

Prairie View International Business Digest

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Center for International Business Education
Prairie View A&M University College of Business

HOUSTON IS NO. 2 IN THE U.S. IN REFINED PETROLEUM IMPORTS

Houston is critical to America's energy supply. While it is second in the U.S. in refined petroleum imports, it is No. 1 in crude oil imports. The Customs district is also critical to the chemical industry, leading the nation in a wide variety of imports and exports that are central in the manufacturing of many types of consumer items and business products. Houston is not only the nation's fourth-largest city, it is also the nation's fourth-largest Customs district, in terms of the dollar value of its imports and exports. According to U.S. Census, the following airports and seaports are within the Houston Customs district: Corpus Christi, Freeport, Galveston, Houston Intercontinental Airport, Houston Hobby Airport, Port of Houston, Port Lavaca, Sugar Land Regional Airport, and Texas City.

Refined petroleum is the nation's third-leading import behind oil and cars. The nation's biggest suppliers of refined petroleum are Canada, Russia and Venezuela. Since 2000, the New York Customs district has led the nation in imports of refined petroleum products, according to *WorldCity* analysis of U.S. Census data. New York accounts for 24.2% of all refined petroleum followed by Houston at 17.3%, and New Orleans at 9.1%. Houston has accounted for 23.5% of all oil imports into the U.S. in 2008, followed by New Orleans at 19.1% and Philadelphia at 10.4%. The table shown on page 4 shows the 2008 rank (through July) of top 10 Customs districts in refined petroleum imports.

2008 Rank	Refined Petroleum Imports	July 2008 YTD (Billions of US\$)	% Change from July 2007 YTD
-	All Customs Districts	56.13	33.08%
1	New York City	13.58	49.16%
2	Houston	9.68	59.01%
3	New Orleans	5.13	33.75%
4	Boston	4.19	31.95%
5	Miami	2.73	18.24%
6	Portland, Maine	2.11	36.76%
7	Philadelphia	2.11	65.83%
8	Los Angeles	2.10	-46.76%
9	Tampa/Jacksonville	1.90	16.73%
10	San Juan, P.R.	1.88	33.44%

Source: <http://www.worldcityweb.com/>



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Dr. Rahim Quazi
Editor

Editor's Note

Greetings. It gives us immense pleasure to present to you the 17th issue of the *Prairie View International Business Digest*, an electronic quarterly newsletter produced by the Center for International Business Education at Prairie View A&M University.

This issue contains four sections. The first section discusses the significant role played by Houston to America's petroleum imports. The second section, contributed by Dr. Gin Chong, discusses the opportunities and challenges of designing short-term study abroad programs. The third section presents a brief overview of an IB training workshop that the Center has recently organized for local high school educators. The final section lists brief summaries of recent international business news.

We hope you continue to find this e-newsletter a valuable channel for important information relating to international business. We do hope our efforts will inspire greater number of local firms to seek out new opportunities in international business. Should you have any questions or suggestions, please feel free to contact us. We would also like to hear from you on the content of future issues of this newsletter. Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to be 'Rahim Quazi', written over a light blue horizontal line.

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We've Moved!

The Center for International Business Education has moved to the newly renovated office space in the Hobart Taylor, Sr. Building on the Prairie View A&M University campus. Our contact information is the same, but the new office number is 1B123A. We look forward to your visit at our new location!



SHORT-TERM STUDY ABROAD (STSA) PROGRAM

– DR. GIN CHONG, ASSOCIATE PROFESSOR OF ACCOUNTING



Dr. Gin Chong
Associate Professor

I recently attended the 2008 Short-Term Study Abroad (STSA) Workshop organized by the Center for International Business Education and Research (CIBER) at the University of Texas at Austin. This is the second annual event developed by a consortium of CIBERs to share best practices for the STSA programs. Generally, a STSA program is an integral part of an academic program. Rather than learning and understanding business culture of the local businesses, students and faculty members visit the operations and facilities, and in some cases, join local students to continue their studies. A STSA should normally last for less than two calendar months, and in most cases, U.S. institutions have their STSA tours for two weeks or less.

The STSA workshop is relevant to faculty members and program development staff at any college planning to design or expand study abroad programs. The opportunities include helping students appreciate the real-life international cultural, political, and economic environment, giving the faculty members opportunities to teach and collaborate research activities with local universities, while the challenges include designing curriculum to meet the program goals and objectives, identifying local businesses that are prepared to open their facilities for visits, planning and working the tour logistics, justifying value added to the program, and securing resources (both financial and non-financial). The non-financial supports include availability of skilled staff in the international office, willingness of those faculty members who have been to the foreign sites to lead tours, etc.

The workshop agenda included a wide range of formal presentations, panels, and informal interactions. The following table lists the speakers/presenters and their topics (the topics are hyper-linked to PowerPoint files). I highly recommend this workshop to educators who intend to design or expand a STSA program.

