

PRAIRIE VIEW International Business Digest

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

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Inside This Issue

Global Business Training Workshop	Page 1
Editor's Note	Page 2
A New Grant from the U.S. Department of Education	Page 3
Updated Trade Statistics	Page 4
International Trade and Business News	Page 6
Contact Information	Page 7

Global Business Training Workshop

The Center for International Business Education organized a half-day training workshop for local high school educators on November 19, 2009 (1:00-5:00 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.

Two PVAMU faculty members, Dr. Reginald Bell and Dr. Rahim Quazi, conducted the workshop. Dr. Quazi, professor of international business and economics, presented a brief overview of the current topics in international business, and shared a lesson plan for teaching the chronological evolution of trade and national trade policies. He also shared information about teaching resources that are available online. Dr. Bell, professor of business education and business communication, made a very lively presentation on intercultural communication. There were several hands on learning activities for the participants.

High school educators from several local ISDs (Aldine, Fort Bend, Houston, Katy, and Magnolia) attended the workshop. The attendees received teaching tips and materials suitable for course and curriculum design, unit and lesson planning, and CPE letters. 





Dr. Rahim Quazi
Editor

Editor's Note

Greetings. It gives us a great pleasure to present to you the 22nd 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 features four sections. The first section (*Global Business Training Workshop*) presents a brief summary of our recently organized training workshop for local high school educators. The second section (*A New Grant from the U.S. Department of Education*) presents an overview of a new grant (\$189,000 for 2 years) the Center has recently received. The third section (*Updated Trade Statistics*) features the most recent trade statistics for the U.S. and Texas. The fourth and final section (*International Trade & Business News*) features very brief summaries of current and upcoming trade events. Please note that all URL links are active and you can go directly to an article from the table of contents section on the first page.

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.

Happy Holidays,

A handwritten signature in black ink, appearing to read 'Rahim Quazi', written in a cursive style.

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A New Grant from the U.S. Department of Education

The Center for International Business Education was recently awarded a \$189,877 grant (for 2009-2011) by the Business and International Education program of the U.S. Department of Education. The purpose of this project is to strengthen academic, faculty development, and outreach activities with a focus on South Korea. This is the third BIE grant (with a combined total of over \$530,000) the Center has received in the last 5 years. The objectives and activities of the new project are:

Objective One - Strengthen IB Academic Activities:

This objective is built around four activities: introduce two new courses in *Global Entrepreneurship* (one undergraduate and one graduate), infuse new IB/Korea modules into six existing business courses, establish overseas educational opportunities (study abroad at Hankuk University in Korea, summer internship at Universidad de las Americas at Puebla, Mexico, and summer field trip to Korea), and organize an IB executive speaker series.

Objective Two - Strengthen IB Faculty Expertise:

The grant will enable the College to maintain an intellectual environment conducive to teaching, learning, and pursuing scholarship in international business. Faculty members will participate in a development study tour to Korea and also attend professional development workshops and conferences. The College will offer faculty research grants to support IB research and purchase educational/research materials for the Center for International Business Education.

Objective Three - Strengthen IB Community Outreach Activities:

The College will partner with the Houston Northwest Chamber of Commerce (HNCC) to organize a Korea trade mission, offer outreach seminars to local businesses, offer professional development opportunities to local K-12 educators (training workshops and study tour to Korea), and host a website for global business resources. 



Updated Trade Statistics

The tables below show a few selected trade statistics for the U.S. and Texas. These are the most recent trade figures reported in the website of the Office of Trade and Industry Information (OTII), Manufacturing and Services, International Trade Administration, U.S. Department of Commerce (<http://tse.export.gov>).

Table 1: Total U.S. Exports and Top 5 U.S. Export Products to the World (Billions of \$)

	2004	2005	2006	2007	2008
Total Exports	814.87	901.08	1025.97	1148.20	1287.44
Nuclear Reactors; Boilers; Machinery; Parts	135.95	150.91	165.44	179.29	190.63
Electric Machinery; Sound Equip; TV Equip; Parts	124.56	128.95	145.19	147.81	152.47
Vehicles (except Railway or Tramway); Parts	73.92	83.69	92.35	107.21	111.70
Aircraft; Spacecraft; Parts	53.64	63.50	75.30	83.88	84.38
Mineral Fuel; Oil; Bitumin Substance; Mineral Wax	19.05	26.69	34.90	42.25	76.94

Table 2: Total U.S. Imports and Top 5 U.S. Import Products from the World (Billions of \$)

