



# PRAIRIE VIEW

## International Business Digest

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

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### The Value of International Business Education and Research – Dean’s Perspective

-- Dr. Munir Quddus, Dean, College of Business

Since my arrival at PVAMU College of Business, I have worked to ensure that international business (IB) remains an important part of education of our students. Our mission statement speaks to our commitment to building student competencies in global business. Over the years, we have supported the mission statement with a number of projects, activities and curricular changes.

**External Grants:** The COB received a Business and International Education (BIE) grant from the U.S. Department of Education in 2004; over the next few years, we were successful in securing two additional BIE grants. This was an important achievement – the competition for BIE grants is fierce with four-year institutions jostling with community colleges for funding in a competitive national selection process. In 2012, we received another grant from the United Negro College Fund Special Programs (UNCFSP). In total, the college has received more than \$600,000 in grant funding to support various programs in the area of global business.

With the help of these grants, we have built up a permanent infrastructure to support IB education for our students and faculty. We established a Center for International Business Education (CIBE) with formal approval from the Board of Regents of Texas A&M University Systems. Dr. Rahim Quazi, a tenured faculty member, has served as the center Director since its inception. The center activities include: supporting new IB curricular programs including new courses and new programs, supporting student and faculty travel abroad, training high school teachers interested in teaching IB courses, publishing a quarterly e-newsletter for the COB community, local businesses, and K-12 educators, and much more. It would not be a stretch to claim that the COB and the CIBE were pioneers on the PVAMU campus in enabling faculty and students to travel abroad, and helped create an environment on the campus that is supportive of sustained expansion of programs and opportunities in the arena of global travel and education. Thanks to the efforts of Dr. James Wilson, Director, Honors program, a Confucius Center is now housed on the campus, along with a rejuvenated Honors Program that places a greater emphasis on learning foreign languages than before. Honors students are required to take courses in either Chinese or Arabic, something that is unique among HBCUs and institutions of higher learning.

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## Editor's Note

Greetings. It gives us great pleasure to bring to you the 53<sup>rd</sup> issue of the *Prairie View International Business Digest*, an electronic quarterly newsletter produced by the Center for International Business Education.

This issue features three sections. The first section features the perspective of Dr. Munir Quddus, Dean of our college, on the value of international business education and research. The second section presents up-to-date statistics (2012 -2016) of U.S. merchandise trade with the major trade partners. The final section highlights current global business/trade news and events. Please note that all URL links are active and you can go directly to a section from the Table of Contents on the first page.

We hope you continue to find this e-newsletter a valuable channel for important information relating to international business. We believe our efforts will inspire greater number of local firms to seek out new global business opportunities. Should you have any questions or suggestions, please feel free to contact us. Thank you for your support.



**Dr. Rahim Quazi**  
Editor



Rahim Quazi, Ph.D.  
Editor, *Prairie View International Business Digest*  
Center for International Business Education  
Prairie View A&M University

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**Study Abroad:** The grants allowed us to support students interested in spending a semester in a foreign university studying business. We sent students to Mexico and South Korea where they studied in major institutions, met with young people from many other nations, and developed critical skills and competencies that will help shape their future careers. For most of these students, this was their first ever visit abroad and they had an extremely beneficial experience. They also represented PVAMU, Texas and the nation well, and this has added to the brand recognition of PVAMU in those countries.

**Summer Field Trip:** This program allowed us to take small groups (about 10 students), faculty members and sometime a member of the business or K-12 community to travel to Mexico and South Korea during summer months. When the EMBA program started in 2011, as a part of their program, EMBA student cohorts began to travel to China (Shanghai and Beijing) in summer prior to their graduation.

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**International Experience Courses:** Although in the past, external grants enabled the COB to support students in foreign universities for a semester or place them in a faculty-led field trip program, the COB did not take students abroad enrolled in a PVAMU course until spring 2017. About three years ago, the COB introduced a “study abroad” fee for an undergraduate and a graduate course. The idea was that students who register for these courses, will pay this extra fee which can be supported by their financial aid. One of our business faculty members, Dr. Lawrence McNeil successfully took 11 students registered in a business course to South Africa in spring 2017. Dr. Quazi is planning to launch a China program for undergraduate and graduate students in spring 2018.

