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ABSTRACT

In 1991, a study was conducted by Oakland Community College to evaluate the need for a proposed International Business program. General information was obtained from a literature search, various governmental and public interest agencies involved in international business, and other southeast Michigan community colleges. In addition, a survey was sent to 167 businesses in the greater Detroit area, yielding a 34% response rate. Highlighted findings included the following: (1) the unification of Europe, the growth of capitalism in Eastern Europe and the U.S./Canadian Free Trade Agreement were expected to have long-term positive effects on America's international trade economy; (2) U.S. exports increased by over 76.5% between 1986 and 1989, with Michigan's exports totaling almost \$14.9 billion by 1989; (3) the percent of U.S. jobs directly connected to international trade had increased by 13% since 1974; (4) 37.5% of the survey respondents were currently hiring employees in international business, and less than half expected to be hiring in the next 5 years; (5) prior related work experience was the preferred employment credential by 59.4% of respondents, while 40.6% preferred or required a bachelor's degree, and 37.5% preferred or required an associate degree; (6) 63% felt that there was a need for individuals with an associate degree in international business; and (7) over the past 6 years, five community colleges in Michigan had implemented international business programs. Appendixes include a description of the proposed program, international trade data, the survey instrument and responses, and a list of respondents. Contains 10 references. (JSP)

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ED 345 800

# OAKLAND COMMUNITY COLLEGE

## INTERNATIONAL BUSINESS PROGRAM NEEDS ASSESSMENT

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The Office of Institutional Planning & Analysis

February 1992

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JTC 920 280

## EXECUTIVE SUMMARY

- **The need for an International Business Program at O.C.C. was assessed by conducting a survey of businesses in the area involved with international business, through a literature search, and lastly by the gathering of information and data from government and public service agencies and several community colleges in the area.**
- **Several political and economic changes have occurred that should have a long term and positive effect on America's international trade economy. These include that Unification of Europe, the growth of capitalism in Eastern Europe and the U.S./Canadian Free Trade Agreement.**
- **Exporting has increased dramatically over the past decade. Presently, three-fourths of the market for U.S. goods lies outside the nation's borders. From 1986 to 1989 exports increased over 76.5%. In 1989, Michigan's exports ranked sixth in the nation, totalling almost 14.9 billion dollars.**
- **The percent of jobs in the U.S. directly connected to international trade has increased 13% since 1974. In Michigan approximately 13.3% (56,000) of all manufacturing jobs and 88,600 non-manufacturing jobs are generated by exporting and trade. The Detroit area ranks fifth in export related employment.**
- **Of the 34 respondents to the OCC survey, 37.5% are currently hiring employees in international business; however, less than half said they would be hiring in the next five years.**
- **The majority of surveyed employers (59.4%) indicated that prior work experience was the preferred credential for their employees involved with international business. A BA was preferred or required by 40.6%, while an AA degree in International Business was preferred or required by only 37.5% of the employers.**
- **Sixty-three percent of survey respondents felt there was a need for individuals with AA Degrees in International Business. In addition, 60% answered that they would be interested in sending employees to OCC for training.**
- **Over the past six years 5 community colleges in Michigan have started International Business programs and another is presently considering implementing a program this year.**

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# **OAKLAND COMMUNITY COLLEGE INTERNATIONAL BUSINESS PROGRAM NEEDS ASSESSMENT**

## **INTRODUCTION**

The purpose of this report is to gather and present information that will help to evaluate the need for an International Business Program at Oakland Community College, Orchard Ridge Campus.

### **Program Initiation**

In May 1991, Michael Crow, Academic Dean (Orchard Ridge), proposed that Oakland Community College assess the need to develop an International Business option within the existing Business Administration program. This effort was prompted by the desire to keep pace with the rapidly changing forces affecting the Detroit area economy and the belief in the importance of infusing a global perspective into the business curriculum.

### **Description of Proposed Program**

The proposed International Business program would expand the present business curriculum so that students might have the option to gain knowledge of international issues that affect the United States economy and business affairs. The program would include major course requirements in international business, to be combined with courses in business administration, liberal arts and a foreign language.

The International Business program would build on the core courses offered in the current Business Administration program. Students would be required to take International Business requirements including: Introduction to International Business, International Economics, and Exporting and Importing. Required supportive courses would cover: Foreign Language study (Business French, German, etc.), Geography, Intercultural Studies, and Comparative Politics. (See Appendix A for a detailed description of the program and the proposed courses).

## Description of Occupation/Industry

The term International Business spans many occupational sectors including: banking, manufacturing, exporting, cargo shipping, and others. Nearly any business small or large could potentially expand its capabilities to reach the international market. For this reason no single job description would include the plethora of career paths an individual with an interest in international business could pursue. Areas of employment in this area include: shipping and handling, export documentation, and export services. A few of the common positions an individual entering the field might expect to obtain include:

Freight Forwarder-Responsibilities include handling export shipments for compensation. Provides information and assistance on U. S. export regulations and documentation, shipping methods and foreign import regulations.

Export Broker- An individual or firm that brings together buyers and sellers for a fee but does not take part in actual sales transactions.

Documentation Specialist-Handles and processes export documentation (i.e. Bills of Lading, certificates of origin, etc.).

Freight Agent-Processes export documentation and letters of credit. Must have knowledge of transport rates, means of transport, exchange rates, typing.

As proposed, the International Business Program at Oakland Community College enhances the present business curriculum by adding an international option for students. In the future, OCC might choose to focus program development on a job specific curriculum.

## Relation of Proposed Program to College Mission

Oakland Community College has historically maintained an interest in international affairs. For several years, students have been able to choose a concentration within the Liberal Arts Degree of Pre-International Commerce. This option combined courses in several disciplines so that students can develop competencies in occupationally oriented language training, cultural awareness, and business. Students who complete the program could potentially transfer into a number of senior level colleges. Although, the program is still listed in the course book, it is

not functional at this time. The proposed International Business program would expand on the pre-existing program. By developing new courses in international business, economics and trade this option has a better chance of attracting student interest.

The proposed International Business program relates to the College mission in that it would enhance OCC's efforts to prepare students for an ever changing environment. Students will enhance their general knowledge as well as augment their aesthetic and ethical sensibilities so they may link diverse experiences and develop their capacity to successfully complete functional, rigorous, up-to-date career programs (Mission Goal E-General Education).

## **METHODOLOGY**

### Methods of Data Collection

The general nature of international business as an occupational field challenged the efforts to assess the need for this program. For instance, neither the *Dictionary of Occupational Titles (D.O.T.)* nor the *Michigan Occupational Information System (MOIS)* has a formal international business classification. Therefore, other methods were employed to examine the outlook for international business and to determine the occupational fields in which there are presently job opportunities. Information was obtained on the outlook of international trade in the nation and in Southeast Michigan from which a degree of need for the OCC program could be inferred. Additional efforts were undertaken to get a precise picture of the potential demand for this program in the OCC service area.

In order to gain background information on the field of international business a literature search was performed. This was followed up with the collection of data and other forms of information from various governmental and public interest agencies involved in international business (see Appendix B).

Southeast Michigan community colleges that offer International Business courses were contacted to determine the extent of their services and to share information about international business opportunities in the area. As a part of this effort, a site visit was performed at Mott Community College, which has recently established an International Business program.



Lastly, a survey questionnaire was sent to 167 businesses in the Greater Detroit Area to determine the need in the international business community for this program. It included four groups of respondents:

1. **Manufacturers** -leading international businesses in Oakland County
2. **Shipping and Handling Services** - custom bonded warehouses, airlines and air freight, export packaging, port facilities, international courier services, foreign freight forwarders
3. **Export Service Firms** - Export sales, consultants, trading and management companies, insurance companies and agents
4. **Financial Service Firms** - accounting, tax and general business consulting services, banking services, legal services.

The list of manufacturers was obtained from two sources. Twelve names were obtained from a list of *Leading International Businesses of Oakland County* included in an OCC Needs Assessment on the ELI/ESL Program completed in 1990. In addition, a representative from the Oakland County Department of Community and Economic Development Office provided a list of eight other manufacturers in Oakland County involved with international trade.

