

PRAIRIE VIEW International Business Digest

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

Volume 6

Issue 3

March

2010

Inside This Issue

U.S. Higher Education Posts
a Big Trade Surplus

Page 1

Editor's Note

Page 2

Current Overseas Programs
in the College of Business

Page 3

International Trade and
Business News

Page 5

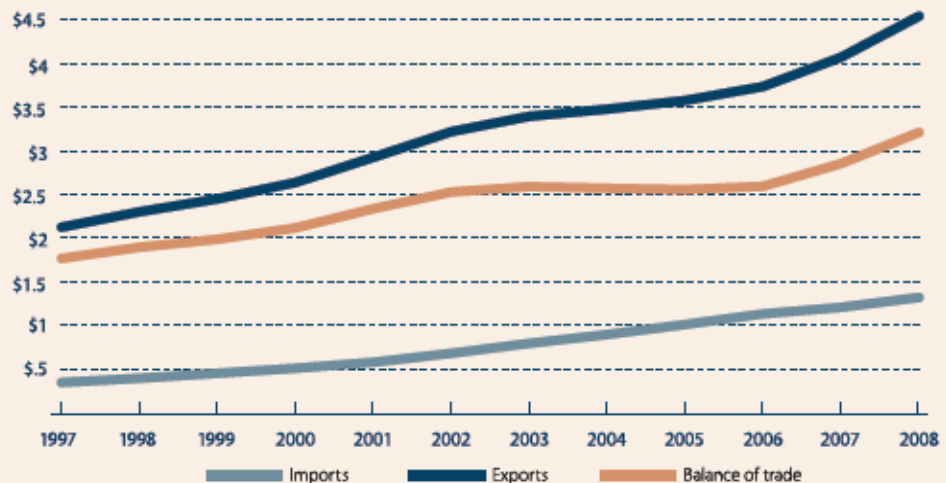
Contact Information

Page 6

U.S. HIGHER EDUCATION POSTS A BIG TRADE SURPLUS

International students studying in the U.S. spent a record amount in 2008 - about \$17.8 billion, including spending on travel, tuition, fees, and living expenses. In the same year, American students studying abroad spent about \$5.2 billion, which created a net surplus of about \$12.6 billion for U.S. education services trade account. The chart below shows that from 1997 to 2008 there have been steady increases in both U.S. export earnings and net trade surplus for education services. The increase in export earnings is due to two factors - higher number of international students in the U.S. and higher tuition and fees charged by U.S. colleges and universities.

U.S. Trade in Education, 1997-2008 (billions of dollars, quarterly rate)



Source: U.S. Department of Commerce, Bureau of Economic Analysis

The number of international students enrolled in U.S. colleges and universities is significant. In 2007/08, there were 623,805 international students in U.S., which represented about 3 percent of students enrolled in U.S. higher education. The top two home countries of international students were India (94,563 students) and China (81,127 students). Tuition and fees paid by (Continued on page 4.)





Dr. Rahim Quazi
Editor

Editor's Note

Greetings. It gives us a great pleasure to present to you the 23rd 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 three sections. The first section (*U.S. Higher Education Posts A Big Trade Surplus*) features a short article on the sizeable net surplus in U.S. education services trade account. The second section (*Current Overseas Programs in the College of Business*) presents a brief summary of our current study abroad, field trip and immersion programs in S. Korea and Mexico. The third and final section (*International Trade & Business News*) features 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,

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

Rahim Quazi, Ph.D.
Editor, *Prairie View International Business Digest*
Prairie View A&M University - College of Business
E-mail: rmquazi@pvamu.edu
Phone: (936) 261-9225
Fax: (936) 261-9226

Current Overseas Programs in the College of Business

Study Abroad in S. Korea

One of our business students, Ms. Gabrielle Deculus (pictured below, second from left), is currently attending a semester-long study abroad program at Hankuk University of Foreign Studies (HUFS) in Seoul, S. Korea. She was the recipient of a full study abroad scholarship, which is funded by the BIE grant project from the U.S. Department of Education. The College will send three more students to this program (one student each in fall 2010, spring 2011, and fall 2011).



Established in 1954, HUFS is only minutes away (approximately 20 minutes by subway from Seoul City Hall) from the heart of Korea's educational, cultural, political and economic activities. This university is the birthplace of foreign language education in Korea and currently teaches 42 major languages of Asia, the Middle East and other major regions of the world. HUFS currently enrolls about 15,000 students in 51 departments within 15 colleges, and has educational exchange ties with 225 universities in 71 countries worldwide. HUFS provides international students with an educational environment that fosters multicultural respect and understanding in a local community with great cultural richness and traditions.

Summer 2010 Field Trip to S. Korea

The College will send a group of five students, two faculty members and one high school teacher to a weeklong field trip to Seoul and Daegu in May 21-28, 2010 (the next trip will be in May 2011). The real-life learning experiences from interaction with Korean people and business experts will greatly enrich the participants' intellectual and cultural horizon. This year's participants are: Rahim Quazi and Brian Lee (COB faculty members), Tammy Koonce (Klein Forest High School teacher), Nicole Rogers (MBA student), Syed Irtiza (MBA student), Joi Reece (BBA student), Malcolm Copeland (BBA student) and Michael Mathews (BBA student).



