD Northwestern University
Country: USA
Field/Topics: Business Law,
Ethics, Legal Environment

Richard Frederick
Associate Professor
Ph.D. University of Maryland
Country: Mexico, Latin America
Field/Topics: International
Finance and Economics

Donald Freedman
Associate Professor
Ph D UCLA
Field/Topics: Statistics, Opr Res,
Management Information
Systems

William Greene
Associate Dean
DBA United States International
University
Field/Topics Finance,
Investments

Richard E. Gregson
Ph D Loughborough University
Country: Africa, Europe
Field/Topics: Management,
Management Training

Arnold Halner
Associate Professor
Ph.D. USIU
Field/Topics: Information
Systems Management

Farouk I. Heiba
Professor of Marketing
Ph.D. The Wharton School,
University of Pennsylvania
Country: Middle East, Third
World.
Field/Topics: International
Marketing/Business and
Cross-Cultural Management

Byong Hong
Adjunct Faculty
DBA, USIU
Country: Pacific Area
Field/Topics: Management,
International Business

Mohamed Ali Khalil
Ph D UCLA
Country: Arab Nations
Field/Topics: Financial
Investment and International
Business

Suleiman Kiggundu
Ph D Boston University
Country: Africa
Field/Topics: Economics,
Business

Young Hum Kim
Ph.D. University of Southern
California
Country: Pacific Rim
Field/Topics: International
Relations

Fredrick R Korf
Professor of Statistics and
Management
Ph.D. Columbia University
Field/Topics: Statistics, Res.
Methods

Robert H Lauer
Ph.D. Washington University
Field/Topics: Sociology,
Sociology/Social Psychology

Max Lerner
Ph.D. Brooking Grad School of
Economics/Government
Field/Topics: Human Behavior,
Leadership/Human Behavior

Donald E Lundberg
Ph.D. Cornell University
Country: Latin America
Field/Topics: Hotel
Management, Hospitality and
Management

Leon Mosner
CPA
MBA New York University
Field/Topics Accounting

Edward Nelson
Associate Professor
Ph.D. UCLA
Country: North Africa, Latin
America, Europe
Field/Topics International
Finance, Mgr Econ

Gary E Popp
Professor of Management and
International Business
Ph.D. Louisiana State University
Country: Eastern Europe,
Australia, Carribean
Field Topics International
Business, Cross-Cultural
Management

Neil Spivak
BA/CPA City University of New
York
Field/Topics:
Accounting/International
Finance Control

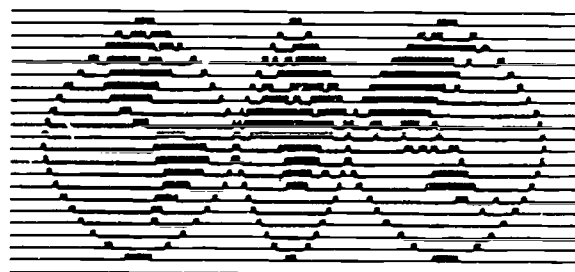
Mink Stavenga
Assistant Dean
DBA, USIU
Country: Europe
Field/Topics. International
Finance

Robert R Trippi
Associate Professor
Ph.D. Sloan School of
Management, MIT
Field/Topics Informational
Systems

Pradeep K. Tyagi
Adjunct Faculty
Ph D University of Missouri
Country. South/SE Asia
Field/Topics Marketing

Ben Wattenberg
Distinguished Visiting Professor
L L D Hobart and William Smith
Colleges
Field Topics Political Economy

*This Directory was made possible by a Title VIII grant to
Coastline Community College by the U. S. Department of
Education*



WORLD TRADE CENTER INSTITUTE

Twenty-five percent of the jobs in Orange County involve international trade and the potential for international business is constantly expanding. Recognizing these facts, Coastline Community College applied for and received a U.S. Department of Education Title VIB grant to study the training needs of international businesses in Orange County. The grant also involved the development of a Directory referencing the international business training programs which exist in local educational institutions.

