

# Building Global Awareness and Thinking into Business and Management Studies



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UMUC.EDU

# Plan for the Day

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# University of Maryland University College

## University of Maryland University College (UMUC)



# University of Maryland University College

## UMUC Mission

The mission of University of Maryland University College is improving the lives of adult learners. We will accomplish this by:

- Operating as Maryland's open university, serving working adults, military servicemen and servicewomen and their families, and veterans who reside in Maryland, across the United States, and around the world;
- Providing our students with affordable, open access to valued, quality higher education; and

# University of Maryland University College

## UMUC Mission

- Serving as a recognized leader in career-relevant education, embracing innovation and change aligned with our purpose and sharing our perspectives and expertise.

# University of Maryland University College

## Background information:

- Founded in 1947 as a branch of UM College Park
- Open enrollment university
- Europe – 1949, Asia 1956
- In 1970 UMUC became an independent degree-granting institution within the University System of Maryland
- 140 locations on four continents

# University of Maryland University College

## Background information:

- Bachelors, masters and doctoral degrees
- 90 individual degrees, specializations and certificates
- About 975 distinct online courses
- 80% of registrations are online
- Largest four-year public university in the USA
- About 90,000 students
- 75% of undergraduates work full time

# We are Global

The world and Indonesia are becoming more interconnected due to trade and technology.

Some examples:

# We are Global

In 1995 worldwide foreign investment was \$320 billion. In 2015 it was \$1.8 trillion. (World Bank)

In 2014 direct foreign investment in Indonesia was \$23 billion which was 19<sup>th</sup> in the world (United Nations)

On February 11, 2016 The Indonesia government opened 29 new sectors of the economy to foreign investments and called the move the “Big Bang”

The government said of the “Big Bang” - More international investment will bring more capital, more world-class expertise, more technologies to Indonesia. Domestic players must seize those opportunities.” (Reuters)

# We are Global

In 1995 there were 571 million tourist visits worldwide. In 2014 there were 1.2 billion tourists visits worldwide.  
(World Bank)

There were 9.7 million foreign tourist arrivals in Indonesia in 2015.

It is estimated that nearly nine percent of Indonesia's total national workforce is employed in the tourism sector.<sup>1</sup>

1. Retrieved on July 26 from <http://www.indonesia-investments.com/business/industries-sectors/tourism/item6051>

# We are Global

There are 133 foreign embassies in Indonesia and only 108 in the Netherlands

Indonesia is a founding member of ASEAN

Indonesia is a member of the Group of 20 – countries with the world's largest economies

Indonesia rejoined OPEC in 2015

Indonesia is a member of the International Monetary Fund, World Bank, and World Trade Organization.

# We are Global

The world has changed!

“The economic liberalization of China beginning in the 1980s, the development of democracy in South Korea in 1987, and the fall of the Soviet Union and the development of free trade treaties in the early 1990s introduced 3 billion people, previously locked into their own national economies, into the global economy” (V. Stewart. 2012)

# Global Education

A study of business schools in 2011 by the Advance Collegiate Schools of Business (AACSB) shows a gap between the desire for global content and the reality. (R. Bruner, J. Iannarelli, 2011)

- The authors reported that:
  - Cross-border partnerships have been established to facilitate global education. But, the partnerships were often narrowly focused
  - Global education lacked deliberation
  - The curriculum appeared to be fragmented

# Challenge Questions

What is globalization?

What has caused globalization?

What has globalization impacted the most?

Broadly speaking, what is good about globalization?

Broadly speaking, what is bad about globalization?

How has globalization impacted Asia?

How has globalization impacted Indonesia?

# Challenge Questions

What is *global awareness*?

What is the level of global awareness of your students?

- What should it be?
- If it is not where you believe it should be, why is that the case?

What is a *global mindset*?

What are the advantages of a global mindset?

Do you believe in cross-cultural education? Why or why not?

# Challenge Questions

At what academic level(s) is a cross-cultural education appropriate?

What “Global” competencies do you think your students should master?

How do we prepare faculty to help students develop a global mindset?

How do we take advantage of digital technology to help develop a global mindset?

Are there cultural, physical and other barriers in Indonesia to teaching a global mindset?

# Challenge Questions

## Yale University statement:

While students can be introduced to the dynamics of a globalizing world through the course offerings at Yale, experience abroad is an invaluable complement to academic training. Such experience may include course work at foreign universities, intensive language training, directed research, independent projects, internships, laboratory work, and volunteer service. Yale College provides a variety of international opportunities during term time, summers, and post graduation, as well as a large and growing number of fellowships to support students abroad.

# Challenge Questions

Should all students have an international “Experience” similar to what Yale provides?

Would partnering with schools in other countries increase global awareness? If so, which countries and what kind of schools?

# Challenge Questions

In a 2010 article, the French academician, Anne Witte, proposes a business curriculum aimed at building global awareness and mindset that includes three distinct areas of study:

- Knowledge – Demographics, economics, sociology, history, geography, ethnology, culture, religion, arts & philosophy
- Behavior – Personal traits, communication, psychodynamic skills, cross-border communicative aptitudes
- Critical acculturation - integrates critical thinking, decision making etc. (A. Witte, 2010)

What do you think of this idea?

# Bibliography

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# Suggested Reading

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