ABSTRACT

Under a Title VI-B grant, California's Coastline Community College (CCC) conducted a needs assessment survey establishing a database of international training needs, developed five courses and 10 workshops in international business, and formed the World Trade Center Institute (WTCI). This report provides information on the activities and accomplishments of CCC's Business and International Education Program. After reviewing the project's goals, the report examines the results of a survey conducted to determine what international business programs existed in local educational institutions, the types of students being served, and the training needs of businesses engaged in international trade. The next section of the report focuses on the development of CCC's credit and non-credit curricula for international business education. Finally, future prospects for the program are discussed. Appendixes which form the greater part of the document provide: (1) a list of the members of the project's advisory committees; (2) a description of CCC and the World Trade Center Association of Orange County; (3) the survey instruments and results; (4) a list of fall 1987 credit course offerings; (5) an "International Business Education and Training Directory," which contains information about credit classes and credit-free workshops on international business provided in Orange County by public and private two- and four-year colleges, high schools, and proprietary schools; (6) an annotated list of the spring 1988 classes offered by the WTCI; and (7) a brochure describing the programs and services of the WTCI. (UCM)
COASTLINE COMMUNITY COLLEGE
World Trade Center Institute

BUSINESS AND INTERNATIONAL EDUCATION PROGRAM

Final Performance Report: A Summary

Dr. Chet Platt
and
Dr. Debra A. Secord

1987
Before the Title VI-B Grant, Coastline Community College had a strong program in foreign languages, a few classes in foreign cultures, but no courses in international business and little knowledge of the volume of international business conducted in Orange County. Now, Coastline offers five courses and ten workshops in international business, has established a data base of international training needs, and has formed the World Trade Center Institute, the educational arm of the World Trade Center Association of Orange County.

The main portion of the grant proposal's operational plan called for the creation of three committees: the Cooperating Educational Institutions Committee, the International Business Advisory Committee, and an International Business Faculty Committee. All three are in place. The Cooperating Educational Institutions Committee provided the impetus for the College to profile current international business students and to publish an International Business Education and Training Directory for Orange County. The International Business Advisory Committee guided Coastline's research effort to identify international training needs and now acts as a task force advising the World Trade Center Institute. Coastline's international business faculty has written four permanent courses and one short-term special topics course outline. The topical outline was developed in response to the changing needs of the business community we serve. The business faculty and the Business Advisory Committee have worked to successfully internationalize the curricula for Coastline's Purchasing Certificate Program by adding an international purchasing course. This course has received approval from the College's Curriculum Council and is scheduled for the Fall 1987 semester. Further internationalization of the curricula is being explored in the areas of banking, foreign language, quality assurance and travel careers.

Coastline has produced a videotape pilot, *Letters of Credit*, which captures the basic steps required to successfully execute a letter of credit. This twenty-five minute production combines animation and on-location interviews with bankers and business personnel from the areas of biotechnology, computers, and agriculture. There has been considerable interest in this videotape from other educational institutions as well as from the business community. Copies have been made available as instructional materials for Coastline's business courses and as resources to the business community through the World Trade Center Institute Reading Room.
Coastline, through its World Trade Center Institute, is now working closely with Orange County on the County's third stage of development. The first stage was the aerospace industry; second stage was the development of high technology; and the third stage will be international trade. Coastline is now a full partner in assisting agencies and private industry with the information and training required to compete in foreign markets.

MAJOR ACHIEVEMENTS

Coastline's grant application stated four major goals for the project:

1. To conduct a needs assessment and create a network of international business contacts;
2. to develop six programs/classes based on need;
3. to create ten credit-free workshops;
4. and to produce four 30-minute videotape training segments in response to the needs of ITT Cannon, our co-sponsor.

Each of these major goals has been met but events changed the manner in which two of the initial goals were achieved. For example, the videotape segments were to be used by ITT Cannon to assist with supervisory training at its plants on the Mexican-American border. These plants were phased out of the ITT operation, thus eliminating the need for the videotapes. Instead, our research demonstrated and our International Business Advisory Committee concurred that there existed a widespread need for basic information about letters of credit and their use in international trade. The successful production of the pilot videotape on letters of credit was made possible through the cooperation of Marine National Bank which contributed a project and script consultant, Perry Ritenour, and an on-location shooting site.

The World Trade Center Association of Orange County replaced ITT as our new partner in the project and proved to be of critical importance in shaping the design of the needs assessment instrument, assisting with the building of the research base, and helping create the international network we use to form advisory committees and to market our educational programs. (See Appendix B for a description of Coastline College and the WTCA.)

Survey Results

As a first step, the WTCA and the International Business Advisory Committee recommended that an effort be made to gather information regarding what international business programs currently existed in local educational institutions, what types of students were being served by existing programs
and what the future training needs of businesses engaged in international trade would be. The first part of this equation was handled by surveying all local educational institutions to determine their international business offerings. A committee of ten educational institutions, each offering a curricula of international business topics, was formed. Member institutions were asked to assist in a demographic survey of their international business students to determine what types of students were attracted to each program and what the students' expectations were. (See Appendix C for student survey instrument and results.) The member institutions were also asked to prepare descriptions of their international business programs and requirements which were published in the International Business Education and Training Directory. This material is updated yearly and allows the WTCI to act as a clearinghouse for information on international business education and training in our area. (See Appendix D for directory format and a list of the participants.)

The next challenge was to gather information regarding the future training needs of businesses engaged in international trade. The challenge was: how to do it? The idea of sending a survey form through the mail was discarded almost immediately. Instead, a telephone survey technique was designed which accomplished several objectives simultaneously: (1) responses were immediately recorded (instant 100% response); (2) a resource list was compiled to assist with building an international data base; (3) additional contacts were made to add to our census; and (4) particular issues and questions could be fully explored and recorded. (See Appendix E for business survey instrument and results.)

The size of the sample was 155. Seventy-four percent of the respondents were involved directly in international trade either through manufacturing or service occupations such as law and accounting. The remainder were executives from companies who should have been involved in international business but for a variety of reasons were staying away from foreign trade. These were the most difficult organizations to select since it was often hard to qualify them as companies which "ought to be but weren't" doing international business. Nearly forty percent of those responding were either presidents, CEO's, or sole proprietors of their organizations. Another 27 percent were vice presidents and the remaining were division managers or directors. About a quarter of those surveyed reported that half of their company's income came from international sales. Sixty percent of this sample were employed by companies with 25 employees or less.