**Partnering with TAMU CIBER:** As the Dean of the College of Business, I was invited early on to serve on the Board of the Center for International Business Education and Research (CIBER) at the Mays College of Business, Texas A&M University, College Station. The Center partnered with us in a number of ways. They have served as our formal “Mentor” in supporting the growth of our IB programs. Before we wrote our first proposal for the BIE grant, thanks to the connections of TAMU CIBER, I was able to travel to Washington DC and spend a day at the U.S. Department of Education reviewing past proposals which had received funding. The TAMU CIBER has also sponsored our faculty participation in a number of domestic and overseas faculty development programs in Southern Africa, Singapore, Philippines, China and Australia. These programs allow our faculty to learn about other nations and how they do business, and bring back their knowledge into the classroom, which ultimately benefit our students.

### **Why is IB education important for American students?**

President Obama said that nations that will out-educate us will also out-compete us. I believe this applies to the international business education of our students. Whether we like it or not, the world is rapidly shrinking with growing interdependence of economies and people. Technology and other trends are accelerating these trends. The sooner we realize this and begin preparing our young people in earnest to face this new world – full of challenges, but also many opportunities – the better we will serve them. Many of our students (who are also first-generation college students) have never been outside their state, owned a passport or even flown on a plane. Hence the need is ever greater on our campus. Even if our students never leave America to work overseas, many will work for foreign companies or have co-workers, employees and supervisors who are foreign nationals or come from other cultures.

### **What are our future plans?**

We intend to continue our journey from “good to great” in the arena of international business education. We believe this is a good cause, and the more efforts and resources we invest in this area, the more we are able to prepare our students for success in a globalized economy. We intend to offer increasing number of courses with international experience components at both the undergraduate and graduate level. We will encourage our students to learn a foreign language, to participate in an internship with a foreign company in America or work overseas. We will continue to provide support to faculty and staff who wish to travel overseas to bring their learning into the classroom. We will continue to partner with other institutions who have more mature IB programs, and encourage business faculty to conduct research on IB related topics. Finally, we intend to lead and partner with others colleges and programs on our campus who have independently invested in global programs.



## Latest U.S. Merchandise Trade Statistics (2012-2016)

This section features selected statistics on U.S. merchandise trade with the major trade partners. The top 5 markets for U.S. merchandise exports are Canada, Mexico, China, Japan and the UK (in order), and the top 5 sources of U.S. merchandise imports are China, Mexico, Canada, Japan and Germany (in order). Data reported in the tables below are collected from 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: Top 5 Markets for U.S. Merchandise Exports (Billions of \$)**

Country	2012	2013	2014	2015	2016
1. Canada	292.65	300.75	312.82	280.86	266.80
2. Mexico	215.88	225.95	241.01	236.20	229.70
3. China	110.52	121.75	123.66	115.93	115.60
4. Japan	69.98	65.24	66.89	62.39	63.24
5. U.K.	54.86	47.36	53.91	56.10	55.29
World	1,545.82	1,578.52	1,621.87	1,503.10	1,451.01

**Table 2: Top 5 Sources of US Merchandise Imports (Billions of \$)**

Country	2012	2013	2014	2015	2016
1. China	425.62	440.43	468.47	483.19	462.62
2. Mexico	277.59	280.56	295.73	296.40	294.06
3. Canada	324.26	332.50	349.29	296.23	277.76
4. Japan	146.43	138.58	134.50	131.38	132.05
5. Germany	109.23	114.34	124.18	124.82	114.10
World	2,276.27	2,267.99	2,356.36	2,248.18	2,187.80

**Table 3: U.S. Merchandise Trade Balance (Billions of \$)**

Country	2012	2013	2014	2015	2016
1. China	-315.10	-318.68	-344.82	-367.26	-347.02
2. Japan	-76.46	-73.34	-67.61	-68.99	-68.81
3. Germany	-60.42	-66.98	-74.76	-74.87	-64.74
4. Mexico	-61.72	-54.60	-54.72	-60.20	-64.35
5. Ireland	-25.98	-24.86	-26.18	-30.40	-35.96
World	-730.45	-689.47	-734.48	-745.08	-736.79

**Table 4: Top 5 Markets for Texas Merchandise Exports (Billions of \$)**

Country	2012	2013	2014	2015	2016
1. Mexico	94.43	99.26	100.10	92.95	91.75
2. Canada	23.86	26.05	31.38	25.51	19.96
3. China	10.31	10.85	10.92	11.50	10.79
4. Brazil	10.03	10.85	11.83	7.22	7.06
5. S. Korea	7.76	7.83	9.07	8.09	6.89
World	264.66	277.72	285.56	248.61	231.11