The list of companies included in the other three groups was obtained from the *International Business Services Directory* published by the Michigan Export Development Authority.

### Methods of Data Analysis

Of the one hundred sixty-seven businesses surveyed thirty-four (20.0%) responded. Data was analyzed by means of frequency distributions and content analysis of narrative responses.



**TABLE 1**  
**Response Rates-International Business Survey**

<b>Respondents</b>	<b># Sent (% Total)</b>	<b>Response #</b>	<b>Response %</b>
Shipping/ Handling	87 (52.1%)	15	17.2%
Manufacturer	18 (10.8%)	?	11.1%
Financial	26 (15.6%)	6	23.1%
Exporters	36 (21.6%)	11	30.6%
<b>Total</b>	<b>167</b>	<b>34</b>	<b>20.4%</b>

## **ANALYSIS**

### Literature Review

Critical political and economic changes are presently occurring that will have a long term effect on the American and consequently the Michigan economy:

- The Unification of Europe, set to take place in 1992, creating an economic market larger than the United States.
- The growth of capitalism in Eastern Europe and the Soviet Union
- The 1990 U.S./Canadian Free Trade Agreement

Presently, three-fourths of the market for U.S. goods lies outside the nation's borders. From 1986 to 1989 exports increased over 75% (see Appendix C, Table 1). The percentage of total jobs directly connected to international trade has increased from 7% in 1974 to 20% in 1990, representing 25% of the GNP (King, 1990).

The state of Michigan is a leader in international export. In 1989, Michigan's merchandise exports totaled almost \$14.9 billion, ranking sixth in the nation behind California, Texas, New York, Washington and Louisiana (see Appendix C, Table 1). It is listed third in the value of manufactured shipments directly exported from 1983 to 1986 (see Appendix C, Table 2). The Free Trade Agreement with Canada directly affects Michigan's economy, establishing the world's largest free trade zone.

## Employment

### *Current Employment*

According to a report put out by the U.S. Department of Commerce in 1990, in 1986 the Detroit area ranked fifth among the nation's metropolitan areas in export related employment with a total of 67,700 employees (see Appendix C, Table 3). The U.S. Census Bureau estimates the total number of export related jobs in Michigan to equal 144,600. Approximately 56,000 of these jobs are in manufacturing. The leading manufactured exports are: transportation, equipment, non-electrical machinery, fabricated metals, and chemicals. Sixty-six percent of the export related jobs are in non-manufacturing industries such as: mining and agriculture, retail-wholesale trade, transport, and business services (see Appendix C, Table 2).

Respondents to the OCC survey reported currently employing a total of 3,801 full-time and 575 part-time employees involved with international business. The majority of respondents reported having between 1-20 employees. However, when asked if currently hiring employees in international business 12 (37.5%) answered affirmatively and 20 (62.5%) said they are not presently hiring. In addition, the estimated number of employees to be hired over the next five years by those surveyed equalled 171.

TABLE 2  
Current Hiring Estimates

	SHIP/HANDLIN G	MANUFACTURE R	FINANCIAL	EXPORTERS
YES	5 (36%)	2 (100%)	2 (40%)	3 (27%)
NO	9 (64%)		3 (60%)	8 (73%)

There is a wide variety of occupational positions listed for these employees. The most frequently mentioned positions included: presidents, managers (sales and export operations), sales persons, clerks, and operations/export agents. Due to the heterogeneous nature of the sample population this was to be expected.

### *Future Employment*

Of the 34 respondents, 14 (41.2%) stated that they would be hiring in the next five years. Most of those who are expecting to hire came from the shipping/handling and exporter sectors. All 14 rated international business as a good to excellent field to enter currently. Many sighted the trend toward a global economy for this optimistic outlook of the field. Some comments included:

"Companies are going global and need the new technology/education. The demand exists now and will grow"

"With U. S. multinational companies being predominant in the next 10 years, Americans with international education will be more attractive hires"

The number of employees that they would hire over the next five years averaged 12, but the majority expected to hire between 1-5 employees. Expansion was sighted as a high to very high reason for hiring at the present time (64.7%), whereas retirement and replacement were rated as having a low to medium influence on hiring.

### *Demand For Retraining of Current Employees*

When asked if they felt their new employees were adequately prepared for jobs requiring international business expertise, 3.3% of the respondents answered affirmatively compared to 33.3% who felt that employees were sometimes prepared and 63.3% who felt that their employees were usually not prepared.

Over half of the employers surveyed provide on-the-job training that covers information that the OCC program would provide. Of those that responded, 86.7% felt that there is a need to expand their employees knowledge of international business and 60% of the respondents answered that they would be interested in sending employees to OCC for training.

These findings are supported by the Mott Community College International Business needs assessment conducted in the spring of 1991. They found that 55% of businesses said they believe there is a need to expand their or their employees knowledge of international business. Furthermore, they found that 51% would select workshops and seminars as the service they would choose to help initiate or expand their knowledge of international business.

### Employee Benefits

#### *Wage and Salary*

Employee salaries across respondent types were wide in range. The distribution from the survey was bimodal, with clusters in the low and high salary ranges. The higher salaries were generally linked with executive and managerial level job titles.

TABLE 3  
Average Initial Annual Salary Range

<u>Respondent Type</u>	<u>Low Salary Range(Average)</u>	<u>Upper Salary Range(Average)</u>
Shipping/Handling	10,000-100,000 (32,560)	15,900-100,000 (46,442)
Manufacturer	50,000-90,000 (65,000)	70,000-100,000 (92,249)
Financial	13,000-35,000 (28,883)	23,000-100,000 (57,000)
Exporter	14,000-100,000 (42,021)	18,000-100,000 (50,316)

#### *Advancement Opportunities*

Advancement in the field of International Business to management, sales, and executive positions was accompanied by an appropriate increase in salary. Of those that responded, over two-thirds reported wages of \$50,000 or more.

**TABLE 4**  
**Average Advanced Annual Salary Range**

<u>Respondent Type</u>	<u>Low Salary Range(Average)</u>	<u>Upper Salary Range(Average)</u>
Shipping/Hand.	20,000-65,000 (52,500)	35,000-75,000 (53,333)
Manufacturer	na na	na na
Financial	30,000-35,000 (32,500)	50,000-60,000 (55,000)
Exporter	40,000-100,000 (79,790)	50,000-100,000 (89,165)

**Career Preparation**

*Level of Training Needed*

When asked if they perceived a need for a community college program in International Business 82.8% of the employers surveyed by OCC answered affirmatively. They rated the usefulness of several courses in their type of business. Respondents indicated which courses would be useful in their type of business.

**TABLE 6**

Course	% Useful
Internat'l Export/Importing	86.2%
Foreign Trade Documentation	70.4%
Intro to Internat'l Business	58.6%
Geography	58.6%
Customs Regulations	55.6%
Internat'l Economics	48.3%
Foreign Language	48.3%
Intercultural Studies	48.3%
Insuring Internat'l Shipments	33.3%

Nineteen (59.4%) respondents indicated that prior work experience, particularly in international business was the most preferred or required credential for their employees involved with international business. Having an Associate's Degree in International Business was preferred or required by only 37.5% of those that responded. A slightly higher percentage, 40.6%, preferred or required a Bachelor's Degree for their employees. The Mott Community College Needs Assessment also found that 47% of the businesses they surveyed do not believe that a position in the organization requiring international business knowledge or skills would best be satisfied by a two-year college degree.

Yet, 63% of those that responded felt that there was a need for individuals with AA degrees in International Business. These findings are reflected by the following comments:

"On the job training is the best way to learn this biz. However, employees seem to learn quickly and have a better memory if they have some college background"

"Four years of higher education is required to be competitive"

"Very helpful (an educational background in International Business) at our entry level positions"

Foreign language skills were reported to be necessary for employees in 37.9% of the businesses that responded. Those that answered affirmatively rated languages that were used in their business.