Nearly all of those responding indicated a strong interest in taking either a course or seminar in international business. Below is the ranking which the sample gave to a long list of suggested topics:

1. International Transportation and Distribution--70%
2. International Marketing--68%
3. International Finance--57%
4. Cultures and Traditions--52%
Respondents were asked to name the countries with which they planned to do business. Countries most frequently mentioned were:

<table>
<thead>
<tr>
<th>Country</th>
<th>Plan to do Business</th>
<th>Current Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>People's Republic of China</td>
<td>37%</td>
<td>00%</td>
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<tr>
<td>United Kingdom</td>
<td>22%</td>
<td>44%</td>
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<tr>
<td>Japan</td>
<td>21%</td>
<td>43%</td>
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<tr>
<td>West Germany</td>
<td>15%</td>
<td>33%</td>
</tr>
<tr>
<td>France</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Mexico</td>
<td>12%</td>
<td>00%</td>
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</tbody>
</table>

The figures above compare the actual countries with which the companies surveyed do business with the countries with whom they intend to do business. Australia and South Korea were mentioned in the list of current business sites but are missing from the list of countries where companies are planning to do business. This is somewhat unusual since the general perception here is that both of these countries command a great deal of local attention.

Training in foreign languages was not seen as a great need by the chief executives of most companies. Several mentioned that they use foreign nationals or simply hire people already possessing language skills to operate in areas where a particular language is a necessity. Unfortunately absent was any reference to the fact that learning a foreign language can bring with it a host of cultural skills and a "cultural sense" which, though hard to identify, can pay large dividends for a company. About 25% of the sample said they would be interested in some "survival" language classes in Spanish, Japanese, Chinese, or French. The interest was about equal in each language.

There was not much interest amongst this sample in a two-year degree program in international business but there was strong interest in a certificate program composed of three to five classes. Thirty-four percent of the respondents said they would enroll in such a certificate program and 61% said they would recommend the program to the company's employees.

Perhaps the most valuable use of the above data was in the area of curriculum. Coastline's faculty gained realistic and practical insights into the wants and the needs of the Orange County international business community. They also gained knowledge about existing programs so that the WTCA training could fill in the gaps. A beginning balance has been created with a core of short-term classes which will evolve into a certificate program. These classes are complemented by credit-free workshops and traditional semester-length classes. Working with the WTCA, we can now move ahead, developing needed training in full partnership with the world trade community.
Credit and Non-Credit Curricula

The WTCA assisted the College with its first training efforts in both credit and non-credit programs. Portions of this assistance helped set up a puzzle with which we are now struggling. The International Business Advisory Committee was convinced that while plans for credit classes were sound, the real "action" with respect to interest and the responses of their people would be in the non-credit workshops. In fact, the reverse has been true.

Coastline has scheduled four courses and seven specialized topics thus far and with the exception of our topical course on Korean Business Practices, each has been a success in terms of enrollment—an average of 24 per class—and positive student reactions. Coastline's non-credit division, Community Services, has presented ten workshops which have not attracted the large enrollments which were anticipated. These events were well organized around topics which the research identified and staffed with good speakers. Special mailings were prepared but stimulated no increase in enrollments. While it is satisfying to have good success with the credit classes, we were puzzled by the lack of response to the Community Services events.

For the Spring semester (1987), we adjusted the Community Services workshop schedule to test out some new ideas put forth by the International Business Advisory Committee. We moved the events from hotels into our school facilities to cut costs, and scheduled more events during evening rather than daytime hours. This seemed to increase enrollments slightly, but the non-credit programs are, on the average, still not completely self-supporting.

One explanation for the relative lack of interest in the non-credit programs is the large competitive market of such programs which already exists in our area. Most professional organizations have an international committee which sponsors educational events at a low cost to its members and many local universities have extension offices which offer such programs. The World Trade Center Institute is, therefore, a relative newcomer in this field. As the Institute gains more name recognition in the international business marketplace and as we become known for sponsoring unique events, we can expect our attendance to increase. In the future, Coastline will hold more unique events such as teleconferences, mixers with top corporate CEOs, and other special offerings that are not available in the area.

On the credit side of the house, courses were offered in three instructional formats in an attempt to meet the diverse needs demonstrated in the business survey. We began with Coastline's 399 series—short courses, nine to eighteen hours in length—which examine topical concerns of interest to the international business community. Based upon student course evaluation comments, recommendations from our Business Advisory Committee and from the WTCA, some of these courses were converted to six, nine or eighteen week formats for the Spring semester and became a regular part of the Institute curricula. The remainder of these 399 courses met a temporary need and were set aside in favor of new topics in the Spring semester. The credit courses
scheduled for the Fall 1986 and Spring 1987 semesters had the following formats and enrollments:
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Format</th>
<th>Enrollment</th>
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<tbody>
<tr>
<td>1. Survey of International Business</td>
<td>18 weeks</td>
<td>N/A</td>
</tr>
<tr>
<td>2. Intercultural Communication</td>
<td>18 weeks</td>
<td>N/A 10</td>
</tr>
<tr>
<td>3. Transportation and Distribution</td>
<td>6 weeks</td>
<td>N/A 22</td>
</tr>
<tr>
<td>4. International Finance</td>
<td>6 weeks</td>
<td>N/A 26</td>
</tr>
<tr>
<td>5. International Contracts</td>
<td>3 weeks</td>
<td>N/A 20</td>
</tr>
<tr>
<td>6. Basics of Importing</td>
<td>3 weeks</td>
<td>N/A 42</td>
</tr>
<tr>
<td>7. Chinese Business Practice</td>
<td>3 weeks</td>
<td>19 16</td>
</tr>
<tr>
<td>9. Korean Business Practice</td>
<td>3 weeks</td>
<td>N/A 08</td>
</tr>
<tr>
<td>10. Letters of Credit</td>
<td>3 weeks</td>
<td>23 N/A</td>
</tr>
<tr>
<td>11. Intro to International Business</td>
<td>3 weeks</td>
<td>37 N/A</td>
</tr>
</tbody>
</table>

International Business Survey and Intercultural Communication are 18-week, three-credit courses which will transfer to four-year colleges. The Finance and Transportation/Distribution courses are one-unit, designed with a practical approach, short-term objectives, and a variety of guest speakers. The remaining classes are part of Coastline's 399 series. As explained above, these are short nine to eighteen hour courses, based on topical concerns of interest to international business students. Courses offered under this format which appear to meet a continuing need are converted to a regular six, nine, or eighteen week format.

Enrollment is a good indicator of the success of these Coastline classes. The response of students to the College's first classes in international business surpassed expectations. Although new classes often require two or three semesters to establish a track record and attract significant enrollment, the international classes, with just one cancellation, have been an instant success. Our student demographics show that 56% of those enrolled work for companies involved in international trade and 33% of the students' job positions directly depend on international trade. Thus we are attracting the business people we had hoped to assist through the Institute. Additionally, our program helps many people gain the skills that are needed to enter the international field.
The courses offered in the Fall 1986 semester were developed in response to the needs assessment survey conducted during the previous year. In each instance we offered the classes short-term (9-hours, 1/2 unit). When these classes attracted sufficient enrollment, we began the design of longer 18-hour, one unit classes. We remain convinced, however, that the bulk of our students will be best served by classes which are relatively short-term. For the future, we will be scheduling a series of short-term classes, linked together, which will add up to a full semester of instruction if the student enrolls in the entire package. (See Appendix F for the Fall 1987 schedule.) We are also planning an International Business Certificate consisting of a core of "skills" oriented classes and several electives.