As a result of these year-long studies in 1985/86, Coastline Community College joined forces with the World Trade Center Association of Orange County in a cooperative venture to create a World Trade Center Institute. The institute offers both college credit and non-credit programs in international business and has as its goals:

1. To identify the training needs of Orange County international businesses and develop programs in cooperation with appropriate institutions.
2. To further research on international business potential in Orange County and the need for international business training.
3. To act as an international business network and referral service as well as a clearinghouse for training and educational information in international trade.
4. To refer business people to appropriate existing levels of training at locations convenient for them.

The institute has two standing committees which offer it guidance: A Cooperative Educational Institutions Committee and an Advisory Board of International Business Professionals. Under the apt direction of these committees and the World Trade Center Association of Orange County, the institute plans to offer business people the information they need to make their international operations successful.

For additional information, please contact Dr. Debra Secord, Institute Coordinator at (714) 759-1525 or write the World Trade Center Institute at 3101 Pacific View Circle, Corona del Mar, CA 92625.

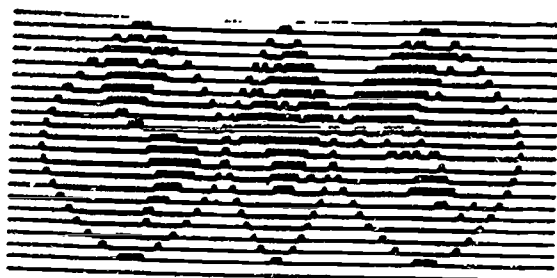

**COASTLINE
COMMUNITY COLLEGE**
Newport Beach Center
3101 Pacific View Drive
Corona del Mar, CA 92625

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Coastline Community College

WORLD TRADE CENTER INSTITUTE

**A cooperative venture between Coastline Community College
and the World Trade Center Association of Orange County**



WORLD TRADE CENTER INSTITUTE

COASTLINE COMMUNITY COLLEGE

World Trade Center
INSTITUTE

Spring 1988 Classes

--MONDAYS--

Int'l Bus 100
5994 6:30-9:30

International Business
2/1 - 6/15 (18 weeks) 3.0 units

A comprehensive overview of international business designed to provide both beginners and experienced business people with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and the operation of multinational corporations. Classes will feature expert guest speakers who will present practical solutions to actual problems in international trade.

--TUESDAYS--

Int'l Bus 399AD
6010 6:30-9:30

Export Basics
2/2 - 3/8 (6 weeks) 1.0 unit

Organization, regulation, terms of access, documentation, shipment and financing involved with international movement of merchandise, and trade patterns by countries and commodities will be discussed. This course covers the different aspects of exporting and affords the student a working knowledge of the various terms and techniques essential to exporting.

Int'l Bus 399AD
6012 6:30-9:30

Import Basics
3/15 - 4/26 (6 weeks) 1.0 unit

An overview of the steps involved in importing a product or service from beginning to end. Course includes an introduction to the U.S. Customs Service, what customs brokers do, duty rate structure and determination, basic laws affecting imports, currency exchange and letters of credit. Practical advice about storage and transportation of shipments after they have cleared customs will also be offered.

Int'l Bus 399AD
6014 6:30-9:30

Export Marketing Case Studies
5/3 - 6/7 (6 weeks) 1.0 unit

This course will concentrate on individual case studies of actual companies performing export business. These case studies will contain a detailed analysis of companies' problem areas and solutions based upon actual business conducted.

--WEDNESDAYS--

Int'l Bus 398AD
6002 6:30-9:30

Pacific Rim Culture and Business Practices
2/3 - 3/9 (6 weeks) 1.0 unit

This course will examine various countries with special emphasis on social customs, language and business practices. Study will be concentrated in six key trading nations: China, Japan, Korea, Taiwan, Australia and Hong Kong.