TABLE 5  
Necessary Foreign Language Skills

<u>Languages</u>	<u>%Reported Necessary</u>
Spanish	71.4
Japanese	66.7
German	64.3
French	57.1
Other: Portuguese, Italian, Chinese, Korean, Arabic	57.1

## *Adequacy of Currently Available Training*

Five Community Colleges in the Southeast Michigan area, over the past four years, have implemented International Business programs or classes. These include:

### COMMUNITY COLLEGES

#### Mott Community College- Started 1990

Offers four International Business courses as options within the business program so that five different business degrees are internationalized. Established International Business data-base. Offers workshops and seminars for businesses in the area, provide consulting services, and offer incentives for faculty interested in acquiring international expertise.

#### Lake Michigan College- Started 1991

The college proposes creating an environment that will bring a greater global awareness and sensitivity to every student, faculty and staff member through special activities, faculty seminars, acquisition of resources, and globalization of the curriculum.

#### Lansing Community College- Started 1987

Offers two Associate's degree programs in International Business: International Business and International Administrative Assistant. Study abroad option in Japan and Mexico. 50 students presently in the program. They have granted approximately 25 International Business degrees.

#### Washtenaw Community College-Needs assessment completed Fall, 1991

An International Business program is presently under consideration.

#### Macomb Community College-Started 1988

MCC has a non-credit program in International Business and an AA degree program in International Studies. They offer one International Business course annually. Attendance is low, approximately 15 students per term. In 1985, surveyed 500 businesses in the area. Found a lukewarm response to the International Business program. Employers they surveyed were looking for individuals with particular skills or a Bachelor's degree rather than an Associate's degree.



**St. Claire Community College-Started 1990**

Offers two courses in International Business. Also serves local businesses involved with exporting.

**COLLEGES AND UNIVERSITIES**

Four-year colleges and universities in Michigan that offer International Business degrees or courses include:

**Eastern Michigan University-**

Offers Bachelor's degree program in Language and International Trade. It is designed to integrate the study of modern foreign languages and cultures with preparation in the field of international trade and business. They do accept transfer students. Between 1985 and 1990, 232 students graduated from this program (see Appendix G).

**Wayne State University-**

Offers one course in International Marketing Management as part of the Marketing program.

**St. Mary's College-**

Offers several mini-courses in Contemporary World Business, for 1 credit hour each. Can be applied toward degree completion.

**University of Michigan-**

International Business program offered as concentration in the undergraduate business program in the school of Business Administration.

**Michigan State University-**

Offers courses in International Marketing as part of the Business program and International Economics (Trade and Finance) as an area of specialization in the Department of Economics.

**Central Michigan University-**

Bachelor's program in International Relations with a Comparative Politics concentration. College of Business Administration offers a B.A. with a concentration in International Business. Between 1985 and 1990, 8 students graduated from the International Business program.

### Ferris State University-

Offers International Business as a major in Business program. Between 1985 and 1990, 61 students graduated with this major.

### Western Michigan University-

Offers a 21-hour international business minor as part of the B.B.A. program. Between 1985 and 1990, 3 students graduated with this minor.

### Madonna University-

Offers a dual Bachelor's degree in International Business and Economics. The purpose is to provide competency in international trade, finance, and management. They accept transfer students.

## Preliminary Cost Estimate

The majority of college International Business programs are funded through the Title IV, part B of the National Defense and Education Act (see Appendix H). Application deadlines are generally scheduled in November with project start-up dates the following September. In Fiscal Year 1991, 57 projects were funded at a total cost of \$3,190,500.

## CONCLUSIONS

### Discussion

In the nation and in Michigan trend data suggests that international trade has become a larger part of the general economy and has created an increasing number of employment opportunities in the field. The majority of the employers surveyed by OCC rated international business a very good field to enter at this time. Yet, the majority of these individuals stated that they would not be hiring any personnel involved with international business over the next five years.

On the other hand, support for the proposed International Business program is favorable. Employers indicated that their current employees could profit from several of the core courses that would be offered by the OCC International Business program. Furthermore, they indicated there was some need for individuals with an Associate's degrees in International Business, although prior experience was rated as more important in hiring decisions.

Implications from both the OCC and the Mott CC needs assessments suggest that there are several options that OCC might consider short of an International Business Program. Respondents offered several suggestions:

"Offer seminars to business in southeast Michigan to expand their knowledge and understanding of international markets."

"Allow guest speaker from forwarding (freight, airline, etc.) industry to talk during appropriate classes."

The Mott CC needs assessment also indicated that current employee retraining in workshops and seminars held interest for employers. There was strong support for internationalizing the business program in general indicated by the following remarks:

"It is about time colleges recognize this need for international (business)."

"We are moving to a global economy. Americans in general are not prepared for this in any way."

"We need to have "all" Americans thinking international."

### Summary

Based on this assessment, the need for an International Business program is unclear. The findings provide both affirmative and negative evidence that there are job opportunities for individuals with college backgrounds in International Business. There is an apparent trend among community colleges in Michigan to add an international component to their business programs. Several community colleges have initiated programs over the past six years. The proposed OCC International Business program would support efforts of the academic community to globalize business curriculums.

**APPENDIX A**  
**INTERNATIONAL BUSINESS PROGRAM**  
**DESCRIPTION**

## PROGRAM DESCRIPTION

The international business program will expand the present business curriculum so that students may have the option to gain knowledge of international issues that effect the United States economy and business affairs. The program will include major course requirements in international business, to be combined with courses in business administration, liberal arts and a foreign language.

The proposed international business program would include:

-Core course requirements(Business Administration)

-Major requirements

Introduction to International Business

International Economics

Exporting/Importing

-Required Supportive Courses

Foreign Language: Business French, German, etc.

Geography

Intercultural Studies

Comparative Politics

### Course Descriptions:

#### IB101-Introduction to International Business

Overview of international business: organizational, social, cultural, and economic variables that create change in the international market place. Includes exchange rates, resource allocation, import quotes, export controls, balance of payments, and free-trade versus protectionism.

#### IB202-Introduction to International Economics

This course examines the inter-relationship between the U.S. economy and the rest of the world. It covers from both a historical and a theoretical perspective the balance of payments, exchange rate systems, the effects of international economics on domestic, monetary and fiscal policy, the impact of restrictions on trade like tariffs and quotas, and the development of international trade organizations.

#### IB666-Export/Import Operations

Covers all aspects of exporting and importing including current trade and tariff agreements, documentation, monetary exchange, and marketing. Materials will focus on the major overseas trade markets: Canada, Mexico, Central and Eastern Europe, and the Pacific Basin area.

**APPENDIX B**  
**PROFESSIONAL ORGANIZATIONS**

## APPENDIX B

### PROFESSIONAL ORGANIZATIONS

Bureau of Labor Statistics\*\*\*  
Chicago, Illinois  
(312)353-1880

City of Detroit Community & Economic Development Dept.  
150 Michigan Ave.  
Detroit, MI 49226  
(313)224-3880  
Contact: Dale Saunders

County of Oakland Economic Development Dept.\*\*\*  
1200 N. Telegraph Rd.  
Pontiac, MI 48226  
(313)858-0726  
Contact: Jeffrey Kaczmarek, Manager

Department of Agriculture  
World Trade Services Division  
(517)373-7230  
Contact: Bill Schuette

Detroit Economic Growth Corp.  
First National Bldg.  
Detroit, MI 48226  
(313)963-2940  
Contact: John Carroll

Detroit International Business Forum  
(313)567-5031  
Contact: Dean Person

Detroit/Wayne County Port Authority  
200 Renaissance Center, Ste 650  
Detroit, MI 48243  
(313)259-8077  
Contact: James Kellow, Executive Director

International Services  
AACJC  
One Dupont Circle, NW Suite 410  
Washington, D.C., 20036  
(202)728-0215



**United States Department of Commerce\*\*\*  
Office of Trade and Information Analysis  
Washington, D.C.  
(202)377-2403  
Contact: John Jelacic  
George Mehl-Trade by State  
(202)377-5097**

**United States Department of Commerce  
Foreign Trade, Director's Office  
(517)226-3650  
Contact: Ed Christie**

**United States Department of Education  
Office of Postsecondary Education  
Center for international Education  
Washington, D.C. 20202-5332  
(202)708-7283  
Contact: Suzanna Easton, Title VIB Officer  
(202)708-8764**