A last goal was to establish a headquarters for international classes at our Newport Beach Center which is in the midst of Orange County's business, computer, biotechnical, and retailing center. This goal has been realized. Ninety percent of the international business classes are held at the Newport Beach Center. Also, an office for the World Trade Center Association of Orange County has been established in that Center. The office consists of space for the Director of the WTCA and appropriate international business faculty, and a Reading Room including resources which were donated by the WTCA. As the grant came to an end, a major effort was being made to organize and expand the International Business Reading Room for use by faculty, business people, and students.

FUTURE PROSPECTS

Coastline has successfully completed the four major goals of its Title VI-B grant and has built upon these goals in the further development of its international business program. Coastline is renewing its year-to-year contract with the Orange County World Trade Center Association, continuing the World Trade Center Institute as a joint venture between the two organizations. Under this contract, each organization is allowed to do what it does best: Coastline prints the WTCA newsletter and other WTCA materials, while the WTCA supplies instructor referrals and resources for the International Business Reading Room housed at the Institute.

To encourage the small businesses and medium-sized companies preoccupied with domestic markets to trade internationally, Coastline and the WTCA have initiated a joint marketing effort to local businesses. This program emphasizes the methods and benefits of international trade and how our resources can help businesses get started.

Coastline and the WTCA's partnership to create the WTCI has become the model for at least two community colleges and one university in California and several colleges nationwide. In addition, we have received inquiries from World Trade Centers in Florida; Montreal, Canada; Jakarta, Indonesia; and Singapore about replicating this business/education joint venture model in their own locations.

Much has been accomplished and there is the potential to do so much more. A World Trade Center Institute is just one way educational institutions can
assist their local business community and encourage entry into the international marketplace. We at Coastline have found the Institute to be a great catalyst for change and opportunity in the local community. We are now fully equipped to assist Orange County, California with its development into a major international business center.

For further information, please write or call:

World Trade Center Institute
Coastline Community College
3101 Pacific View Drive
Corona del Mar, CA 92625
(714) 759-1525
Appendix A

Business Advisory Committee:

Koichi Beckwith
U.S. Department of Commerce

Vicki Bergman
University of California, Irvine

U. Grant Buchanan
Consultant

Brent Evans
Varec

Robert Fernn
U.S. Small Business Administration

Barbara Kamm
National Bank of Long Beach

Susan Lentz
World Trade Center Association

Marilyn Lowey
McDonnel Douglas

Steven O'Keefe
City of Santa Ana

Janet Reinhart
American Cross Cultural Trainers in Business

Susan Schopp
Asian Advisory Services

Don Seifert
American Bentley

Richard Sim
Irvine Office and Industrial Company

Luu Trankiem
First American Capital Funding, Inc.

Tom Weaver
American Isuzu

John Whates
Arthur Young & Company
Cooperating Institutions Advisory Committee

Dr. Dee L. Aker
United States International University

Dr. Donald R. Booth
Chapman College

Dr. Dennis Butler
Orange Coast College

Lady Hanson
Cal Poly Pomona

Dr. Maurice Harari
California State University, Long Beach

Christine Hekman
Claremont College

Dick Jones
Long Beach City College

Dr. William Kane
Thunderbird Management Center

Dr. Irene Lange
California State University, Long Beach

Beatrice Malkson
Fullerton College

Gary Meiger
Sunny Hills High School

Dr. Beverly Michlick
National University

Dr. Feliksas Palubinskas
California State University, Long Beach

Louis Pecora
Golden West College

Jerry Rogers
Cal Poly Pomona

Dr. Bonnie Slager
Rancho Santiago College
Henk Steenman
Pacific Travel School

Dr. W. Tapscott Steven, Jr.
Saudi Arabian Education Mission

Lee Walker
Saddleback College
Appendix B

Coastline Community College

Coastline Community College, founded in 1976, is a fully accredited, public community college and one of three community colleges in the Coast Community College District. It differs from other colleges in one important way, however. Rather than having students come to a campus, the college goes to the students.

Coastline offers instruction in approximately 100 community locations - from bank board rooms to neighborhood schools. Telecourses created and offered by Coastline make living rooms into classrooms.

Coastline is designed for adult students - men and women in all stages of life. The average student age is 38. The college's students are breadwinners and homemakers, executives and laborers. Special programs for people of retirement age are offered by the Coastline Emeritus Institute.

An understanding and committed faculty, "real world" courses and programs offered at convenient times and locations, admissions procedures with convenient mail registration, and a personable and accessible administrative staff, make Coastline a college for today's students.

World Trade Center Association of Orange County

The World Trade Center Association was incorporated in July 1976. It was one of the first Associations in the United States to become affiliated with the World Trade Center in New York. Today there are over 50 World Trade Centers worldwide and 137 Associations.

The WTC-OC was started in 1970 by a group of business people in Orange County who saw a need for inter-national education and a place for international business people to gather to share common problems. Out of this small beginning grew the WTCA-OC. Today the organization has over 500 members, holds monthly luncheons, employs a full-time executive director and has become the focal point for international trade in Orange County.
Appendix C
Profile of International Business Students: Survey Instrument

Course #: ___

SURVEY OF STUDENTS IN INTERNATIONAL BUSINESS
CONFIDENTIAL

Dear Student,

(Name of college) is conducting a survey of students enrolled in international business courses. We are interested in developing a profile of our students so that we may better serve them by designing a program suited to their specific needs. Please take a few moments to answer these questions. If you have any comments, please write them in the space provided at the bottom of the form.

Check appropriate line:

1. Age: ___ Under 21, ___ 21 - 25, ___ 26 - 35, ___ 36 - 45, ___ 46 - 55, ___ 56 or older

2. Gender: ___ Male, ___ Female


If No, type of visa held __________________________________________

4. Highest level of education attained:
   ___ Some high school
   ___ High school graduate
   ___ Some college (no degree or certificate)
   ___ Occupational or trade school
   ___ AA degree or certificate
   ___ Bachelor's degree
   ___ Advanced degree
   ___ Other __________________________________________

5. Are you currently employed? ___ Yes, ___ No

6. If currently employed, what is the basic nature of your company?


7. Is your company involved in international business?
   ___ Yes
   ___ No

8. If your company is not currently international, are they planning to become so in the future?
   ___ Yes
   ___ No

9. Is your company interested in your studies in international business?
   ___ Yes
   ___ No
   ___ Company is not aware of my studies

10. Is your company helping to finance your studies?
    ___ Yes, partially
    ___ Yes, entirely
    ___ No

11. Which of the following best describes your current position?
    ___ Managerial
    ___ Supervisory
    ___ Professional
    ___ Clerical
    ___ Sales/Marketing
    ___ Transportation
    ___ Distribution
    ___ Legal/Insurance
    ___ Claims
    ___ Other (please specify)

12. In your position, are you directly involved in international business at this time?
    ___ Yes
    ___ No

13. Have you had prior experience in international business?
    ___ Yes
    ___ No
14. Language capabilities: Please list all languages in which you are knowledgeable, beginning with the language in which you are most fluent. In addition, please enter the number(s) which best correspond(s) to your level of familiarity with the language and the number(s) which best describes the way in which you learned the language.