Int'l Bus 398AD
6004 6:30-9:30

Korean Business Practices
3/16 - 4/6 (3 weeks) .5 unit

An introductory course designed to assist business people who would like to do business in Korea. Practical guidelines are provided to help one understand cultural differences and their effects on business negotiations.

Int'l Bus 398AD
6006 6:30-9:30

Japanese Business Practices
4/13 - 4/27 (3 weeks) .5 unit

An introductory course which surveys the impact of Japanese culture on business practice. Several common "pitfalls" which American business people commit in Japan are highlighted. Practical guidelines are provided to help business people with some basic cultural differences between the United States and Japan.

Int'l Bus 398AD
6008 6:30-9:30

Trading with the Americas
5/4 - 5/18 (3 weeks) .5 unit

An introductory course which gives tips on trading with Latin America and the countries in the Caribbean Basin. Included is a discussion of the Caribbean Basin Initiative (CBI), nontraditional exports, and solutions for low volume production in new areas of manufacturing, such as direct investment, co-ventures, and involvement of U.S. small to medium enterprises (SMEs).

--THURSDAYS--

Int'l Bus 210
6000 6:30-9:30

International Purchasing
2/4 - 3/10 (6 weeks) 1.0 unit

An introduction to the rules and regulations involved and difficulties encountered when purchasing from foreign sources, focusing on cultural, legal and economic factors.

Int'l Bus 125
5998 6:30-9:30

International Finance
3/17 - 4/28 (6 weeks) 1.0 unit

Six case studies will be presented describing examples of successful and unsuccessful international financial transactions. Emphasis will be on following appropriate procedures exactly and on early detection of potential problems. This class may be taken independently or in conjunction with International Business 100.

Int'l Bus 120
5996 6:30-9:30

Worldwide Transportation
5/5 - 6/9 (6 weeks) 1.0 unit

An introduction to international transportation and distribution options in export and import operations, including: air freight, shipping, freight forwarders, and distributors in competitive markets. Guest lecturers will describe specialized services in various areas of the world.

LOCATION: Newport Beach Center
3101 Pacific View Drive
Corona del Mar

FEES: There is a \$5 per unit fee.

REGISTRATION: Classes are filled on a first come-first served basis. You may register in advance at the area office or in class the first night. Since some classes are canceled due to low enrollment, you are urged to attend the first time.

INFORMATION: Please call (714) 759-1525.

The World Trade Center Institute, a cooperative venture between the World Trade Center Association of Orange County and Coastline Community College, was created to address—through training and referral services—the crucial issues facing individuals interested in world trade.

World Trade Center Institute programs are derived from an extensive survey of the Orange County foreign trade community as well as an examination of international trade and related curricula offered by area colleges. Each program is carefully reviewed by an advisory board, comprised of international business professionals, to assure both program quality and relevance.

The Institute also serves as a referral service, directing individuals with special interests in world trade to appropriate cooperating educational institutions.

The ultimate goal of the World Trade Center Institute is to become the nexus for the international training needs of Orange County.

CREDIT COURSES

Courses ranging from 9 hours to 54 hours in length are offered for college credit each semester. These programs are supported for the most part by the state of California. Several short modules can be combined to be equivalent in content to the semester-length courses.

By combining core courses in International Business with short-term courses, non-credit activities and World Trade Center Association programs—the curricula benefit the beginning student as well as the international business professional.

The faculty at the World Trade Center Institute has extensive experience in international business. Case studies and other practical approaches are used to provide participants relevant information and practical problem solving techniques.

ADDITIONAL INFORMATION

For further information about the current World Trade Center Institute schedule of programs or any of the topics contained in this brochure, please contact:

~~Dr. Debra Secord~~, Director
World Trade Center Institute
3101 Pacific View Drive
Corona del Mar, CA 92625
Phone: (714) 759-1525

NON-CREDIT EVENTS

A series of workshops, lectures, seminars and forums on international business topics are available each quarter. These programs are totally supported by participant fees. World Trade Center Association—Orange County members receive a discount when registering for these noncredit events. The topics for such programs continually change to meet local business needs and interests. Please contact Coastline Community College, Office of Community Services (714) 241-6186 for a current schedule of events.