**United States Department of Labor \*\*\*  
Bureau of Labor Statistics  
North Central Region V  
230 South Dearborn St., 9th Floor  
Chicago, Illinois 60604  
312-353-1880**

**\*\*\*Helpful organizations**

APPENDIX C  
INTERNATIONAL TRADE DATA

**MICHIGAN  
MERCHANDISE TRADE DATA  
1986-1989**

<i>(Millions of U.S. dollars)</i>	1986	1987	1988	1989	% Change 1986-89	% Change 1988-89
<b>U.S. (Total)</b>						
Exports (f.a.s)	206,376	252,866	322,426	364,350	76.5	13.0
Imports (customs)	369,961	405,901	440,952	472,926	27.8	7.3
<b>U.S. to Canada</b>						
Exports (f.a.s)	45,333	59,814	71,622	78,588	73.4	9.7
Imports (customs)	68,253	71,085	81,398	88,210	29.2	8.4

<i>(Millions of U.S. dollars)</i>	1986	1987	1988	1989	% Change 1986-89	% Change 1988-89
<b>Michigan (Total)</b>						
Exports (f.a.s)	N/A	12,968	13,907	14,881	-	7.0
Imports (customs)	N/A	23,115	33,250	N/A	-	-
<b>Michigan to Canada</b>						
Exports	8,200	8,072	12,398	13,749	67.7	10.9
Imports	17,516	16,639	20,369	20,869	19.1	2.5
<b>Michigan to Ontario</b>						
Exports	7,920	7,858	11,959	13,256	67.4	10.9
Imports	15,137	14,937	17,929	18,283	20.8	2.0
<b>Michigan to Quebec</b>						
Exports	184	97	180	200	8.8	11.5
Imports	1,636	1,059	1,714	1,846	12.9	7.7

Source: Highlights of U.S. Export and Import Trade, U.S. Dept. of Commerce and Statistics Canada

Michigan to Canada, Ontario and Quebec data converted using an annual average according to the Federal Reserve System \$1 U.S. = \$1.30 Canadian - 1986; \$1.33 Canadian - 1987; \$1.23 Canadian - 1988 and \$1.18 Canadian - 1989.

- In 1989, Michigan's merchandise exports totaled almost \$14.9 billion -- approximately 4% of total U.S. exports. In 1989, Michigan's exports ranked sixth in the nation behind California, Texas, New York, Washington and Louisiana. In 1988, the most recent year imports were recorded, Michigan's imports exceeded its exports by almost \$20 billion.
- Export trade between Michigan and its most important trading partner, Canada, reached \$13.7 billion in 1989. Currently, approximately 90% of Michigan's total exports are shipped to Canada. In 1989, Michigan imported \$20.9 billion in merchandise from Canada.
- The Provinces of Ontario and Quebec together comprise 98% of Michigan's total exports to Canada. In 1989, Michigan exported \$13.5 billion in goods to both Ontario and Quebec. Ontario and Quebec comprised 96% of Michigan's total imports from Canada. In 1989, Michigan imported over \$20.1 billion in goods from Canada's two largest provinces, Ontario and Quebec. The primary goods traded between Michigan, Ontario and Quebec were transportation equipment.

MICHIGAN  
EXPORTS OF MANUFACTURED PRODUCTS  
1976-1986

(Millions of dollars)	1976	1980	1981	1983	1984	1985	1986	Percent	Percent
								Change	Change
								1976-86	1983-86
State Ranking	2nd	6th	5th	3rd	3rd	3rd	3rd	-	-
Value of Shipments of Direct Exports (Total)	6,888.1	8,816.9	10,275.0	10,070.3	10,588.4	10,534.7	10,878.0	57.9	8.0
Employment Related to Direct Exports (000's)	73.9	75.6	74.4	55.9	56.2	55.2	56.2	-24.0	0.5

**Leading Manufacturing Sectors, Value of Shipments**

Transportation equipment	3,586.3	4,561.5	5,625.4	6,234.2	6,400.0	6,426.9	6,353.1	77.1	1.9
Non-electrical machinery	1,011.6	1,681.1	1,831.6	1,153.8	1,192.5	1,099.0	1,235.3	22.1	7.1
Fabricated metals	478.1	701.2	N/A	772.5	843.4	715.9	772.2	61.5	0.0
Chemicals	N/A	517.2	576.9	552.1	658.7	702.5	735.1	N/A	33.1

**Leading Manuf. Sectors, Export-related Employ. (000's)**

Transportation equipment	32	32.9	32.3	25.6	26.4	26.4	26.1	-18.4	2.0
Non-electrical machinery	13.2	16.2	15.4	10.2	9.2	8.2	8.5	-35.6	-16.7
Fabricated metals	7.3	8.5	N/A	6.6	6.5	5.5	5.6	-23.3	-15.2
Chemicals	N/A	3.7	3.0	2.8	3.3	3.6	3.6	N/A	28.6

**Non-manuf., Employment Related to Manuf. Exports (000's)**

Trade	14.0	23.1	22.6	22.0	24.9	26.1	26.3	87.9	19.5
Business Services	17.8	17.0	26.3	9.4	10.7	12.2	13.4	-24.7	42.6
Transportation, Communication & Utilities	13.4	15.6	12.5	12.5	13.9	15.1	16.1	20.1	28.8
Other (Mining & Ag.)	19.5	23.2	14.7	24.4	26.5	30.2	32.8	68.2	34.4

Source: Annual Survey of Manufactures: Origin of Exports and the Annual Survey of Manufactures and Exports from Manufacturing Establishments, U.S. Dept. of Commerce, Bureau of the Census

PLEASE NOTE: The decrease between 1981 and 1983 in non-manufacturing employment related to manufactured exports is due to a change in methodology by the U.S. Bureau of the Census. Data was unavailable for 1982. All exports are F.O.B.

- Michigan ranked third in the value of manufactured shipments directly exported from 1983 to 1986. In 1986, Michigan's exports of manufactured products totaled almost \$10.9 billion.
- The number of people employed directly in export-related manufacturing declined 24% between 1976 and 1986. In 1986, jobs related to exported manufactures totaled over 56,000.
- Within Michigan's manufacturing industry, the leading sectors were transportation equipment, non-electrical machinery, fabricated metals and chemicals. Michigan's largest export sector, transportation equipment, had export shipments in 1986 valued over \$6.3 billion. In 1986, the non-electrical machinery sector had export shipments valued at over \$1.2 billion. Of the leading manufacturing sectors, the largest number of jobs related to exports were generated from the transportation equipment sector (26,100). Over a ten-year period, export-related employment in transportation equipment had decreased by 18.4%.
- Other industries supporting manufacturing-related exports included trade, business services, transportation, communications and utilities as well as mining and agriculture. Mining and agriculture were the leading non-manufacturing industries employing close to 33,000 people in 1986 in export-related activity. Wholesale and retail trade were the second leading non-manufacturing industries generating over 26,000 jobs from export-related activities.