Level of familiarity: How learned:

<table>
<thead>
<tr>
<th>LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Basic phrases and greetings</td>
</tr>
<tr>
<td>2. Understand Reading</td>
</tr>
<tr>
<td>3. Writing</td>
</tr>
<tr>
<td>4. Fluent</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL OF FAMILIARITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Native speaker</td>
</tr>
<tr>
<td>2. Lived abroad</td>
</tr>
<tr>
<td>3. Study abroad</td>
</tr>
<tr>
<td>4. High school</td>
</tr>
<tr>
<td>5. College</td>
</tr>
<tr>
<td>6. Language school</td>
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<tr>
<td>7. Other (list)</td>
</tr>
</tbody>
</table>

What other languages are you interested in learning? Please list in order of interest.

| COMMENTS: |
Profile of International Business Students: Survey Results

- Fifty-six percent are 21 - 25 years. Twenty-four percent are between 26 and 35. Thirteen percent are 36 or older.
- Sixty percent are male.
- Seventy-four percent are U.S. citizens.
- Thirty-six percent have some college with no degree. Fifty-six percent have a college degree including 23 percent with a B.A. and nine percent with some advanced degrees.
- Seventy-nine percent are currently employed, 45 percent with an international company. Of those who are working, 22 percent are in sales or marketing, 17 percent are in managerial positions, 12 percent are professional. Sixteen percent are clerical. Only 16 percent are currently involved in international business in their work.
- Education is being financed in whole or in part by the employer for 25 percent of the sample.
- Students mentioned over 50 languages with which they are familiar at any level.

Language most frequently mentioned were:

- Spanish 56%
- French 33%
- German 23%
- Japanese 10%
Appendix D

INTERNATIONAL BUSINESS EDUCATION AND TRAINING DIRECTORY

Institutions listed in the Directory:

American Graduate School of International Management
California State University, Fullerton
California State University, Long Beach
Chapman College
Coastline Community College
Orange Coast College
Pacific Rim Institute, CSULB
Pacific Travel School
Sunny Hills High School
United State International University

FORMAT

College:
Degree offered:
Required courses or topics covered:
   Lower division courses:
   Elective Form:
Other alternatives/electives:
Language requirement:
Times offered:
Length of program:
Entry requirements:
Faculty members:

Country    Field    Language    Topics

For more information, please write or call the following:

World Trade Center Institute
Coastline Community College
3101 Pacific View Drive
Corona del Mar, CA 92625
(714) 759-1525
Appendix E

International Business Education Needs: Survey Instrument

INTERNATIONAL BUSINESS SURVEY

Record of Contacts

Name, address and phone number of organization:

Name of Company: ________________________________
Address: ________________________________________
______________________________________________
Phone Number: _________________________________

Fill in name of contact:

Name: _________________________________________
Title: __________________________________________

Record of contacts:

Date: _____ Results: ____________________________
Date: _____ Results: ____________________________
Date: _____ Results: ____________________________
Date: _____ Results: ____________________________
Date: _____ Results: ____________________________

Interviewer notes:

______________________________________________
______________________________________________
______________________________________________
(Introduction to go here to introduce interviewer and project and ask for the participation of the respondent in a brief survey.)

1. Is your company currently involved in international business?
   ______ Yes _______ No (Go to Question #4.)

2. What percentage of your revenues are based upon international business?
   ______ Less than 10% ______ 51% to 75%
   ______ 11% to 25% ______ 76% to 100%
   ______ 26% to 50%

3. With what areas of the world are you currently involved in international trade?
   ______ Canada ______ Africa
   ______ Western Europe ______ Middle East
   ______ Eastern Europe ______ Latin America
   ______ Asia and the Pacific

   Please list major countries with whom you trade: ______

4. Are your major competitors involved in international business?
   ______ Yes _______ No _______ Not sure

5. With which parts of the world do you anticipate having business contact within the next three to five years?
   ______ Canada ______ Africa
   ______ Western Europe ______ Middle East
   ______ Eastern Europe ______ Latin America
   ______ Asia and the Pacific

   Please list major countries with whom you trade: ______
6. If your employees will need to acquire familiarity with foreign languages, please indicate which ones and the minimum level of need:

<table>
<thead>
<tr>
<th>Proficiency Level</th>
<th>Basic Phrases and Greetings</th>
<th>Business Conversation</th>
<th>Writing</th>
<th>Reading and Verbal Fluency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
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<tr>
<td>Chinese</td>
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<td>French</td>
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</tbody>
</table>

Other Languages:

7. The following is a list of international business topics which Coastline Community College is considering for its courses, workshops and seminars. Many of these are currently being offered by the World Trade Institute in New York. Please indicate which would be of interest to you or to your employees.

a. _____ Orientation to foreign cultures and commercial traditions/business techniques

b. _____ International finance and accounting

1. _____ Essentials of international accounting
2. _____ Fundamentals of foreign exchange
3. _____ Foreign currency management
4. _____ Export financing
5. _____ Futures management
6. _____ Letters of credit
7. _____ Foreign credit and collection
8. _____ International cash management
9. _____ Countertrade
c. ____ International insurance  

d. ____ International investment  

e. ____ International law  

1. ____ Customs law  
2. ____ Foreign court practices  
3. ____ Legal aspects of international trade  

f. ____ International marketing  

1. ____ Essentials of international marketing  
2. ____ International market research  
3. ____ Developing an international business plan  

g. ____ International personnel practices  

h. ____ International taxation  

1. ____ Seminar on international taxation  
   a. ____ Basic  
   b. ____ Intermediate  
   c. ____ Advanced  
2. ____ Allocations and apportionment of tax deductions under IRS regulations  
3. ____ Foreign sales corporations  
4. ____ Legal and tax aspects of dealing with the Arab boycott  
5. ____ Tax aspects of intercompany pricing  
6. ____ Tax aspects of international reorganizations  
7. ____ Tax planning under subpart F  
8. ____ Foreign tax policies and planning  

i. ____ International transportation and distribution  

1. ____ Customs brokerage and regulations  
2. ____ Drawback or refund of customs duties  
3. ____ Preparation of documents for export and import  
4. ____ U.S. import and export law  
5. ____ Quotas  
6. ____ Documentation preparation  
7. ____ Licensing  
8. ____ Import/export letters of credit  

j. ____ How to start an international business  

k. ____ Other (please specify) ___________________________________  

_________________________  

8. What types of classroom location would be best suited to your needs and those
of your employees?

___ On-site at company
___ Sites within the community
___ Hotel conference center
___ Other (list) ____________________________