Interested readers will find more details at the following sites:

<http://www.mcombs.utexas.edu/research/ciber/stsaworkshop2008/>

<http://www.mcombs.utexas.edu/research/ciber/summer/programs.asp>

Speakers	Topics
L. Angelone, S. DePaul, C. Katzin and A. Rose	Risk Management
Natalie Bartush	Adapting and Applying the “Standards of Good Practice”
Jim Beach	Capitalizing on Internet-based Technology in Short-Term Programs
Alison Davis-Blake	The Role and Value of Short-Term Study Abroad
Janet Dukerich	Arabian Gulf Global Connections
L. Gerber and M. Rodríguez	Incorporating Language in STSA Programs
Bertrand Guillotin	The G.A.T.E. (Global Academic Travel Experience) Model: Working with Service Providers Managing/Leveraging Partner Relationships
Brian Harley	Starting a Short-Term Study Abroad Program: The Consideration of Strategic Planning
Wei Hong	Raising Cultural Awareness in Study Abroad Programs in China
Sara Jackson	STSA: Mexico
Charlotte Katzin	Risk Management: Country Specific Health and Safety Concerns
Alice Lentz	CCC&TI Goes Global!
Roger McCarty	BYU Field Studies: Leveraging the Creativity, Talent and Enthusiasm of Students at the Marriott School of Management
Amanda Pollock	Starting an STSA Program: 10 Things to Consider
Helio Yang	Connecting Student Learning with Field Visits



IB NEWS UPDATES

(Source: *Export News*, A newsletter of the U.S. Export Assistance Center, Houston)

Global Entry Program

The U.S. Customs and Border Protection recently implemented a processing system to allow frequent international air travelers expedited entry into the U.S. Pre-approved, pre-screened travelers will be able to utilize automated kiosks in selected U.S. airports, including Houston IAH, to easily enter the country. For details see: <http://www.globalentry.gov/>.

India Business Center Launch

To take advantage of emerging market opportunities and the fast-growing purchasing power of India's middle class, see the new CS-sponsored India Business Center on the web at <http://www.export.gov/india>.

Clean Energy Exporter Guides Released: *Focus On India & China*


Designed to help U.S. business navigate Chinese and Indian energy markets, the reports provide information on current political and market conditions and future opportunities in these two growing economies. The guides also provide detailed information on Chinese and Indian national and local clean energy promoters and regulators. To obtain copies, see: http://trade.gov/press/press_releases/2008/clean-energy-reports_071708.asp.

Recent U.S. Treasury Sanctions

Zimbabwean Parastatals

Revolutionary Armed Forces of Colombia (FARC)

Burmese State-Owned Enterprises

A complete list of individuals, entities & details of those designated is available at: <http://www.treasury.gov/offices/enforcement/ofac/actions/> 



International Business K-12 Training Workshop

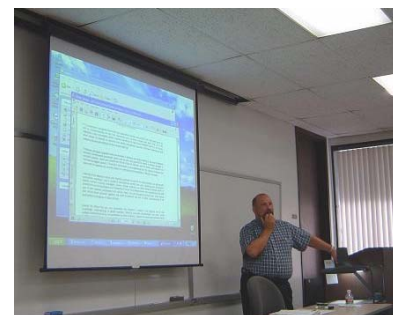
In order to prosper in an increasingly interlinked global economy, the U.S. needs a growing number of business professionals educated in international business issues. There, however, exists a critical void in training for high school teachers on the basics of international business. To meet these needs, the Prairie View A&M University Center for International Business Education organized a daylong training workshop for local high school educators on August 13, 2008 (9:00-5:00 pm). The workshop was funded in part by the Business and International Education (BIE) grant from the U.S. Department of education.



The objective of the workshop was to train the educators through whom we can reach the high school students early and spark their interest in studying international business in college. High school educators from Alief, Friendswood, Houston, Klein, and La Porte ISDs attended the workshop. The attendees received teaching tips and materials suitable for course and curriculum design, unit and lesson planning, travel stipend, and CPE letters.

materials suitable for course and curriculum design, unit and lesson planning, travel stipend, and CPE letters.

Two PVAMU business faculty members, Dr. Reginald Bell and Dr. Rahim Quazi, were the main presenters in the workshop. Dr. Bell, professor of business education and business communication, emphasized the significance of international business education and communication on high school curriculum. He also discussed developing a sample unit and lesson plan and building an assessment instrument for an international business course. There were several hands on learning activities for the participants.



Dr. Quazi, professor of international business and economics, shared several lesson plans for teaching high school students the basics of international trade, chronological evolution of trade, and national trade policies. A video case study on job outsourcing was also presented and discussed. Finally, Dr. Quazi shared information about outreach programs at other universities and online resources available for K-12 educators.

The workshop featured two guest speakers - Mr. Daniel Seibert from La Porte High School and Ms. Carri Reisdorf from Sharpstown High School. The speakers made brief presentations about their experiences from the summer field trip to Puebla and Mexico City, which they attended with a PVAMU group in May 2008.



PVAMU College of Business Vision and Mission Statements

The vision of the College of Business is to be a premier business institution that empowers students to realize their dreams through an excellent education.

The mission of the COB is to provide a diverse student body with a business education that produces readily employable professionals who are productive, ethical, entrepreneurial, and prepared to succeed in a competitive global economy. The College is committed to the pursuit of excellence in teaching, research and service. We will achieve these through an outstanding faculty and alliances with stakeholders. While undergraduate education remains our primary focus, the COB aspires to expand its graduate programs. The student experience will be distinguished by personal attention, teamwork, leadership training, and an understanding of the link between business and society.



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If you would like to receive an electronic version of this newsletter, please contact Dr. Rahim Quazi in the College of Business at 936-261-9225 or rmquazi@pvamu.edu

Visit our website!
www.pvamu.edu/business



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