**TABLE IV-1**  
**ESTIMATES OF 1986 EXPORTS AND EXPORT-RELATED EMPLOYMENT**  
**IN 49 MAJOR U.S. METROPOLITAN AREAS**

METROPOLITAN AREA	EXPORT-RELATED EMPLOYMENT (THOUSANDS OF JOBS)	VALUE OF EXPORT RELATED MANUFACTURES (MILLIONS OF DOLLARS)
ALBANY-SCHENECTADY-TROY, NY	6.2	\$700
ATLANTA, GA	17.2	\$2,342
BALTIMORE, MD	17.3	\$2,255
BIRMINGHAM, AL	5.7	\$798
BOSTON-LAWRENCE-SALEM LOWELL-BROCKTON, MA	64.8	\$6,494
BUFFALO-NIAGARA FALLS, NY	13.6	\$1,690
CHARLOTTE-GASTONIA-ROCK HILL, NC, SC	14.2	\$1,858
CHICAGO-GARY-LAKE CO., IL, IN, WI	98.3	\$12,074
CINCINNATI, OH, IN, KY	22.1	\$3,103
CLEVELAND-AKRON-LORAIN CO., OH	43.5	\$5,262
DALLAS-FT. WORTH, TX	47.7	\$5,547
DAYTON-SPRINGFIELD, OH	14.2	\$1,849
DENVER-BOULDER, CO	21.2	\$1,590
DETROIT-ANN ARBOR, MI	67.7	\$9,185
GREENVILLE-SPARTANBURG, SC	11.3	\$1,313
GREENSBORO-WINSTON-SALEM-HIGH POINT NC	14.7	\$1,846
HARTFORD-NEW BRITAIN-MIDDLETOWN BRISTOL, CN	21.9	\$2,239
HOUSTON-GALVESTON-BRAZORIA, TX	26.8	\$5,654
INDIANAPOLIS, IN	12.6	\$1,702
JACKSONVILLE, FL	3.1	\$438
LITTLE ROCK, AK	3.3	\$417
KANSAS CITY, MO, KN	13.4	\$1,777
LOS ANGELES-ANAHEIM-RIVERSIDE, CA	167.6	\$18,312
LOUISVILLE, KY, IN	15.7	\$1,395
MIAMI-FT. LAUDERDALE, FL	12.5	\$1,374
MILWAUKEE-RACINE, WI	25.2	\$2,800
MINNEAPOLIS-ST. PAUL, MN, WI	39.4	\$4,069
NEW HAVEN-WATERBURY-MERIDEN, CT	11.6	\$1,151
NEW ORLEANS, LA	3.9	\$1,391
NEW YORK CITY-N. NEW JERSEY-LONG ISLAND-CONNECTICUT	158.6	\$15,196
OKLAHOMA CITY, OK	5.9	\$674
PHILADELPHIA-WILMINGTON-TRENTON PA, N.J., DE, MD	59.5	\$6,142
PHOENIX, AZ	24.2	\$2,632
PITTSBURGH-BEAVER VALLEY, PA	21.8	\$2,124
PORTLAND-VANCOUVER, OR, WA	19.1	\$2,019
ROCHESTER, N.Y.	21.4	\$2,368
SACRAMENTO, CA	3.6	\$427
SALT LAKE CITY-OGDEN, UT	9.3	\$1,013
SAN ANTONIO, TX	4.0	\$561
SAN DIEGO, CA	19.9	\$2,029
SAN FRANCISCO-OAKLAND-SAN JOSE, CA	81.5	\$8,503
ST. LOUIS, MO, IL	26.9	\$3,547
SEATTLE-TACOMA, WA	42.0	\$8,704
SPRINGFIELD, MA	7.3	\$849
TAMPA-ST PETERSBURG-CLEARWATER, FL	10.1	\$1,098
TULSA, OK	7.7	\$752

## MICHIGAN ORIGIN OF EXPORT-RELATED MANUFACTURES &amp; EMPLOYMENT

- o Michigan's industries had nearly \$18.1 billion in sales of export-related manufactures in 1986, an increase of some \$1.5 billion over the 1984 export levels. Almost \$10.9 billion was in direct export sales, while another \$7.2 billion was in sales of manufactures to other industries nationwide, which incorporated them into their own exports (indirect export sales). This performance ranked Michigan fourth among all states and the District of Columbia in the value of export-related manufactures sold.
- o Over 40 percent of Michigan's manufactured exports came from the state's transportation equipment industry, the largest individual state exporting industry in the nation. Four other Michigan industries each sold over \$1 billion to export-related demand, with the fabricated metal products and the nonelectric machinery industries' exports each topping \$2 billion.
- o Six Michigan industries ranked among the top five industries of their categories nationwide in terms of dollar export volume. Three of those industries -- apparel products, fabricated metal products, and transportation equipment -- ranked first.
- o Export-related manufactures accounted for 12.9 percent of Michigan's total manufactured goods production, ranking the state 20th among all 50 states and the District of Columbia in this measure of total (direct and indirect) export intensity. Five Michigan industries were ranked among the top ten industries of their respective categories in terms of export intensity, with the apparel products and the large fabricated metal products industries ranked first.
- o Sales of export-related manufactures provided an estimated 125,300 Michigan manufacturing workers with employment in 1986, an increase of 7,600 jobs from 1984 levels. This gave Michigan the fifth largest export-related state work force in the nation. Over 40 percent of these jobs were located in the transportation equipment and the fabricated metal products industries.
- o Approximately 13.3 percent of Michigan's manufacturing jobs were generated by its direct and indirect exports, roughly 2 out of every 15 jobs. Ten state industries had at least 10 percent of their respective work forces employed in producing either direct exports or other industries' export components. Roughly one out of every five jobs in the chemicals, primary metal products, fabricated metal products, and electric and electronic equipment industries were export sustained.
- o In addition, an estimated 88,600 workers in such non-manufacturing industries as transportation, communications, wholesale and retail trade, and services owed their jobs to Michigan's output of export-related manufactures. This represents a 12,500 jobs increase over the 1984 number of jobs in nonmanufacturing industries supported by manufactured exports.

**APPENDIX D**  
**SURVEY PACKET**



October 2, 1991

4~  
1~  
2~

Dear 5~:

The Office of Institutional Planning and Analysis at Oakland Community College is currently assessing the need for a proposed International Business program. For your consideration, a brief description of the program has been included for your review.

At this stage in the assessment process we need to ascertain current and future employment opportunities in the international business field. As a potential employer you can provide us with the insight that is needed to further develop this program.

Please take five minutes to complete the enclosed questionnaire and return it to us within seven days in the self-addressed, postage paid envelope which is provided. Your comments will help Oakland Community College in making decisions with regard to the establishment of this program. If you should have any questions, please feel free to contact me at (313) 471-7746. Thank you.

Sincerely,

Martin A. Orlowski, Director  
Office of Institutional Planning and Analysis

MAO/e  
Enclosure

## OAKLAND COMMUNITY COLLEGE INTERNATIONAL BUSINESS PROGRAM DESCRIPTION

The international business program will expand the present business curriculum so that students have the option to gain knowledge of international issues that effect the United States economy and business affairs. The program will include major course requirements including: Introduction to International Business, International Economics, and Export/Import Operations. These courses will examine social, cultural, and economic variables that create change in the international market place. Specific topics to be covered include: exchange rates, resource allocation, import quotes, export controls, balance of payments, and free-trade versus protectionism.

Students will also be required to complete course-work in one foreign language, geography, comparative politics and intercultural studies.

OAKLAND COMMUNITY COLLEGE  
INTERNATIONAL BUSINESS  
NEEDS ASSESSMENT SURVEY

**INSTRUCTIONS:** Please respond to each of the following questions based on your knowledge of the current and future employment need in *International Business*. The information you provide will help OCC determine whether there is a need for an *International Business* program in Southeast Michigan. When you have completed the survey, place it in the pre-addressed, postage-paid envelope and mail. All responses will be kept confidential. Thank you for helping OCC.

1. How many employees does your company currently employ that are involved with international business?

Full-time \_\_\_\_\_  
Part-time \_\_\_\_\_

2. What positions in your company do these employees hold?

Job Title

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Do you hire individuals with educational backgrounds in international business?

\_\_\_ Yes  
\_\_\_ No

4. Are you currently hiring in the international business area?

\_\_\_ Yes  
\_\_\_ No (If no, please skip to question #8)

5. How would you rate the following reasons for hiring new employees with international business expertise within the next five years:

	low			high	
Expansion of company	1	2	3	4	5
Retirement of current employees	1	2	3	4	5
Employee replacement	1	2	3	4	5

6. How many employees do you expect to hire in this area over the next five years?

\_\_\_\_\_ employees

7a. How would you rate international business as a field to enter currently?

- Excellent
- Very Good
- Good
- Fair
- Poor

7b. Please explain: \_\_\_\_\_  
\_\_\_\_\_

8a. Is there a need for individuals with international business backgrounds (with Associates Degrees)?