9. Which of the following course formats would be preferable?

___ One or two day intensive seminars or workshops during the week
___ One or two day intensive seminars or workshops on the weekends
___ Three to five day courses or conferences
___ Courses meeting one or two mornings per week for four to six weeks
___ Evening courses
___ Saturday courses
___ Courses leading to a certificate of competency in international business operations
___ Courses leading to a two-year college degree
___ Courses leading to a four-year college degree

10. Would your company be interested in having its employees receive a certificate for completing a course or seminar?

_____ Yes  _____ No  _____ Not sure
11. Which of the following best describes the nature of your organization?

- [ ] Manufacturer
- [ ] Wholesaler
- [ ] Retailer
- [ ] Service Industry
- [ ] Transportation/Distribution
- [ ] Other (please specify) ____________________________

12. Which one of the following categories is the best estimate of the number of employees in your company (or estimated number) involved in international activities:

- [ ] 25 or less
- [ ] 26 - 50
- [ ] 49 - 100
- [ ] 101 - 500
- [ ] 501 - 1000
- [ ] Over 1000

13. Which of the following categories best describes your company's approximate annual sales?

- [ ] Less than $1,000,000
- [ ] $1,000,000 - $4,999,999
- [ ] $5,000,000 - 24,999,999
- [ ] $25,000,000 - 49,999,999
- [ ] More than $50,000,000

14. In what other specific ways might Coastline Community College help your firm strengthen its international trade capability?

____________________________________________________________________

____________________________________________________________________

THANK YOU FOR YOUR TIME AND COOPERATION
International Business Education Needs: Survey Results

Final Survey Results

- The International Business Education Project's survey of businesses involved in international trade has been completed. Members of the World Trade Center, Women in World Trade, The International Marketing Association, and the American Electronics Associates were included in those surveyed.

- Sample size is 155, 74% are involved directly in trade, including manufacturers, retailers and wholesalers; and the remainder are members of service industries including lawyers, accountants and consultants.

- Survey results are being used to develop courses, seminars and lectures in the new World Trade Center Institute. Significant results are listed below.

< Demographics

* Over 39% of the respondents were presidents, CEO's or owners of their companies. Another 27% were Vice Presidents and the remainder were division managers or directors. Most of these officers were in charge of either the international or the marketing divisions of their companies.

* 94% are currently international and the remaining 6% are planning to become so.

* 24% received 50% or more of their revenues from international business and another 31% received 26 to 50% of their revenues from international sources.

* 60% of the sample were companies employing 25 people or less (keep in mind that the majority of service companies, over 1/2 the sample, are small).

* 22% of the sample reported sales of over 50 million.

< 95% of those who responded indicated that company members would be interested in taking a course or seminar in international business. Topics of greatest interest were:

* International Transportation and Distribution - 70%
* International Marketing - 68%
* International Finance - 57%
* Cultures and Traditions - 52%
* International Law - 44%
* International Taxation - 35%
Respondents were asked to name the countries with which they planned to do business. Countries mentioned most frequently were:

- People's Republic of China - 37%
- United Kingdom - 22%
- Japan - 21%
- West Germany - 15%
- France - 13%
- Mexico - 12%
- Brazil - 11%
- Canada - 11%

(Respondents were able to indicate more than one answer to this question.)

In contrast, countries with which these companies are currently most likely to be doing business with are:

- United Kingdom - 44%
- Japan - 43%
- West Germany - 33%
- France - 29%
- Canada - 27%
- Australia - 19%
- South Korea - 18%
- Republic of China (Taiwan) - 17%
- Italy - 14%
- Mexico - 13%
- Hong Kong - 12%

(Multiple answers allowed. Includes import and export)

Training in languages was not seen as a great need by most companies. Many mentioned that they used foreign nationals or hired employees with language capabilities in situations where language was important. When a need for language training was mentioned, it
was for business conversation and/or basic phrases. The language most frequently mentioned was Spanish (27% of the sample), followed by Japanese 26%; and Chinese and French, 23%.

77% of the sample were interested in courses held at community sites, including Coastline. 14% were interested in courses at their place of business and 36% at hotel or conference sites. (includes multiple answers).

68% of the sample were interested in weekday seminars, 46% in evening courses and 20% in weekend seminars.

34% were interested in courses leading to a certificate in international business. Only 14% were interested in a two year degree and 13% in a 4 year degree program.

61% of the companies were interested in having their employees receive a certificate for completion of courses or seminars.

This survey has been an invaluable tool in developing the International Business Institute and its programs. A number of respondents have indicated that they would be willing to act as instructors or speakers. Courses and workshops have been developed for Fall and Spring 1968 - 1987 based on the results of the survey.
Comments from International Business Survey

Question #14 - In what other specific ways might Coastline Community College International Business Institute help your firm strengthen its international trade capabilities?

- Having more companies understand international business
- Understanding business protocol; entertaining, gift giving etc.
- A newsletter addressing international and foreign U.S. trade legislation
- Offer a "question/answer" service on international affairs perhaps as part of the library function
- Financial Programs: International business and finance target employees moving from domestic banking to international banking
- This concept (IBI) will be good for the community
- Reference materials
- Keep current on export regulations
- Cultural classes
- International distribution agreements
- Contracts
- Ways to locate overseas distributors through a resource service or information forum
- Offer courses for marketing and purchasing departments
- Offer consulting services, individual company consulting, a 1 place service i.e., language, etc.
- Basics in transportation, i.e., how do you get things from point A to point B (Freight forwarding company)
- Orientation courses
- Rules on exporting
- Labor Market - laws, regional wage variations, staffing
- Light manufacturing
- Natural Resources of an area, ie, Malaysia; latex, Sweden; technology and skill level with machines etc.
- Export administration
- Import/export requirements
Distribution

Keep us informed of international business courses offered at local colleges

Skills in translation and interpreting

World Trade Center, World Affairs Council and other educational institutions should interface - don't reinvent the wheel

Workshops on how to translate simultaneous translations, timing, accuracy

International Taxation Seminars - top quality as offered in New York and San Francisco

Need an organization to represent all organizations (IMA, WTCA, etc.) to act as a clearinghouse

Orientation to cultures etc., most Americans lack this

A certificate in purchasing as given by PMA (Purchasing Management Association)

Information regarding business delegations going to:........

Offer courses in South Orange County /

Course - "understanding corporate environment"

Do not use full-time professors - get practical input from business

Keep courses under $100.00

Have small companies explain how they've done it. Get specifics i.e., those who have traded behind the Iron Curtain, manufacture overseas, etc.

Publish a one page bulletin on government issues that the "think tanks" report in volumes - issues that will help with contingency planning

"How do I keep abreast?" "How do I keep ahead of my competition?"