SPECIAL CONFERENCES & PROGRAMS

TRAINING TAILORED TO MEET YOUR COMPANY'S NEEDS

The World Trade Center Institute will create individual programs to meet the specific requirements of your business. These programs focus on the practical aspects of engaging in international business and can be offered at college or business sites. Each program is conducted on a contract basis and is flexible to meet your company's needs.

TRADE MISSIONS

Trade Missions can enhance your business opportunities abroad by providing the right contacts and firsthand experience in foreign countries. The World Trade Center Association-Orange County sponsors several trade missions each year.

CO-SPONSORSHIP OF COMMUNITY EVENTS IN INTERNATIONAL TRADE

The World Trade Center Institute is interested in international trade programs offered in the community. The Institute often participates as a co-sponsor of such events. We encourage you to inform us of your organization's upcoming international trade programs.

INTERNATIONAL BUSINESS EDUCATION & TRAINING DIRECTORY

The World Trade Center Institute serves as a clearinghouse for information about the international business programs available to Orange County residents through local high schools, community colleges, proprietary schools, and four-year educational institutions.

If your educational institution is in the Southern California area and offers an international business program, we would like to include you in the next update of the Directory. Please contact the World Trade Center Institute for further information.

INTERNATIONAL BUSINESS & TRADE READING ROOM

The World Trade Center Institute Reading Room offers a special focus on international business and trade resources which are not found in local libraries. The facility houses federal depository materials, newspapers, government publications and receives issues of many weekly and monthly periodicals--all concentrating on international trade.

In order to expand and strengthen the Reading Room, we invite recommendations of useful publications to acquire. The Institute also welcomes donations of international trade information and resources. Located at 3101 Pacific View Dr., Corona del Mar, the Reading Room operates with the assistance of several volunteers and it is open regular business hours and some evenings by appointment.

CONTINUED

COOPERATING EDUCATIONAL INSTITUTIONS

COMMUNITY SUPPORT

The World Trade Center Institute wishes to thank the following institutions and individuals for their cooperation, assistance, and support

COOPERATING EDUCATIONAL INSTITUTIONS

American Graduate School of International Management—Thunderbird
California State Polytechnic, Pomona
California State University at Fullerton
California State University at Long Beach
Chapman College
Fullerton College
Golden West College
National University
Orange Coast College
Pacific Travel School
Rancho Santiago College
Saddleback College
Sunny Hills High School
United States International University
University of California, Irvine

BUSINESS ADVISORY BOARD

Koichi Beckwith, International Trade Specialist
U S Department of Commerce
Vicki Bergman, Director ESL Program
University of California, Irvine
U Grant Buchanan, Consultant
International Management and Operations
Brent Evans, International Sales and Marketing Manager
Varec
Robert Fern, International Business Coordinator
U S Small Business Administration
Barbara Kamin, Vice President and Manager
National Bank of Long Beach
Susan Lentz, Executive Director
World Trade Center Association, Orange County
Marilyn Lowey, Export Administration
McDonnell Douglas

CONTINUED

Steven O'Keefe, Community Development
City of Santa Ana
Janet Reinhart, Director/Chairman
American Cross Cultural Trainers in Business
Susan Schopp, Cross Cultural Consultant
Asian Advisory Services
Don Seifert, Director of International Marketing
American Bentley
Richard Sim, President
Irvine Office and Industrial Company
Luu Trankiem, Founder and Chairman
First American Capital Funding, Inc
Tom Weaver, Personnel Director
American Isuzu
John Whates, Partner
Arthur Young & Company

ERIC CLEARINGHOUSE FOR
JUNIOR COLLEGES