- Yes
- No

8b. Please explain why or why not: \_\_\_\_\_  
\_\_\_\_\_

9. What is the annual salary range in your company for individuals in the international business area?

Job Titles	Salary Range
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____

10. What related advancement opportunities are available to individuals with international business expertise within your organization? Please give examples:

Job Titles	Salary Range
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____
_____	\$ _____ to \$ _____

11. Do you feel that new, non-experienced personnel you hire are adequately prepared for jobs requiring international business expertise?

- Adequately prepared
- Sometimes prepared
- Usually not prepared

12. What credentials are preferred or required by your company for employees involved with international business?

- No prior related work experience or education
- Prior related work experience
- Prior work experience in international business
- Associate's Degree in International Business
- Bachelor's Degree
- Other, please explain: \_\_\_\_\_

13a. Do you need to provide on-the-job training that covers information that the OCC program will provide?

Yes  
 No

13b. If yes, would you send your employees to OCC for training?

Yes  
 No

14. Do you believe that there is a need to expand your employees knowledge of international business?

Yes  
 No

15. Do you perceive a need for a Community College International Business program?

Yes  
 No

16. Are foreign language skills necessary for your employees?

Yes  
 No (If no, skip to #17)

If yes, in what languages:

Japanese  
 French  
 German  
 Spanish  
 Other: \_\_\_\_\_

17a. What college courses would be useful in your type of business operation?

Introduction to International Business  
 International Economics  
 International Exporting/Importing  
 Foreign Language Courses  
 Intercultural Studies  
 Geography  
 Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

17b. What courses in specific occupational areas?

Foreign Trade Documentation  
 Customs Regulations  
 Insuring International Shipments  
 Other (please specify) \_\_\_\_\_  
\_\_\_\_\_

18. Would your company be interested in offering student internship (non-paid) positions for students in the OCC International Business Program?

Yes  
 No

19. In what other specific ways might Oakland Community College help your company strengthen its international business capability?

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In case we have follow-up questions after reviewing your responses, please provide your name and phone number where you can be contacted during regular office hours.

Name: \_\_\_\_\_ Phone# \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Additional comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for helping Oakland Community College determine the further of its program offerings. If you should have any questions with regard to this program, please feel free to contact the Office of Planning & Analysis at (313) 471-7746.

Oakland Community College - Office of Planning and Analysis - 27055 Orchard Lake Rd, Farmington Hills, 48018 - 471-7500

**APPENDIX E**  
**SURVEY NARRATIVES**



## **INTERNATIONAL BUSINESS QUESTION NARRATIVE**

**Question #2: What positions in your company do these employees hold?**

**001**

**Manager  
Engineer  
Clerk  
Treasurer**

**003**

**International Manager  
Lead Operations Agents  
Operations Agents  
Sales Personnel that deal with both domestic and international**

**004**

**Vice President International Operations  
Manager-Export Operations**

**005**

**Managers- Sales, Operations, Actg.  
Sales Persons- Supervisors, Data Processing  
Clerical -Maintenance**

**006**

**Our business is strictly int'l thus wide range of titles from CEO to clerk.**

**007**

**Customer Service- (rates, bookings)  
Operations-(dispatch-logistics)  
Sales**

**008**

**Sales Mgr., Sales Representative  
Customer Service Rep., Equipment  
Control Coordinator**

**009**

**District Sales Manager  
Passenger Sales Representative  
Field Support Representative**

**010**

**Custom Service Agents, Customer Service Reps.  
Cargo Sales Asst., Cargo Sales Rep, District Cargo Mgr.**

012

Release Clerks, Entry Analysts, Post Entry Analysts,  
Handling air, ocean, truck, rail, barge and post office imports  
Air and ocean export agents handling Transportation services and export documentation  
Special Projects Personnel handling tariff classification, data input, etc.

013

Various staff positions from Vice President to Department Managers. Field locations in Europe, Pacific, Latin American to support Airline Operation Includes both U.S. citizens and Local nationals at all levels.

014

District Manager (Customs Broker), Traffic Coordinator, Release Clerks

200

Strategic Planning(few), Marketing (moderate number), Human Resources (few), Technical (manufacturing) (engineering) (many), Finance/Accounting (few)

201

Positions in all functional areas of business and engineering.

300

We do have one CPA in our tax department who does international tax but this is only one facet of her job. It is not strictly international business.

302

Clerks to Executive V.P.

304

Managerial Positions, Technical Positions, Clerical Positions

305

Int'l Tax Partners, Int'l Tax Managers, International Trade and customs principles , Directors, Managers, Staff and Others

400

Chairman, Vice Chairman, President

401

President(F.T.), Quotations and Forwarding(F.T.), Accountant and Computer Spec.(P.T.)

402

President, President's Executive Secretary, Secretary/Treasure/Gofer, Professional Travel Agent

403

Production Controller, Import/Export Controllers, Buyers, Price Controller, Engineers

## **INTERNATIONAL BUSINESS QUESTION NARRATIVE**

**Question #19: In what other specific ways might Oakland Community College help you company strengthen its international business capability?**

**004**

**Allow guest speaker from forwarding industry to talk during appropriate class.**

**007**

**Hire teachers in the field! Have speakers come into your classrooms in the different areas of transportation. Teach them time management and handling of paperwork flow! Phone skills important too. Also, distribution & intermodlism**

**010**

**With the changes in 1992 will bring things in several different directions until business may lead**

**304**

**Offer seminars to businesses in southeast Michigan to expand their knowledge and understanding of international markets**

**400**

**Not applicable because our particular business is a not for profit activity that consists of a skeleton organization until we are awarded an overseas contract. At that time we draw from our role of associates that work on that specific project.**

**408**

**Have listing of students available who are in the program at OCC. Listing to be sent to interested business companies.**

**410**

**Get practical experience in the class room with the academic.**

## **INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES**

**Question #17b: What courses in specific occupational areas?**

**001**

**Packaging and handling export shipments.**

**003**

**Detail info on how to prepare bills of landing for air, ocean, truck. Liabilities of carrier/shipper (haz. material).**

**005**

**International transportation air/ocean.**

**007**

**These are only helpful if you go to work for a freight forwarder or customs broker.**

**013**

**Tax, currency**

**201**

**Finance accounting materials management, operations, etc.**

**304**

**International finance.**

**305**

**Tariff and trade law, GATT info.**

**400**

**Cost accounting, administration/management.**

**401**

**B. Lading (ocean), B. Lading (inland), airway bill, invoicing, quoting, export declaration, Q.C. certification, technical specs., Schedule "B", etc., etc., very important!**

**405**

**banking**

**406**

**Currency exchange**

**410**

**Finance, law, marketing.**

## **INTERNATIONAL BUSINESS QUESTION NARRATIVE**

**Question #17a: What college courses would be useful in your type of business operation?**

**001**

**International shipping and packaging methods and types**

**007**

**Distribution-from manufacturer to consumer**

**Intermodlism-rail and truck**

**Time Management-P'work flow**

**Communication-Skills-telephone, letter writing, speaking**

**010**

**Currency conversion**

**Load and balance**

**401**

**Small business**

**International Marketing**

**402**

**We are appalled at the insensitivity and lack of knowledge of some --(too many)-- of our travelers about the places and people they are visiting.**

**405**

**Traffic management**

**410**

**International marketing**

**International management**

## INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Question #16: Are foreign language skills necessary for your employees?

005

Portuguese

006

Italian, French

009

Italian

012

Chinese. If they progress to positions that require interaction with foreign speaking personnel or travel/relocation to a foreign country, a person who possesses foreign language skills would obviously be advantageous. However, the focus on a particular country changes with opportunities that exist for the individual and trade patterns at the time the employee is participating in foreign programs.

013

All of the above, plus Russian, Swedish, Chinese.

200

Korean, Portuguese

405

Any Arabic and Chinese

410

Any language is important and a plus.

## INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Question #12: What credentials are preferred or required by your company for employees involved with international business?

009

Travel industry experience

012

Depends on the individuals commitment and ability to learn the principles of our business, interact with clients, and, yet, perform the day to day "grunt" work required. Problem solving and service mindedness are extremely important.

013

MBA, international business or finance

301

As a law firm, our hiring needs would be filled by law school graduates rather than undergraduate degree holders.