International marketing program

There are too many newsletters - junk mail

Get heavy-weight speakers, i.e., Henry Kissinger

Maquilladores: How to, why, when, where (Mexican/American border situation)

International Management Club
Appendix F

Fall 1987 Credit Course Offerings:

<table>
<thead>
<tr>
<th>Title</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export Basics</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Cross-Cultural Management Skills</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Export Marketing Case Studies</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Pacific Rim Culture and Business Practices</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Korean Business Practice</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Japanese Business Practice</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Successful Business in Australia</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Trading with the Americas</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Intro to Worldwide Transportation</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Basics of Importing</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Letters of Credit</td>
<td>3 weeks</td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENT
This Directory was made possible by a grant from the United States Department of Education, Title VI-B. We wish to thank Ms. Linda Kovach for conducting the project research which included a survey of 155 international businesses, a profile of international business students, and the information contained in this Directory.
In addition, we extend our appreciation to the institutions which graciously supplied the material herein, as well as to the members of the Cooperating Institutions Advisory Committee.
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INTRODUCTION

This Directory contains information about credit classes and credit-free workshops on international business in Orange County, provided by public and private two and four-year colleges, high schools, and proprietary schools. Each school or college lists: contact information, degrees/certificates, topics covered by courses and workshops, and other information. The names of the international business faculty and their specialties are provided where possible. Produced with the assistance of the Cooperating Institutions Advisory Committee, formed by Coastline Community College, this Directory was made possible by a grant from the United States Department of Education. The grant provided that Coastline College serve as the Orange County clearinghouse for information regarding international business education programs and has supported the creation of an international business curriculum at the College. Coastline College joined forces with the World Trade Center Association of Orange County to create the World Trade Center Institute. Modeled after the highly successful World Trade Institute in New York, this joint venture makes the Institute the educational arm of the World Trade Center Association of Orange County, whose more than 500 members are actively engaged in international trade. Located at 3101 Pacific View Drive in Newport Beach, the Institute serves as a "live clearinghouse" constantly updating program information. The World Trade Center Institute will provide information, as a service, via telephone or two computer networks—one of which links all World Trade Centers and the other all two-year colleges in the United States providing training in international business. The Directory will help bridge the international information gap as Institute personnel monitor the development of interest in international business programs and world trade in Orange County. During the compilation of this Directory, there was a great deal of new interest expressed all over the County with regard to providing information and services in international business. Some new international business programs were developed and continuing programs were strengthened. The World Trade Center Institute has continued its own curriculum development and has completed a thirty minute videotape, "Letters of Credit."
which is now available. It is a succinct summary of the major uses and pitfalls of this financial vehicle and is available through the Institute. A Reading Room containing international business materials is also in the development stages at the Institute. The International Business Reading Room is also a joint venture between Coastline College and the World Trade Center Association of Orange County.

We wish to thank all those who assisted with the preparation of this Directory and the United States Department of Education for its continued support.

Respectfully,

[Signature]

Chester C. Platt, Ph.D
Associate Dean, Career Programs
Coastline Community College
AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT
THUNDERBIRD MANAGEMENT CENTER
ORANGE COUNTY OFFICE

ADDRESS:
P.O. Box 3101
Newport Beach, CA 92658-8101

CONTACT:
Cynthia M. Harris
Program Coordinator
752-1880

DEGREE OFFERED:
Certificate in International Business

REQUIRED COURSES OR TOPICS COVERED:
International Business—Scope, Phases, History
Cultural, Political, Legal, Organization
International Marketing
Finance and Foreign Exchange Distribution
Communication
Coordinating and Controlling Markets
Marketing Plans
Elective Form

LANGUAGE REQUIREMENT
None

ENTRY REQUIREMENTS:
Submit application form—B.A preferred, experience or dynamic interest in International Business required. Marketing project defined prior to entry in program.

FACULTY MEMBERS:
Ted Caldwell
Account Executive
Young, Smith & Peacock

Jessie Campos
Manager Orange County Branch International Trade Administration, U.S. Department of Commerce

Robert A. Elliott
Pres /CEO
VLI Corporation

Yvonne Fields
Vice President
Dean-Perera

Hazel Gaines
President
Dean Worldwide Inc

John L. Graham
Assoc Professor
USC School of Business Administration

TIMES OFFERED:
Afternoon and evening

LENGTH OF PROGRAM:
9 sessions—1 session per week for nine weeks
George Humple
President
Euro-Asia Marketing Consultants, Inc.

Robert L. Johnson
President
Export/Import Trading Services

Jack Nadel
President/CEO
Measures Marketing Services

John Norton
Director
International Resource Center

James Roosevelt
President
James Roosevelt & Company

Robert Slater
President
Tradex International Incorporated

Thomas Stagg
Exec V.P./CEO
Visiscan

W Tapscott Steven
Adjunct Professor
USC School of Education

Joseph Vinso
President
Financial Resources Management, Inc

Robin Zandra
Vice President
Bank of America

NOTE:
MBA Program for International Managers, and Pacific Rim Management Programs offered at L. A. campus.

LENGTH:
1 week intensive programs for 12 months
CALIFORNIA STATE UNIVERSITY, FULLERTON

ADDRESS
800 North State College Blvd.
Fullerton, California 92634

CONTACT
Irene Lange, Ph D
Director, International Business
Program
(714) 773-2223

DEGREE OFFERED
Masters in Business Administration, International Business Concentration (M.B.A.)

REQUIRED COURSES OR TOPICS COVERED
(Five courses from the following)
International Accounting
International Finance
International Management or Comparative Management
International Marketing
International Trade Theory

ONE ELECTIVE FROM
Courses with an international perspective in history, political science, communications, geography or Chicano studies

LANGUAGE REQUIREMENT
None

TIMES OFFERED
Evening program

LENGTH OF PROGRAM
33 to 36 units

ENTRY REQUIREMENTS
An acceptable Bachelor's degree and satisfactory GPA and GMAT scores

DEGREE OFFERED
International Business Degree (B.A.), with a concentration in a Foreign Language

REQUIRED COURSES OR TOPICS COVERED
Lower division courses:
(same as for Business Administration majors)
Principles of Microeconomics
Principles of Macroeconomics
Business Calculus
Elementary Accounting
Business Law
Business Writing
Introduction to Information Systems and Computer Programming

Upper division courses:
International Economy
Business Finance
International Business Finance
Managing Business Operations and Organizations
Organizational Behavior
Probability and Statistical Methods in Business and Economics
Principles of Marketing
International Marketing Policies
OTHER ALTERNATIVES/ELECTIVES
One course from a
recommended list in history,
anthropology, comparative
literature, political science,
geography or Chicano studies.

LANGUAGE REQUIREMENT
Concentration in French,
German, Spanish, Portuguese,
or Japanese.

INTERNSHIP REQUIREMENT
Minimum of four months in full-
time employment with a faculty-
approved firm having
international dealings and in
which daily use of a foreign
language is normal procedure.

TIMES OFFERED
Day and evening program

LENGTH
Depends on language
preparation and internships
Students entering the program
with intermediate competency in
foreign language can complete
the requirements in 124 units.