	2004	2005	2006	2007	2008
Total Imports	1469.70	1673.45	1853.94	1956.96	2103.64
Mineral Fuel; Oil; Bitumen Substance; Mineral Wax	206.72	289.76	332.59	365.07	491.96
Electric Machinery; Sound Equip; TV Equip; Parts	185.00	207.41	229.20	248.87	251.59
Nuclear Reactors; Boilers; Machinery; Parts	200.63	222.44	243.94	249.93	249.10
Vehicles (except Railway or Tramway); Parts	191.14	199.66	215.62	214.27	194.99
Optic; Photo; Medic or Surgical Instruments	44.53	46.86	50.43	53.80	57.26

Table 3: U.S. Trade Balance in All and Top 5 Products with the World (Billions of \$)

	2004	2005	2006	2007	2008
All Products	-654.83	-772.37	-827.97	-808.76	-816.20
Aircraft; Spacecraft; Parts	37.37	47.16	57.85	62.07	62.86
Cereals	12.33	10.65	12.33	19.46	26.13
Oil Seeds; Misc Grain; Seed; Fruit; Plant	7.74	7.35	8.00	11.25	16.60
Plastics and Articles	7.27	6.54	8.44	13.58	15.64
Miscellaneous Chemical Products	6.36	6.72	8.07	9.54	12.22

(Continued on page 5.)

Updated Trade Statistics

(Continued from page 4.)

Table 4: Exports from Texas to the World and Top 10 Export Markets (Billions of \$)

	2004	2005	2006	2007	2008
World Total	117.40	129.35	150.89	168.23	192.22
1. Mexico	45.71	50.28	54.81	56.01	62.09
2. Canada	12.55	14.77	15.72	16.90	19.38
3. China	4.46	4.94	6.64	8.28	8.42
4. Netherlands	2.47	2.67	4.42	5.29	7.06
5. Brazil	1.74	2.30	3.18	3.91	5.96
6. Singapore	3.41	3.27	3.50	4.53	5.48
7. South Korea	5.03	4.65	5.34	5.57	5.15
8. Taiwan	4.00	3.47	3.90	5.08	3.88
9. Japan	2.61	2.75	2.76	3.45	3.63
10. Belgium	2.02	2.22	2.58	3.18	3.59

Table 5: Total Exports and Top 5 Export Products from Texas to the World (Billions of \$)

	2004	2005	2006	2007	2008
Total Exports	117.40	129.35	150.89	168.23	192.22
Chemical Manufactures	22.59	25.04	28.70	34.99	38.38
Computers & Electronic Products	31.65	31.14	35.15	33.64	35.21
Machinery Manufactures	14.61	16.53	20.35	24.79	27.27
Petroleum & Coal Products	6.18	8.99	12.85	14.72	25.32
Transportation Equipment	12.72	14.06	15.27	16.39	16.92

International Trade & Business News

Online Promotion in Foreign Countries

Featured U.S. Exporters (FUSE) is a directory of U.S. products featured on U.S. Commercial Services websites around the world. Listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. Details can be found at:

<http://www.buyusa.gov/home/fuse.html>.

Trade Winds: The Americas Business Forum

São Paulo, Brazil, April 25-28, 2010

The forum will include a pan-American business forum and pre-arranged consultations with 14 U.S. Commercial Service Senior Commercial Officers representing commercial markets throughout the Americas. The multi-sector Trade Mission to Brazil will add another dimension to the event by providing clients with the opportunity to conduct business-to-business meeting with firms in Brazil. Details can be found at: <http://www.buyusa.gov/northcarolina/tradewindsbrazil.html>

Trade Winds 2010: "The Americas" Webinar Series

Dates: January 15, February 8, and March 15, 2010

Time: 11:00-12:00 pm EST

Cost: \$225 per company for the series

This series covers export opportunities, financing options, cultural differences, economic conditions, technological capabilities of potential partners and best prospects in The Americas region. Details and registration information can be found at:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q10>



Source: *Export News*, U.S. Export Assistance Center, Houston. 🌐

PVAMU College of Business Vision and Mission Statements



Next Issue - March 2010

Vision Statement:

Our vision is to empower students from diverse backgrounds to become productive and ethical business professionals who are among the best in the world.

Mission Statement:

We provide a diverse student body with an education that creates highly productive professionals who are ethical, entrepreneurial, and prepared to succeed in the global economy. The College achieves this through excellence in teaching, research and service, and engagement with the business community and other stakeholders. The student experience is distinguished by personal attention, teamwork, leadership training, and appreciation of the social responsibility of business.

If you would like to receive an electronic version of this newsletter, please contact
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Visit our website!
www.pvamu.edu/business or
www.pvamu.edu/pages/4478.asp



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