

DEVELOPING A COLLEGE OF BUSINESS GLOBALIZATION STRATEGY

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ABSTRACT

To be a leader in global education in the 21st Century, the College of Business (CoB) at San Jose State University (SJSU) must be engaged in research, education, professional education, curriculum development and outreach in the key emerging economies. The first step in this process is to engage the CoB faculty. To do so, we had to survey their attitudes, interests and commitment to global outreach. The CoB is using the results of the survey to formulate its globalization business strategy. The strategy will deal with issues of curriculum, outreach, research, training, faculty hiring and student outreach.

FACULTY SURVEY

The faculty were asked to respond to questions about the overall strategic importance of various countries to the CoB's future (next three years) globalization efforts, the type of research they did undertake recently relating to these countries, in which of these countries did they teach during the past academic year, in which of these countries they recently undertook some outreach activities, and the overall strategic importance of a number of regions to the CoB's future globalization efforts.

The faculty members were provided a list of the 54 largest economies and were permitted to add other countries that were not included. We also listed the regions of the world that we thought our faculty might be interested in and asked them to include any regions that we may have missed.

The survey results show that the faculty members overwhelmingly selected China, Japan and India as the most important countries for global outreach. These selections were consistent for all questions.

WHAT'S NEXT?

The next phase of the process is to determine specifically how the CoB should concentrate its globalization efforts with respect to: curriculum (introducing globalization in many of the core courses), research, professional programs and outreach (development of international partnerships), establishing research and training institutes (e.g., a Pacific Rim), faculty recruiting, and responsiveness to our student demographics.

When selecting the best course of action to follow, the college is planning to take into consideration factors such as: potential market, sister institutions in these countries, regulatory issues, financial considerations, online penetration, language skills, cultural acceptance, funding sources, experiences of other institutions, type of relationships with these countries, and our Silicon Valley location.