302

Masters if possible

305

Typically US customs government work experience

402

Except for the travel agent, who needs those skills, our new employees learn by doing--as we did! Not the ideal.

I think the degree would be more marketable for bachelor's credentials.

302

Sensitivity to international terminology.

304

Very helpful when starting at our entry level positions

305

Probably yes, but these individuals need to combine international skills with other traditional areas.

400

Needed to assist in international business proposal and in the headquarters staff activities on going international contract.

402

We are moving to a global economy. Americans in general are not prepared for this, in any way.

403

At this time we do not have any openings for someone with an associates degree in international business.

404

We are engaged in international business.

405

Need more education.

407

the expertise needed in industry today in specific to particular types of business and products exported.

408

Technical training plus business exposure a must to function.

409

Specialized experience is lacking (shortage exists) in various areas.

410

As above. Need to have "all" Americans thinking international.



## **INTERNATIONAL BUSINESS QUESTION NARRATIVE**

**Question #8b: Is there a need for individuals with international business backgrounds (with Associates Degrees?)**

**001**

**Will train on the job**

**002**

**Only customer is Ford Motor Co.**

**003**

**We need operations personnel with a full background of international expertise. Letter of credit, sight drafts, consular work, how to deal with customers, etc.**

**004**

**We prepare international paperwork only.**

**005**

**There is a decided lack of people with any international expertise.**

**006**

**There is a need for aggressive people who want to work.**

**007**

**On the job training is best way to learn this biz. However, potential employees seem to learn quicker and have a better memory of they have some college background.**

**009**

**Experience in the travel industry is more important for positions in our office.**

**010**

**Perhaps in sales**

**012**

**Education is obviously a great enhancement. However, our business requires an apprenticeship of a couple of years to learn the real business. The pay is not often attractive to a graduate and many are not willing to a "pay their dues" and are anxious to break into the big money.**

**013**

**4 year of higher required to be competitive.**

**015**

**Not absolutely necessary but useful.**

**300**

407

There are new opportunities in Eastern Europe. However, this is specialized.

409

Trend toward global economy will continue to expand, including significant growth opportunities for smaller companies.

410

With U.S. multinational companies being predominant in the next 10 years, Americans with International education will be more attractive hires. And better prepared. Therefore more successful.

## INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #7b: How would you rate international business as a field to enter currently ?

004

New markets will be opening very soon.

005

Global competition requires Intl expertise to survive.

007

Many areas to get into-steamship lines, steamship agents, freight forwarders, customs brokers, railroads, trucking co.'s. Always a job opening somewhere!! Challenging, always learning new things due to daily changes in market conditions, foreign policies, wars- once you're in this field, you don't want to get out-very exciting.

008

Expanding global marketing and supplier base.

011

East Europe- Russia

012

International trade touches every aspect of our daily lives. More and more manufacturers is being sourced(?) in foreign countries. Almost any company you will work for will be involved in import and/or export.

013

American Airlines International operations have grown 130% in last 10 years outlook for continued rapid growth for next decade anticipated.

015

It's cyclical. It goes up and down.

200

Companies are going global and need this new technology/ education. The demand exist now and will grow.

304

Larger market in the U.S.A.

305

You need to define what you mean by International Business.

405

Very Competitive Market.

**404**  
**Vice President, General Manager**

**405**  
**President, V.P. Markets, VP Export Sales, Export Manager, Asst. Export Manager, Traffic Manager, Credit Manager**

**406**  
**Sales Manager, Purchasing, President, Consultant**

**407**  
**Vice President**

**408**  
**Office Manager**

**409**  
**Various International Sales and related administrative support**

**410**  
**Account Executive**  
**International Trainee**

**015**  
**Clerks, Managers**

## INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

### Additional comments

005

It would be appropriate if necessary to contact our Human Resource Director, Dan Harvey, for any additional details.

007

Hire teachers in the field! have speakers come into your classrooms in the different area of transportation. Teach them time management and handling of paperwork flow! Phone skills important too. Also, distribution and intermodlism. My answers specifically relate to my business-Ocean Freight Transportation.

301

I encourage your efforts since international training and skills would be increasingly important.

404

C. Itoh & Co. (America) Inc. is wholly owned by C. Itoh & Co. Ltd. in Japan, which is one of the japanese trading companies. Please consider the above when you analyze this survey.

408

Invite international business experts to your classes to present to the student-specific topics. This technique to augment the formal instruction of the course.

410

It is about time, colleges recognize this need for international. Try to leave the academic ego's out the international classes. Success is not the grade but how well students do after graduation. 1,5,10,30 years, not one semester.

Martin, the survey requested I respond within 7 days. That time has passed, but I feel so strong that I completed-for what it is worth. My move to Chicago and Int'l travel delayed my response. If I was still in Detroit I would offer to teach. Currently am a guest speaker at Northern IL. U. Mat Course when chapter on Int'l comes up. Really surprised how little the students know about Int'l.

The Key will be you Intro. to Int'l Business. This will either turn on or off the students. Having plans to retire early and teach Int'l Business, Have spent a lot of time thinking and planning.

Experience is Japanese, German, British and French "kids" are 5 years ahead of Americans. Hope this helps. Thanks for asking my opinion.

**APPENDIX F**  
**SURVEY RESPONDENT LIST**

**Appendix F  
Businesses Surveyed**

\* Indicates willingness to hire an OCC graduate as an intern

**Alitalia Cargo System  
3000 Town Center, Suite 1650  
Southfield, MI 48075  
(313)353-6520**

**American Airlines, Inc.  
Detroit Metropolitan Airport  
Detroit, MI 48242  
(313)942-2127  
W. G. Patrick, Manager, Freight Sales**

**American Yazaki Corp. \*  
6700 Haggerty Rd  
Canton, MI 48187  
981-2200**

**Arthur Andersen & Co.  
400 Renaissance Center, Ste 2500  
Detroit, MI 48243  
568-9100  
Edward Massura, Partner**

**British Airways  
29265 Airport Dr.  
Romulus, MI 48174  
(313)946-9221  
Ronald Randolph, Cargo Account Executive**

**C. Itoh & Co., Inc.  
30500 Northwestern Hwy.  
Farmington Hills, MI 48018  
855-1290**

**Cast North America (Agencies) Ltd.  
17199 N. Laurel Park Dr.  
Ste 321  
Livonia, MI 48152-2679  
462-4900  
James R. Lhamon, Regional Manager**

**Corrigan Air And Sea Cargo Systems \***  
6170 Middlebelt Rd.  
Romulus, MI 48174  
728-1000  
Peter Paolini, Operations Supervisor

**Daniel F. Young, Inc. \***  
2855 Coolidge  
Troy, MI 48084  
643-6200

**Dickinson, Wright, Moon, Van Dusen & Freeman**  
800 First National Bldg.  
Detroit, MI 48226  
223-3500  
John A. Krsul, Jr., Partner

**Emery Freight Corporation \***  
33801 Goddard  
Romulus, MI 48174  
942-0775

**Eximaco, Inc. \***  
6480 Yale Rd., Ste 4  
Westland, MI 48185  
728-2411  
Carlos Gonzales, President

**F.X. Coughlin Co. \***  
27050 Wick Rd.  
Taylor, MI 48180  
(313)946-5850  
Robert Robertson, Director

**F.W. Myers & Co., Inc. \***  
660 Plaza Dr., Suite 2020  
Detroit, MI 48226  
963-4047  
Richard Rocco, Vice President

**First of America-Detroit, N.A. \***  
International Division  
645 Griswold St.  
Detroit, MI 48226  
965-0679  
Wayne W. Laurence, Vice President



Frank B. Hall & Co. of Michigan, Inc. \*  
200 Renaissance Center, Suite 3200  
Detroit, MI 48243  
259-0200  
Girard W. Grater, Regional Vice President

Hagop-Lloyd (America) Ltd. \*  
1441 E. Maple Rd.  
Troy, MI 48084  
524-2190

Industrial Woodfab and Packaging Co.  
18620 Fort St.  
Riverview, MI 48192  
284-4808

International Management Services \*  
6 Parklane Blvd., Ste 420  
Dearborn, MI 48126-2402  
336-6910

