

PRAIRIE VIEW International Business Digest

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

Volume 7

Issue 4

June

2011

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Summer 2011 Field Trip to South Korea

The Prairie View A&M University Center for International Business Education (CIBE) organized a field trip to South Korea on May 15-22, 2011. The primary objective of the trip was to introduce the participants to Korean culture and get a glimpse into Korean business practices. Funded by the BIE grant from the U.S. Department of Education, this was our 2nd field trip to Korea.

The field trip was attended by 11 participants - four PVAMU faculty members, six students, and one high school teacher. The field activities were organized by our partner university - Hankuk University of Foreign Studies (HUFS). The group spent five days in Seoul (the capital city) and two days in Yongin (a picturesque city that hosts a branch campus of HUFS). Furthermore, Dean Quddus and Dr. Lee visited two universities in Seoul - Hang Yang University and Seoul Women's University- to discuss future student and faculty exchange programs. This visit was arranged by the U.S. Embassy (Seoul) and U.S. Commercial Services.

The group attended three class lectures presented by HUFS professors at Seoul and Yongin campuses on various topics, visited several famous tourism landmarks - *Kyungbok Palace* (one of the "[Five Grand Palaces](#)" built by the *Joseon Dynasty*), Korean Folk Village, Everland Park, and the informal markets at *Itaewon* and *Insadong*. This part of the trip provided us with an international setting and some of the best cultural, culinary and sightseeing spots in all of Korea.

One of the biggest delights for us was to see the students interact with a new culture and try to come to terms with it. The students came away with a broad understanding of Korea and its economic success, business etiquette, history, culture, geography and most importantly the Korean people. The participants generally felt that the trip was truly an once-in-a-lifetime opportunity to broaden their educational, cultural, and intellectual perspectives. This feature presents excerpts from the participants' assessment of the trip and some photographs taken by them.

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Editor's Note

Greetings. It gives us immense pleasure to present to you the 28th 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.

The main section in this issue (*Summer 2011 Field Trip to S. Korea*) presents an overview of our recently organized summer field trip to Korea. This feature also presents excerpts from the participants' assessment of the trip and some photographs taken during the trip. The section on *Upcoming Events* presents a brief overview of upcoming global business/trade events. The final section presents a brief summary of a recently conducted training workshop for local high school educators.

We hope you continue to find this e-newsletter a valuable channel for important information relating to international business. Should you have any questions or suggestions, please feel free to contact us.

Thank you for your support,



Dr. Rahim Quazi
Editor

A handwritten signature in black ink, appearing to read 'Rahim Quazi'.

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Upcoming Events

- A global business seminar for local businesses will be organized by the CIBE in early August. The seminar will include speakers from the U.S. Export Assistance Center, U.S. Small Business Administration, EXIM Bank, and other trade agencies.
- A free training workshop for local high school educators will be organized by the CIBE in early August. All participants will receive teaching tips and materials suitable for course and curriculum design, unit and lesson planning, and CPE letters.
- Webinar: *Taking American SMEs Global with Google* (July 19th, at 12 noon Central)
Google Directors Alan Moss and Aliza Knox will present a one-hour free webinar on the web tools that are available to help American small businesses expand globally.
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=109T>
- *Global Access Exporters Forum*, Houston, August 2
Local exporters and government officials will provide strategic advice and guidance to increase global sales. More details can be found in *June 2011 Export News* (a newsletter of the U.S. Export Assistance Center, Houston).

Summer 2011 Field Trip to South Korea

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This was a good trip. It was both fun and educational. As an administrator, I gained insight into the South Korean higher education system, especially the private university system. I had the opportunity to meet several other administrators (deans) – two at HUFS, and two at the other campuses we visited. I noted that the overall quality of the institutions, their financial situation, and commitment to the mission are strong. Certainly, I bring back some ideas not only on international exchange, but other issues (student and faculty recruitment and retention).



I thought the trip provided opportunities to enhance the global perspective of our students. They saw and experienced a new culture, food, way of learning and doing business. If they had any fears or concerns about these, after this weeklong travel experience, I am sure the fears have abated. The students shopped, saw businesses, experienced currency exchange rates, met strangers, made new friends, broadened their network, and experienced haggling when prices are not fixed – all important skills for business students. They bonded well with students in the

small teams when they were in the classroom. The interaction with other students and young people, I am sure, added to our students' knowledge of how business is done in other countries, the role of culture, and the impact of globalization.

Dr. Munir Quddus
Dean, PVAMU College of Business



Overall, it was a useful and productive trip for both faculty and students to have an opportunity to explore different cultures and social systems and also to develop a formal relationship with two colleges at HUFS. Thus, through the formal communication channel, PVAMU is able to provide continuously its business students with an opportunity to experience global issues.

The program coordinator at HUFS, Mr. J. W. Kim, went the extra mile to provide necessary assistance by assuming an overtime workload, e.g., he stayed with the team overnight and worked until late evening. As a result, Mr. Kim demonstrated the typical work ethics in Korea to accomplish assigned duties with best efforts. The field trip program was well organized and thus the field trip team had a good learning experience in Korea.