The field trip activities will comprise lectures on business topics (delivered by local experts) and visits to business and cultural sites in Seoul and Daegu (the fourth largest city in Korea after Seoul, Busan, and Incheon). Prominently located at the center of ancient Korea's Three Kingdoms (Goguryeo, Baekje and Silla), the city of Daegu hosts an abundance of historical and cultural heritage sites. Three of UNESCO's seven world cultural heritage sites in Korea are located around the city. The field trip will also include a tour of a Hyundai automobile plant in Ulsan, which is the world's largest integrated automobile manufacturing facility, and the Pohang Iron and Steel Company (POSCO) in Pohang. POSCO is the world's second largest steel maker and has been the bedrock of Korea's industrial development (particularly in shipbuilding and automobiles) over the past 40 years.



(Continued on page 4.)

U.S. HIGHER EDUCATION POSTS A BIG TRADE SURPLUS

(Continued from page 1.)

international students generate valuable revenues for public and private institutions. At public institutions, international students pay out-of-state tuition, which is typically several times higher than in-state tuition fees.

According to the U.S. Department of Commerce estimates, American colleges and universities have captured about 45 percent of the \$35 billion global market for international students. The U.S. faces competition in this market from such countries as Australia, Canada, and the UK. An earlier 2006 study by the Organization for Economic Cooperation and Development (OECD) found that the U.S. was the destination of about 22 percent of international students worldwide.

The current global economic crisis makes it difficult to predict the future trends in the number of international students enrolling in U.S. institutes of higher education. However, given the healthy increase in the number of international students coming to the U.S. in 2007/08, which registered a hefty 7 percent growth from the previous year, it is likely the trend will continue, albeit modestly. 🌐

Source: "Higher Education Shows a Big Trade Surplus for the United States", by John Siegmund, *International Trade Update*, September 2009.

Current Overseas Programs in the College of Business

(Continued from page 3.)

Summer Immersion Program in Mexico

The College will send two students (one in summer 2010 and one in summer 2011) with full scholarships to the *Universidad de las Americas* (UDLA) in Puebla, Mexico to attend a business internship program. This program will help students develop their Spanish language skills and improve their understanding of Mexican culture and business practices.

Located in the historical city of Puebla, the UDLA is a private university with a tradition of more than 50 years of excellence in teaching and research. The university hosts many first-rate international programs, such as the Center for International Business, which is associated with the Bancomext - the Mexican government's development bank in charge of promoting foreign trade. As of date, 12 PVAMU study-abroad students have attended UDLA, and another 31 students and 10 faculty members have attended summer field trips to Puebla and Mexico City. 🌐



International Trade & Business News



Houston Airports Now Have Free Wi-Fi

Bush Intercontinental (IAH) and Hobby (HOU) Airports now offer a free 45-minute Wi-Fi session. Longer sessions are also available for a fee. More details available at: <http://www.fly2houston.com/0/2536440/0/1906/>.

Trade Finance Guide: A Quick Reference For U.S. Exporters

A resource guide on the basics of trade finance for U.S. companies, especially small and medium-sized enterprises. Downloadable copy is available at: http://www.ita.doc.gov/media/Publications/abstract/trade_finance_guide2008desc.html.

Asia/Pacific Business Outlook 2010

UCLA, Los Angeles, April 19-20

The Asia/Pacific Business Outlook (APBO) is North America's premier event for business leaders who want to expand their trade and investment in the Asia/Pacific region. Jointly organized with the U.S. Department of Commerce, this event will help exporters and investors take advantage of tremendous opportunities and overcome challenges in the rapidly changing economies of Asia/Pacific. There will be 250 participants, 50 sessions, 15 economies, and one-on-one meetings with top business experts during this event. Participants will receive current intelligence on trade and investment opportunities and how to navigate cultural, social, and administrative barriers in each of the 15 Asia/Pacific economies. Cost: \$675 until March 26 and \$825 thereafter. More details available at: <http://www.apbo2010.com/>.

Go Europe! Green Industries Trade Mission

Europe, April 11-16

Jointly organized by FedEx and the U.S. Commercial Service, this trade mission will start in Paris and then visit two countries of participant's choice (Germany, Italy, Denmark, Finland, Norway, Sweden or the UK). Cost: \$1,500 per participant. More details available at: <http://www.fedex.com/trade>.

BAUMA 2010 International Trade Fair

Munich, Germany, April 19-25

This is the world's largest international trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. The 2007 show hosted over 3,000 exhibitors from 49 countries and attracted more than 500,000 visitors from 191 countries. Details on the U.S. pavilion can be found at: <http://www.kallman.com/>.

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

PVAMU College of Business Vision and Mission Statements



Next Issue - June 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 Dr. Rahim Quazi in the College of Business at 936-261-9225 or rmquazi@pvamu.edu

Visit our website!
www.pvamu.edu/business or
www.pvamu.edu/pages/4478.asp



Prairie View A&M University
College of Business
P.O. Box 519; MS 2300
Prairie View, TX 77446