FIU COLLEGE OF BUSINESS ADMINISTRATION RECEIVES SECOND GRANT
AIMED AT IMPROVING CROSS-CULTURAL UNDERSTANDING
Funds Link Universities in NAFTA Countries; Promote
Foreign Language use, Business Skills and Technology

MIAMI, Fla. (April 17, 2003) – FIU’s College of Business Administration (CBA) is among six national and international universities recently awarded a grant through the U.S. Department of Education’s Fund for the improvement of Postsecondary Education (FIPSE).

The project, which has granted a four-year allowance in the amount of $210,000 to be divided between the CBA and the University of Central Arkansas (the only two U.S.-based participants), calls for greater cooperation between language departments and business schools. The initiative is aimed at better preparing business students to participate in and promote the goals of the North American Free Trade Agreement (NAFTA) through the reinforcement of foreign language competency, the enhancement of cross-cultural awareness, and the adaptability to the represented cultures.

Students will receive web-based and face-to-face instruction, and select courses will be taught by traveling professors who lecture for two weeks at partner universities. Virtual teams comprised of students from the partnering institutions will work on coordinated course assignments via e-mail and through Internet technology. Students will be required to compare a multitude of cultural variances, including socio-economics, geo-political issues, management practices, ethical dilemmas, advertising styles, educational systems and family-social structures.

“We are excited that our students will have the opportunity to interact in a business manner with other students in our hemisphere,” said Laura Kozloski, assistant professor of management and international business. “In addition to the exchange opportunities with (more)
Mexican universities, CBA students will be able to expand their understanding of the French-Canadian culture and business environment, which is generally unfamiliar to our region.”

In addition to the CBA, other participating universities include University of Central Arkansas, Conway, Arkansas; University of Moncton, New Brunswick, Canada; St. Francois Xavier University, Nova Scotia, Canada; University De Colima, Mexico and University of Veracruz, Mexico.

To maximize the number of students benefiting from the grant, students will have the opportunity to participate in two- to five-week intensive foreign language and business courses during the summer at partner universities in another country. Additionally, a minimum of seven students per institution will study for one semester at a foreign partner institution.

“Our students will have the unique opportunity to team over the Internet with students at partnering universities in order to solve real business issues,” said CBA Executive Dean Joyce J. Elam. “The extension of the FIPSE grant is another element of the CBA’s long-term goal to continue to become one of the leading global business schools.”

The CBA received its first FIPSE grant, focused on Europe, in early 2002. The original grant, which was divided among eight U.S. and European universities, also was geared at improving cross-cultural understanding. In addition to the CBA, other participating U.S. universities included Nicholls State University, Thibodaux, La.; University of Central Arkansas, Conway, Ark. and the University of Tennessee-Knoxville. European partners included Ecole Superiure de Commerce, Saint-Etienne, France; Hame Polytechnic, Finland; University of Luton, England and University of Vic, Spain.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business, entrepreneurship, and information technology (IT), is the largest of FIU’s professional schools. It enrolls approximately 3,400 students in its undergraduate program and more than 1,100 graduate students in its Chapman Graduate School of Business each year. It also is South Florida’s top-rated business research school and one of only 435 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College’s Chapman School offers the 6th-largest part-time MBA program among this group. Business Week (October 21, 2002) ranked it among the best in the U.S., placing it in the third tier group along American,
Fordham, George Washington, South Carolina, Syracuse, Rutgers, Tulane, and others. The August 23, 2002 issue of *America Economia*, a premier pan-regional business journal, rated it among the top 50 international MBA schools for Latin American students. *Hispanic Business* (March 2002) ranked the CBA among the top five business schools for Hispanics. The College also is one of only 30 business schools to have received a Department of Education grant to establish and support an international business center.

For additional information about the CBA and its Chapman School, please call Assistant Dean Sally Gallion, (305) 348-6631.

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