Dr. Brian Lee
Professor of Accounting

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I was somewhat surprised that Korea is such a modern country and very similar to the U.S. Their subway, for example, was state of the art. Everland is just like Disneyland and surprisingly was established thirty-five years ago. I particularly enjoyed visiting the Korean Folk Village and Kyungbok Palace to learn some of the history of the country.



It was surprising to see that HUFS values the speaking of foreign languages enough to teach 45 different languages. Their goal of bridging cultures and educating students to become international Koreans is impressive; their foreign language department is certainly a building block to accomplish this goal. Our students benefited from the three classes that they attended with the Korean students. I heard them getting Facebook addresses from the students; I am sure that all of our students will develop lasting friends from these contacts. "Come to HUFS, meet the world" is definitely a true statement.

Ms. Ada Till
Instructor of Accounting

The trip was very enjoyable and culturally informative. The most favorable aspect of the trip for me was the immersion into the Korean culture. Just from speaking to the Koreans, I gained plenty of information about them and Korea in general, that I could not have gained nearly as well from reading books. Attending the field trip has definitely helped me gain a global perspective. It was intriguing to see ideas and concepts in Korea that I thought were exclusive to the United States. But, what caught my attention even more was the richness and value I found in the Korean culture.



I was most surprised at how present day South Korean society and that of the U.S. mirrored each other. From fast food restaurants to clothing brands, it almost felt like I had not left home at times. It was amazing to actually witness globalization in effect! As for the college students that we met, they shared some of the same interests as I did. It was astounding however to know that most of them spoke at least one more language other than their own, some even more than that. Then again, the ability to communicate effectively is pivotal in a foreign business environment, so I could understand why the importance of foreign languages was stressed to them. In a way, listening to them speak multiple languages prompted me to want to take my foreign language classes more seriously.

Kenneth West
Management Major and IB Minor

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There were lots of retail, food, convenience and cleaners in the market. I noticed very few franchises. South Korea seems like a great place to start a small business. The people did not seem overly ambitious to sell things from their stores so I am assuming they are doing pretty well for the most part. Although we only stayed a short time, I noticed quite a few protests being held. There was one protest on the campus regarding tuition increases and another one on the streets over low wages... I really enjoyed the trip - it gave me the opportunity to meet with students across the world and see firsthand some of my competition for the future.

Vaneisha Perkins
MIS Major and IB Minor

When our group arrived in Seoul, I was surprised at the cleanliness of the streets. Every day around 1



am, the streets are cleaned. It shows the value that Koreans place on order and cleanliness... During our trip, the people of Korea welcomed us with open arms. Our guides there showed exceptional hospitality while we visited. They were jovial and very interested in happenings in the United States, but also open to sharing with us traditions of Korea such as kimchi (a fermented cabbage dish that is a staple in traditional Korean cuisine), traditional greetings, musical interests, and many other cultural norms. Overall, the experience I gained from this trip was priceless. It gave me greater perspective of the big picture within the world.

Terrence B. Roberts II
MBA Student



Going to HUFS was a good opportunity to engage in cross-cultural communications with their students... I remember going to eat in Yongin and the restaurant served acorn. It was slimy, grey and had mayonnaise on it, and it really did not look good. Taking it from the plate, putting it in soy sauce, and then into my mouth - it was really good!!! Even though I was on the fence on becoming an International Business minor, I decided after this trip that I am going to be one.

Ryan Tate
Accounting Major and IB Minor

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Korean students spend time researching and investigating other nations' historic and current events. While visiting one of the classes, we learned that the students at HUFs are having a "Memorial Day" program where they've planned to learn about the American culture as it relates to veterans and their families... If other students around the world can put so much effort into international affairs, why is that interest rarely found in American students, the most privileged students in the world? This brief trip to South Korea made it very evident that international business and global affairs needs to be a more significant factor in American education, especially higher education.

D'Annjacquett Dickson
Accounting Major and IB Minor

This visit to South Korea has made me a more patient and tolerant person, especially to foreigners in the United States. While visiting HUFs, I really admired how much effort the Korean students put into speaking the English language, as well as trying to understand everything we were saying. I also appreciated that they took their time to try and teach us their language. Since the trip, whenever I encounter foreigners who aren't fluent in English, I think of the hospitality the Korean students showed me and pass it along... Other than the great people, food was a major part of the trip. The people, the culture, and the overall experience were amazing, and I am glad to have been chosen to be a part of something so special.



Gelisha Thompson
Accounting Major and IB Minor

Outreach Workshop: Global Business Training Workshop for High School Educators

The Center organized a half-day training workshop for local high school educators on April 29, 2011 (1:00 -5:00 pm). 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 several local ISDs attended the workshop. The attendees received teaching tips and materials suitable for course and curriculum design, and CPE letters. Two PVAMU business faculty members, Dr. Bell and Dr. Quazi, were the main presenters. Dr. Quazi discussed a lesson plan on the basics of globalization and international trade, and Dr. Bell discussed several topics on cross-cultural communication. A video case study on the impact of globalization on Taiwan and Kenya was also discussed.



PVAMU College of Business Vision and Mission Statements



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.

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If you would like to receive an electronic version of this newsletter, please contact
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