**Table 5: Top 5 U.S. Merchandise Export Items to the World (Billions of \$, NAICS-3 Code)**

Export Item	2012	2013	2014	2015	2016
1. Transportation Equipment	241.34	258.29	273.78	275.67	276.75
2. Computer and Electronic Products	203.16	204.64	209.12	204.71	201.94
3. Chemicals	197.53	199.50	200.41	193.84	184.55
4. Machinery, Except Electrical	159.55	150.14	152.59	139.10	124.66
5. Misc. Manufactured Commodities	72.48	77.85	81.91	78.25	78.40
Total Merchandise Exports to World	1,545.8	1,578.5	1,621.8	1,503.1	1,451.0

**Table 6: Top 5 U.S. Merchandise Export Items to Canada (Billions of \$, NAICS-3 Code)**

Export Item	2012	2013	2014	2015	2016
1. Transportation Equipment	61.54	64.32	65.16	63.06	64.23
2. Chemicals	29.75	30.24	30.83	28.32	26.96
3. Machinery, Except Electrical	32.93	31.11	32.47	29.17	25.66
4. Computer and Electronic Products	28.71	27.99	27.76	25.29	24.35
5. Food Manufactures	14.71	15.01	15.30	14.54	14.13
Total Merchandise Exports to Canada	292.65	300.75	312.82	280.86	266.80

**Table 7: Top 5 U.S. Merchandise Export Items to Mexico (Billions of \$, NAICS-3 Code)**

Export Item	2012	2013	2014	2015	2016
1. Computer and Electronic Products	36.61	38.60	40.50	43.21	42.79
2. Transportation Equipment	27.75	30.03	30.74	33.52	31.73
3. Chemicals	23.59	24.09	24.91	22.75	21.69
4. Machinery, Except Electrical	17.72	18.83	21.31	19.84	18.87
5. Elec. Equip, Appliances & Components	12.96	14.48	15.82	16.57	16.26
Total Merchandise Exports to Mexico	215.88	225.95	241.01	236.20	229.70

**Table 8: Top 5 U.S. Merchandise Export Items to China (Billions of \$, NAICS-3 Code)**

Export Item	2012	2013	2014	2015	2016
1. Transportation Equipment	15.09	22.56	26.47	26.09	25.56
2. Agricultural Products	20.72	18.90	18.29	14.88	17.26
3. Computer and Electronic Products	13.92	16.03	16.36	17.41	17.11
4. Chemicals	12.94	13.91	13.80	13.32	13.44
5. Machinery, Except Electrical	9.43	9.51	9.69	9.19	8.24
Total Merchandise Exports to China	110.52	121.75	123.66	115.93	115.60





- [Country Comparator](#): This Country Comparator tool allows you to select up to five fields by which countries can be compared. A number of fields in the categories of infrastructure, labor, people, education, economy, and trade and investment may be chosen in order to compare up to 20 different countries at once.
- [Export Tutorials](#): These Export Tutorials answer common questions about exporting and cover five different categories: Export Readiness, Government Regulations, Financial Considerations, Sales and Marketing, and Logistics.
- [New UN Report Highlights United States Lead in Global FDI and Digital Economy](#)
- [Foreign Direct Investment: Driving Global Competitiveness and Innovation](#)
- [Learn Exporting Essentials to Capitalize on Foreign Markets](#)
- [How to Ensure Fast, Reliable Payments on International Transactions](#)
- [ITA's Strategic Partnerships Helping eCommerce Firms Sell More Online, Overseas](#)
- [Maritime Trade Partnership Leads to Big Returns for Small Businesses](#)
- [From Interaction to Investment: Tools for Success in the U.S. Market](#)
- [U.S. Exporters Poised to Capitalize on Global Demand for Smart Grid Products and Services](#)

Sources: *Tradeology*, International Trade Administration Blog (June-August 2017)  
globalEDGE, Michigan State University CIBER



## **Next Issue Available: December 2017**

If you would like to receive an electronic version of this newsletter, contact:  
Dr. Rahim Quazi at 936-261-9225 or [rmquazi@pvamu.edu](mailto:rmquazi@pvamu.edu)

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## **PVAMU College of Business Vision and Mission Statements**

### **Vision Statement**

The Prairie View A&M University College of Business strives to be among the best regional business schools in the nation by empowering students from diverse backgrounds to reach their full potential.

### **Mission Statement**

The Prairie View A&M University College of Business provides students from diverse academic and socioeconomic backgrounds with education that helps them become business professionals and leaders who are ethical, entrepreneurial, productive, and prepared to succeed in the global economy. The College achieves excellence through quality teaching, research, service, and engagement with the business community.



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