

International Business Seminars to China

The Business and International Education (BIE) program provides grants through the Department of Education to enhance international businesses education and to expand the capacity of the business community to engage in international economic activities. Grants are made to higher education institutions to provide suitable international training to business personnel in various stages of professional development. PCC has secured a grant that provides for two separate trips to China for faculty from the Business Department.

The first trip, referred to as the **Softwoods Export Council (SEC) China Trip**, in March/April of 2009 will include a PCC faculty representative or two and will allow for participation in: 1) a Furniture Industry Show, 2) meetings with government trade and Chinese business representatives from the furniture manufacturing, design, architectural, and construction industries in Guangzhou, and 3) attend a Trade Seminar and meetings with American or Chinese businesses located in Dalian, Xian, and Shanghai.

The second trip, referred to as the **Business International Education (BIE) China Trip**, will enable seven full-time and part-time faculty representatives (including part-time without assignment rights) to travel to China in July, 2009 for two weeks plus travel time.

Please see the following pages for more information on each of these opportunities.

A note regarding health concerns: Several of the cities we will be visiting in China have issues with air quality. Participants with asthma or other breathing difficulties may wish to consult with their doctor and/or the trip coordinators to learn more about potential difficulties.

To be considered for these opportunities, complete Sections A – D of the application. (See selection guidelines on page 3)

SECTION A.

(check one) **BA Full-Time Faculty** _____ **BA Part-Time Faculty** _____

Check campus/es where you teach:

Rock Creek _____ **Sylvania** _____ **Cascade** _____ **Extended Learning Campus** _____

Name _____ **PCC ID #** _____

Course(s) Taught _____

Campus Address _____ **Campus Phone** _____

Home Phone _____

Home Mailing Address _____

E-mail (work and personal) _____

Please prioritize the opportunities for which you are interested in applying (i.e. place a 1 or 2 next to the choice – do not mark choices for which you are unavailable or not interested):

_____ **Business and International Education (BIE) China Trip (July 3 – 18 - Requires 40 hours of pre and post-trip orientation and follow-up including curriculum enhancement)**

_____ **Softwoods Export Council (SEC) China Trip (March 25 – April 6 – Requires 40 hours of pre**

and post trip orientation and follow-up plus submission of research report to SEC)

SECTION B. STATEMENT OF PURPOSE

Applicants please submit a statement of purpose (typed) describing your teaching and research interests, including an outline of how you expect to benefit professionally from participation in this opportunity and an overview of how you will develop international modules within your existing course curriculum.

Please note: brevity is appreciated and no statement should be longer than three pages.

SECTION C. SIGNATURES

Applicants must have the signature from their Division Dean **and** Dean of Instruction.

TO APPLICANT: After reading the following statement, please sign below indicating your acceptance. *To the best of my knowledge, all of the information contained on this form is true and accurate. I agree to complete the following by the dates identified:*

- 1. Participate in a Pre-departure Orientation and seminar to discuss trip & project expectations. (Estimated 8-hour time commitment)*
- 2. Develop international modules within existing course curriculum by the end of winter term 2010 and submit revised “internationalized” syllabi to Cheryl Scott, Project Co-Director and the “Internationalizing the Curriculum” website, currently found at www.pcc.edu/international under Faculty and Staff Development Opportunities. (Estimated 30 hour time commitment upon return)*
- 3. Participate in a follow-up meeting with your colleagues during winter term 2010 to share your approach to incorporating the international module(s) within your course. (Estimated 1 hour time commitment upon return)*
- 4. Participate in one TLC event during International Education Week as part of a panel or individual presentation about the experience and its incorporation into curriculum (Estimated 1 hour time commitment upon return)*
- 5. Those individuals participating in the SEC Trip must also submit a short 8-10 page research paper on the importance of global trade for the US and Oregon, softwood and furniture manufacturing in China and its effect on Oregon business, and how international sales of softwood and furniture products are affected by cultural differences*

I understand that I will not receive further compensation beyond my participation in the BIE or SEC China Trip outlined in 1, 2, 3, 4, and 5 above. I understand that I am responsible for securing my own passport and am responsible for any personal expenses outside of the stated items covered by the workshop seminar as noted above (pages 4-7 below provide specific details of included and excluded costs).