Landex Trading Co.  
P.O. Box 36798  
Grosse Pointe Farms, MI 48236  
881-9367  
Robert G. Gall, Jr., Owner

Manufacturers National Bank of Detroit  
International Division  
100 Renaissance Center, 12th Floor  
Detroit, MI 48243  
222-4584  
Charles A. Viane, Vice President

Nissan Trading Corp \*  
3000 Town Center, Ste 1200  
Southfield MI 48075  
352-6810

Overseas Advisory Associates, Inc.  
3000 Book Bld.  
Detroit, MI 48226  
(313)963-6903

Pak-Rite Industries, Inc.  
4270 High St.  
Ecorse, MI 48229  
388-6400

Plante & Moran  
27400 Northwestern Hwy.  
P.O. Box 307  
Southfield, MI 48037  
352-2500

R. Robb International Associates, Inc. \*  
8230 Goldie St.  
Walled Lake, MI 48088-1298  
363-6888  
Mr. R. Robb

Sedgwick James & Co.  
3001 Big Beaver Rd., Ste 700  
Troy, MI 48084  
649-2100  
Michael J. Rastigue III, Vice President

Siemens Automotive Corp. \*  
2400 Executive Hills  
Auburn Hills, MI 48321  
253-1000

Timely Air Freight, Inc. \*  
28745 Wick Rd.  
Romulus, MI 48174  
946-8310  
Dennis Speck, Vice President

Touche Ross & Co.  
200 Renaissance Center, 16th Floor  
Detroit, MI 48243-9987  
396-3000

Trans-Border Customs Service \*  
1546 Penobscot Bldg.  
Detroit, MI 48226  
962-3200

**International Trade Administration  
Trade Statistics  
Cass and Michigan  
Detroit, MI  
(313)226-3560**

**Michigan Department of Commerce  
P.O. Box 30004  
Lansing MI 48909  
(517)373-4600  
Contact: Gene Ruff\*\*\***

**Michigan International Office  
525 W. Ottawa  
P.O. Box 30225  
Lansing, MI 48909  
(517)373-6390**

**Also: Donna Davis, Business Research (517)373-4600**

**Michigan Department of Education  
Voc-Technical Education Service  
Michigan Occupational Information System  
608 W. Allegan, P.O. Box 30009  
Lansing, MI 48909  
(517)335-0353**

**Contact: Michelle Moore, Resource Program Analyst  
(517)373-3320**

**Michigan Employment Security Commission  
(313)876-5000 or (313)876-5439  
Contact: Ed Laska**

**Michigan Technology Council\*\*\*  
2005 Baits Drive  
Ann Arbor, Mi 48109  
(313)763-9757  
Contact: Gae Miller  
Provides list of member organizations.**

**NASBITE(National Association of Small Business  
(202)833-8230**

**United States Department of Commerce  
International Trade Administration  
McNamara Bldg., Room 1140  
477 Michigan Ave.  
Detroit, MI 48226**

Trans Trade Inc. \*  
19855 W. Outer Dr., Ste 108E  
Dearborn, MI 48124

U. S. Exchange  
18100 Mack Ave.  
Grosse Pointe, MI 48224  
884-7570

**APPENDIX G**

**INTERNATIONAL BUSINESS GRADUATES:  
1985-1990  
UNIVERSITIES ONLY**

**INTERNATIONAL BUSINESS  
060901 & 080703**

INSTITUTION	1985-86		1986-87		1987-88		1988-1989		1989-90	
	ENR'L	GRADS	ENR'L	GRADS	ENR'L	GRADS	ENR'L	GRADS	ENR'L	GRADS
<b>TWO YEAR:</b>										
Not available from MDE										
<b>SUBTOTAL</b>										
<b>FOUR YEAR:</b>										
Central Michigan University		2		2		0		2		2
Eastern Michigan University		44		44		66		45		33
Ferris State University		12		12		15		14		8
Oakland University		0		0		0		0		0
Western Michigan University		1		1		0		1		0
<b>SUBTOTAL</b>	0	57	0	57	0	81	0	60	0	41
<b>TOTAL</b>	0	57	0	57	0	81	0	60	0	41

Provided by the Michigan Department of Education

APPENDIX H

TITLE VI, PART B OF THE NATIONAL DEFENSE AND  
EDUCATION ACT

(20 U.S.C. 1127) Enacted November 8, 1965, P.L. 89-329, sec. 607, 79 Stat. 1265; amended October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1467.

## PART B—BUSINESS AND INTERNATIONAL EDUCATION PROGRAMS

### FINDINGS AND PURPOSES

612

SEC. ~~611~~. (a) The Congress finds that—

(1) the future economic welfare of the United States will depend substantially on increasing international skills in the business community and creating an awareness among the American public of the internationalization of our economy;

(2) concerted efforts are necessary to engage business schools, language and area study programs, public and private sector organizations, and United States business in a mutually productive relationship which benefits the Nation's future economic interests;

(3) few linkages presently exist between the manpower and information needs of United States business and the international education, language training and research capacities of institutions of higher education in the United States, and public and private organizations; and

(4) organizations such as world trade councils, world trade clubs, chambers of commerce and State departments of commerce are not adequately used to link universities and business for joint venture exploration and program development.

(b) It is the purpose of this part—

(1) to enhance the broad objective of this Act by increasing and promoting the Nation's capacity for international understanding and economic enterprise through the provision of suitable international education and training for business personnel in various stages of professional development; and

(2) to promote institutional and noninstitutional educational and training activities that will contribute to the ability of United States business to prosper in an international economy.

(20 U.S.C. 1130) Enacted October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1467.

### EDUCATION AND TRAINING PROGRAMS

613

SEC. ~~612~~. (a) The Secretary shall make grants to, and enter into contracts with, institutions of higher education to pay the Federal share of the cost of programs designed to promote linkages between such institutions and the American business community engaged in international economic activity. Each program assisted under this part shall both enhance the international academic programs of institutions of higher education and provide appropriate services to the business community which will expand its capacity to engage in commerce abroad.

(b) Eligible activities to be conducted by institutions of higher education under this section shall include, but are not limited to—

(1) innovation and improvement in international education curricula to serve the needs of the business community, including development of new programs for nontraditional, mid-career, or part-time students;



(2) development of programs to inform the public of increasing international economic interdependence and the role of American business within the international economic system;

(3) internationalization of curricula at the junior and community college level, and at undergraduate and graduate schools of business;

(4) development of area studies programs and interdisciplinary international programs;

(5) establishment of export education programs through cooperative arrangements with regional and world trade centers and councils, and with bilateral and multilateral trade associations;

(6) research for and development of specialized teaching materials, including language materials, and facilities appropriate to business-oriented students;

(7) establishment of student and faculty fellowships and internships for training and education in international business activities;

(8) development of opportunities for junior business and other professional school faculty to acquire or strengthen international skills and perspectives;

(9) development of research programs on issues of common interest to institutions of higher education and private sector organizations and associations engaged in or promoting international economic activity;

(10) the establishment of internships overseas to enable foreign language students to develop their foreign language skills and knowledge of foreign cultures and societies.

(c) No grant may be made and no contract may be entered into under the provisions of this part unless an institution of higher education submits an application at such time and in such manner as the Secretary may reasonably require. Each such application shall be accompanied by a copy of the agreement entered into by the institution of higher education with a business enterprise, trade organization or association engaged in international economic activity, or a combination or consortium of such enterprises, organizations or associations, for the purpose of establishing, developing, improving or expanding activities eligible for assistance under subsection (b) of this section. Each such application shall contain assurances that the institution of higher education will use the assistance provided under this part to supplement and not to supplant activities conducted by institutions of higher education described in subsection (b).

(d) The Federal share under this part for each fiscal year shall not exceed 50 per centum of the cost of such program.

(20 U.S.C. 1130a) Enacted October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1468.

#### AUTHORIZATION OF APPROPRIATIONS

614

Sec. 613. There are authorized to be appropriated to carry out this part \$5,000,000 for fiscal year 1987, and such sums as may be necessary for the 4 succeeding fiscal years.

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