ENTRY REQUIREMENTS
Students should plan to take at
least three years of a language
in high school and three years of
high school mathematics,
including a second course in
algebra.

FACULTY MEMBERS
Dr. Irene Lange
Coordinator International BA
and MBA programs

Ph D. University of Illinois
Country: USSR, Eastern Europe,
Europe
Language: Russian, (fluent)
German, Spanish (limited)
Field/Topics: Marketing,
Countertrade, Market Entry,
Strategies

Dr. Farouk Abbdelwahed
Ph.D. UCLA
Country: Middle East
Language: Arabic
Field/Topics: Management

Dr. Linda Anderson-Fiala
Ph.D. UCLA
Country: France
French-speaking countries
Language: French, German
(limited)
Field/Topics: French Business
Language and Practices
French Business Schools,
Traineeship Exchange,
Culture/Politics

Dr. Mei Bickner
UCLA
Country. Indonesia, Holland
Language: Dutch, Indonesian,
French, German (limited)
Field/Topics. Management
Labor Arbitration

Dr Hamdi Bilici
Ph D. Louisiana Tech University
Country. Turkey (Balkan
Region), Middle East
Language. Turkish
Field/Topics. Countertrade.
International Finance
Dr. Alberto T. Buesco
Ph.D. University of Texas
Country: Latin America
Language: Spanish (fluent)
Field/Topics: Finance, Direct Investment, Foreign Exchange, International Banking, Foreign Debt

Dr. James Dietz
Ph.D. I.C.
Country: Latin America
Language: Spanish, Portuguese
Field/Topics: Economics, MNCs, Foreign Debt

Professor Jose Esteban
M.A. California State University Fullerton
Country: Latin America
Language: Spanish (fluent), French (fluent)
Field Topics: Foreign Debt, Scand. Economics

Dr. Mary Fleming
Ph.D. University of Southern California
Country: Australia
Field/Topics: Accounting

Professor George Hayhurst
England, University of Loughborough
Field/Topics: Management Science

Dr. Bhushan Kapoor
Ph.D., Panjab
Country: India
Language: Hindi (fluent), Punjabi (fluent)
Field/Topics: Management Science, Indian Economics

Dr. Jacqueline Kraithe
Ph.D. UCLA
Country: Mexico, Spain
Language: Spanish, Portuguese (limited), French (limited), Italian (limited)
Field Topics: Foreign

Dr. Sidney Klein
Ph.D. Columbia University
Country: China, Japan, India, Taiwan, Hong Kong, Korea
Language: Chinese (limited), Japanese
Field/Topics: Economics, International Trade, Economic Development

Dr. Brian Kleiner
Ph.D. UCLA
Country: Europe, Southeast Asia
Field/Topics: Management, Culture aspects

Dr. Mariana Lanier
Ph.D. U.C. Riverside

Dr. Judith Remy Leder
Ph.D. U.C. Irvine
Country: Ireland
Field Topics: English, Culture, Marketing

Dr. Trini Melcher
Arizona
Country: Mexico
Language: Spanish
Field Topics: Accounting, Financial Accounting
Dr. Doris Merrifield  
Ph.D. University of Texas, Austin  
Country: Germany  
Language: German (fluent), French (limited), Spanish (limited)  
Field/Topics: Management, Science

Dr. Dennis O’Connor  
Ph.D. New School for Social Research, NY  
Country: Europe, Egypt  
Language: German  
Field/Topics: Finance

Dr. Tai Oh  
Ph.D. University of Wisconsin  
Country: Japan, Korea, China  
Language: Korean, Japanese, Chinese  
Field/Topics: Management, Comp. Management (Pacific Rim)

Dr. Barry Pasternack  
Ph.D. U.C. Berkeley  
Country: England, Holland, Thailand, Zambia, Ghana, Germany, Italy  
Field Topics: Management, Science, International Finance

Dr. Marcial Prado  
Ph.D. Georgetown University  
Country: Spain  
Language: Spanish  
Field/Topics: Foreign Languages

Professor Manuel Rodriguez  
M.A. California State University Fullerton  
Country: South/Latin America  
Language: Spanish (fluent), Portuguese (fluent), French (limited)  
Field/Topics: Doing International Business

Professor Guy Schick  
M.A.  
Country: United Kingdom  
Language: French (limited)  
Field/Topics: Economics

Dr. James Taylor  
Ph.D. USC  
Country: New Zealand, Australia, Portugal  
Field Topics: Marketing

Dr. B. E. Tsaglis  
Ph.D.  
Country: Pacific Rim Nations, Greece, Switzerland  
Language: Greek  
Field/Topics: Finance, Real Estate Investment, Economic Development
CALIFORNIA STATE UNIVERSITY, LONG BEACH

ADDRESS
12150 Bellflower Blvd
Long Beach, California 90804

CONTACT
Feliksas Palubinskas, Ph.D.
Professor of Marketing and International Business
(213) 498-5760

DEGREE OFFERED
Certificate in International Business, Undergraduate Program

REQUIRED COURSES OR TOPICS COVERED
In addition to B.S. in Business Administration which may be completed concurrently
Accounting 465—International Accounting
Finance 490—International Finance
Management 435—Comparative Management
Marketing 380—International Business
Marketing 385—Export/Import Marketing
Marketing 480—International Marketing

LANGUAGE REQUIREMENT
Competence in language and cultural understanding relevant to geographic area of interest recommended

LENGTH OF PROGRAM
4 to 5 years

ENTRY REQUIREMENTS
Bachelor of Science in Business Administration which may be completed concurrently

DEGREE OFFERED
Certificate in International Business, Graduate Degree

REQUIRED COURSES
In addition to M.B.A.
Marketing 506—International Business Concepts
Management 543—International Business Policy
HRM 552—Comparative Labor Relations Systems
Marketing 666—Seminar in International Marketing
Marketing 667—Seminar in International Business
Finance 691—Seminar in International Finance

LENGTH OF PROGRAM
18 units

ENTRY REQUIREMENTS
Admission to graduate program of University
Admission to School of Business
Catalog on file
FACULTY
Donald Bates
Ph.D. University of Illinois
Field/Topics: Management,
Human Resources,
International Management

Filemon Campo-Flores
Ph.D. UCLA
Field/Topics: Management,
Human Resources,
International Management

Gerald L. Ford
DBA USC
Field/Topics: Management

Wan-Lin Kiang
Ph.D. Institute of Technology
Field/Topics: Management,
Human Resources

Wendell H. Mc Collow, Jr.
J.D. Yale
Field/Topics: International
Finance

Feliksas Palubinskas
Ph.D. University of Illinois
Field/Topics. International
Marketing

See also Pacific Rim Institute
CHAPMAN COLLEGE

ADDRESS
333 N. Glassell
Orange, California 92666

CONTACT
Donald R. Booth, Ph.D
Professor of Economics
(714) 997-6684

DEGREE OFFERED
Bachelor of Science, Business Administration major in International Business