Date and Signature of Applicant

FACULTY– Please secure the signatures of your Division Dean and the Dean of Instruction

I am supportive of the applicant participating in the China seminar abroad during the spring or summer 2009 and understand that the Office of International Education will only pay for the costs outlined in this document (no other expenses including release time are covered). If you have additional comments please attach a separate page with your signature on it.

Date and Signature of Division Dean

Print name of Division Dean /PCC E-mail Address and Phone extension

Date and Signature of Dean of Instruction

Print name of Dean of Instruction /PCC E-mail Address and Phone extension

D. Submit the above-mentioned items (A-C) to Jennifer Alkezweeny by email (jennifer.alkezweeny@pcc.edu) or at the Office of International Education (RC 3/223) no later than 5 p.m. on Friday, January 9. All applicants will be notified of their selection the week of January 26, 2009. Please note individual grants will not exceed \$3,100 (cost of seminar and tour fee) and RT International airfare from PDX to China.

Selection Guidelines:

1. Full-time or part-time Business Administration faculty;
2. Willing to complete necessary paperwork for Visa and other travel requirements;
3. Demonstrate a willingness and interest in revising curriculum to reflect an international business perspective;
4. Willing to participate in pre and post-travel research, orientation, and seminars;
5. Available to travel on stated trip dates.

For more information contact:

Softwoods Export Council (SEC) China Trip	Business and International Education (BIE) China Trip
Deniel Banks Coordinator, Small Business Development Center deniel.banks@pcc.edu	Eligibility/Process Questions: Kate Dins, Division Dean, CA kdins@pcc.edu 503-978-5235 or Cheryl Scott, Division Dean, RC cscott@pcc.edu 503-614-7245
	Operational Questions: Bonnie Starkey, Corporate Training Manager, CWT bstarkey@pcc.edu 503-533-2889

Softwoods Export Council (SEC) China Trip

Tentative Schedule

March 25– April 6, 2009

This business trip to China will include one or two PCC faculty representatives who will participate in: 1) a Furniture Industry Show, 2) meetings with government trade and Chinese business representatives from the furniture manufacturing, design, architectural, and construction industries in Guangzhou, and 3) attend a Trade Seminar and meetings with American or Chinese businesses located in Dalian and Xian.

The specific purpose of this opportunity is for BA faculty to primarily gain insight into how a single industry works globally and specifically in China. Secondly, the trip will highlight cultural nuances that effect Oregon businesses as they trade and/or develop trade with an emerging market. Faculty will shadow company representatives pursuing first time business opportunities in China and/or with local businesses who are growing their business through on-going relationships with Chinese partners.

It is intended that the faculty chosen to travel with SEC staff and a group of business professionals will integrate their new knowledge of international trade into their current business curriculum in multiple ways (to name a few -- use of Chinese market case studies, asking a business person to speak to her/his class, incorporate examples of Chinese softwood and other business trade information into course material, etc.)

This trip includes a pre-trip orientation, a post trip debrief, and a short 8-10 page research paper on the importance of global trade for US and Oregon, softwood and furniture manufacturing in China and its effect on Oregon business, and how international sales of softwood and furniture products are affected by cultural differences. Daily contact with Oregon businesses will give faculty a chance to hold informal conversations, have their questions answered, gain insights for the research paper, and be mentored by the business community throughout each day of the trip.

What's included in this SEC Opportunity:

- Industry program (all lectures, site visits, study tours)
- Accommodations in single rooms
- Daily SEC per diem for meals based on the city (many of the hotels include breakfast)
- Transportation to include activities in-country
- Entrance fees for included excursions in-country
- On-site Representative in-country and a Portland SEC staff person
- Airport transfers overseas
- Pre-departure support (including advisors, pre-departure orientation, and visa assistance)
- Round trip international airfare from Portland International Airport (PDX) to China for the specific dates of the program
- Cost of visa into China

The BIE Grant and the PCC Office of International Education, in addition to the cost of the seminar, will also provide:

- International Accident and Sickness Insurance (coverage inclusions are in the acceptance material)

What's NOT Included:

- The cost of passport and international departure taxes, International Teacher I.D. card, inoculations (if required), excess baggage charges, tips or any incidental expenses

- Round trip transportation from participants' home to the PDX airport for the international flights and/or any associate PDX parking fees.
- Personal expenses
- Any additional accommodation or supplementary transportation beyond the start/end date of seminar.

Tentative Schedule

Trip schedule reflects likely meetings that will be finalized over the next few months. Note: possible side trip to Suzhou at the beginning or end of the trip at the expense of the faculty and business traveler.

Lodging: *China Hotel Marriot*

Wednesday, March 25, 2009	Fly via Hong Kong or Shanghai to Guangzhou
Thursday, March. 26	Arrive in Guangzhou
Friday, March. 27	Booth Visiting & Courtesy visit to Guangzhou ATO
Saturday, March. 28	Booth Visiting & Visiting Guangdong Yuzhu Timber Market
Sunday, March. 29	Booth visiting & Visiting Dongguan Xingye Timber Market
Monday, March. 30	Booth Visiting
Tuesday, March. 31	Transition and travel day to Dalian
Wednesday, April 1	Attend a day long trade seminar in Dalian
Thursday, April 2	Travel to Xian & Cultural day with businesses at Terracotta Warriors
Friday, April 3	Attend a day long trade seminar in Xian
Saturday, April 4	Travel to Shanghai
Sunday, April 5	Meetings with lumber companies & cultural day
Monday, April 6	Cultural day
Tuesday, April 7	Travel to Portland

Business International Education (BIE) China Trip

Tentative Schedule: *July 3-July 18, 2009*

This trip will enable seven full-time and part-time faculty representatives (including part-time without assignment rights) to travel to China in July, 2009 for two weeks plus travel time.

The specific purpose of this opportunity is for BA faculty and administrators to gain insight into the business, political, and cultural climate of Oregon's highest export market. Tours and seminars will be specifically designed to meet the needs of PCC's business faculty. The focus of this tour will be an introduction to China's business practices for the purpose of re-examining and revising curriculum in light of lessons learned.

The tour is organized in partnership with Hong Kong Polytechnic University and will be designed to provide a balance between academic and business presentations, business site visits, and cultural opportunities. Proposed lecture topics include "Pearl River Delta and Yangtze River Delta River Development," "Marketing in China and the Hong Kong PRD Relationship," "The Structure and Role of Government HKSAR," "U.S. - China Relations in the Context of China's Olympic Rise," "US-China Trade Relations - Implications for Business." This tour will include visits to Hong Kong, Shanghai, and Suzhou (Portland's Sister City). Appropriate site visits such as the Hong Kong Trade Development Council and the Hong Kong Stock Exchange will be scheduled.

This trip includes a pre-trip orientation and post-trip debriefs. Returning faculty participants will then incorporate an international business dimension into their existing courses. There will be roughly 40 hours of pre-departure and post-return activities. **Please note that selected participants will not receive any compensation or release time for this initiative.**

What's included in this Business and Education (BIE) China Trip Opportunity:

- Academic program (lectures, site visits, study tours, and seminar materials)
- Accommodations in single rooms
- One meal daily (typically breakfast or lunch)
- Transportation to included activities in-country
- Entrance fees for included excursions in-country
- Airport transfers overseas
- International Accident and Sickness Insurance (coverage inclusions are in the acceptance material)
- Pre-departure support (including advisors, pre-departure orientation and visa assistance).

The BIE Grant and the PCC Office of International Education, in addition to the cost of the seminar, will also provide:

- Round trip international airfare from Portland International Airport (PDX) to grant-related destinations in China for the specific dates of the program.

What's NOT Included:

- The cost of passport and international departure taxes, International Teacher I.D. card, inoculations (if required), two meals daily, excess baggage charges, tips or any incidental expenses
- Round trip transportation from participants' home to the PDX airport for the international flights and/or any associate PDX parking fees.
- Personal expenses
- Any additional accommodation or supplementary transportation beyond the start/end date of seminar.

Tentative Schedule

Trip schedule reflects likely meetings that will be finalized over the next few months:

Friday, July 3, 2009	Depart Portland
Saturday, July 4	Arrive Hong Kong
Sunday, July 5 to Wednesday, July 8	Lectures, discussions & activities in Hong Kong
Thursday, July 9	Travel (plane and perhaps train) to Suzhou
Friday, July 10 to Sunday, July 12	Lectures, discussions & activities in Suzhou
Monday, July 13	Train to Shanghai & activities
Tuesday, July 14 to Friday, July 17	Lectures, discussions & activities in Shanghai
Saturday, July 18	Depart Shanghai, arrive Portland