REQUIRED COURSES OR TOPICS COVERED
Basic Business Degree Core Requirements
Additional Courses for International Business Major
International Economics
International Finance
International Business Management
International Marketing

OTHER ALTERNATIVES/ELECTIVES
Courses in accounting, comparative economics, budgeting. Appropriate courses in political science also recommended. Students also have the opportunity to study abroad

LANGUAGE REQUIREMENT
Proficiency in at least one foreign language is strongly encouraged

TIMES OFFERED
All courses are taught once per year. Many courses taught each semester

LENGTH OF PROGRAM
4 years

ENTRY REQUIREMENTS
Admission to college (see catalog for specifics)

DEGREE OFFERED
Bachelor of Arts, International Studies with geographical or professional emphasis

REQUIRED COURSES OR TOPICS COVERED
Introduction to Latin American or Asian or African Studies
Individual studies or seminars in International Studies
15 to 18 units in courses with international or geographical emphasis in Art, Economics, Communications, Geology, Political Science, Religion or Social Relations

LANGUAGE REQUIREMENT
Functional competency in at least one appropriate language

TIMES OFFERED
All courses offered once per year

LENGTH OF PROGRAM
4 years
ENTRY REQUIREMENTS
Admission to the college (see catalog for specifics)

FACULTY
Essie Adibi
Ph.D. Claremont Graduate School
Field/Topics: Economics, Management Science

Raymond Bagley
Field/Topics: Management Science

Donald R. Booth
Ph.D. UCLA
Field/Topics: Economics

James L. Doti
Ph.D. University of Chicago
Field/Topics: Economics

Lynne P. Doti
Ph.D. University of California Riverside
Field/Topics: Economics, Business Administration

Robert A. Goodell
Ph.D. University of Iowa
Field/Topics: Marketing

Djavad Kashefinejad
Ph.D. Claremont Graduate School
Field Topics: Finance

Kathleen Latham
Field/Topics: Math

Larry Ledoux
M.B.A. Pepperdine University
Field/Topics: Marketing

Alan Senn
Ph.D. UCLA
Field/Topics: Accounting

Pradip Shukla
M.Ed, UCLA
Field/Topics: Management/Marketing

Thomas V. Snell
M.S. University of Arizona
Field/Topics: Accounting

Veena Montoya Thompson
Ph.D. UCLA
Field/Topics: Political Economy

John Virchick
M.B.A. Eastern New Mexico University
Field/Topics: Accounting

John M. Duffy
M.A. California State University at Fullerton
Field/Topics: Economics

Dante Gumucio
Ph.D. University of Wisconsin
Field/Topics: Management Science
Brian Hannon
M.A. California State University
at Long Beach
Field/Topics: Economics

James M. Harris
B.S. California State University
at Long Beach
Field/Topics: Accounting

Robert Kovacev
B.A. California State University
at Los Angeles
Field/Topics: Marketing

Daniel W. McIntyre
J.D. Northern Illinois University
Field/Topics: Accounting/Law
Tax

David Risco
M.B.A. University of La Verne
Field/Topics: Management

Ali Tehrani
Field/Topics: Management
Science

Marcia B. Wilbur
J.D. Pepperdine University
Field/Topics: Law

Sherman Winnick
J.D. Southwestern University
Field/Topics: Law
COASTLINE COMMUNITY COLLEGE
WORLD TRADE CENTER INSTITUTE

ADDRESS:
3101 Pacific View Drive
Corona del Mar, CA 92625

CONTACT
Debra Secord, Ph.D.
Program Coordinator
(714) 759-1525

DEGREE OFFERED:
The program is a cooperative venture between Coastline Community College and the World Trade Center Association of Orange County. Short-Term courses with an emphasis on practical business topics are offered jointly with more traditional international business courses. Students receive a certificate of completion for each course. Several courses can be applied to A.A. degree program or transferred to four-year institutions.

TOPICS COVERED:
Culture Specific Business Courses
Doing Business in China
Japanese Business Practices
Korean Business Practices
Export Regulations
Foreign Trade Zones
Intercultural Communication
International Contracts
International Finance
International Marketing
International Taxation
International Transportation and Distribution
Letters of Credit
Overview of Importing

LANGUAGE REQUIREMENT:
None

LANGUAGES OFFERED:
Arabic
Chinese
French
German
Greek
Hebrew
Italian
Japanese
Korean
Norwegian
Persian
Polish
Portuguese
Russian
Spanish
Swedish
Vietnamese
*Includes separate courses for medical and legal terminology

TIMES OFFERED:
Day and evening courses and non-credit activities

LENGTH:
Courses range from ½ day activities to 18 week credit courses
ENTRY REQUIREMENTS
None

FACULTY.
Joan Allen
Attorney, Farano and Kieveit, Anaheim, specializing in customs and international trade
Field/Topics: Foreign Trade Zones

Steve Badolato
President, International Marketing Management
Field/Topics: Intro to International Business, Japanese Business Practices

William Filbert
President, Filbert Trade Group, export trade and consulting organization
Field/Topics: Export Administration Regulations

Sevim Geraibekov
Lawyer in International Law and Law of the Sea
Field/Topics: The USSR & The World Geopolitical Balance

Glenn Harwood
Consultant, Intercultural Communications, specialist in international problems
Field/Topics: International Communications

Sharon Johnson
Customs Broker, Johnson and Associates
Field/Topics: Introduction to Importing

Celia Young Lee
Asian Pacific Business Consultant, Business and Technical Translator, Protocol Training Specialist
Field/Topics: Chinese Business Practices

Susan Lentz
Executive Director, World Trade Center Association of Orange County
Field/Topics: Introduction To Marketing, Contract and Distribution Agreements

Woody Parrish
Consultant, Interworld Corporation specializing in China and the Orient
Field/Topics: Chinese Business Practices

Perry Ritenour
Vice President, International Department, Marine National Bank
Field/Topics: Letters of Credit, International Finance

Susan Schopp
Asian Advisory Services, specializing in Japan
Field/Topics: Japanese Business Practices

Chuck Spence
Vice President, Marketing, Security Pacific National Bank
Field Topics: Currency Exchange, International Treasury

John Whales
Tax Partner, Arthur Young & Company
Field/Topics: Currency Exchange


ORANGE COAST COLLEGE

PACIFIC RIM ACADEMY

ADDRESS:
2701 Fairview Road
Costa Mesa, CA 92626-0120

CONTACT:
Michael Crow
Director, Pacific Rim Academy
Telephone: (714) 432-5161

PROGRAM OFFERED:
Contracted non-credit seminars, workshops, lectures and consultations arranged as required for firms or industries engaged in commercial activities within the Pacific Basin. (All learning and consulting activities are contract-based.) Emphasis is upon designing individual learning experiences to meet specific needs of firms by combining particular regions, industries, skills, and formats.

SAMPLE LEARNING EXPERIENCES:
Business Practices
Economic Development
Import & Export
Languages (Essentials)
Money & Finance Strategies
Shipping & Transportation
Construction & Engineering
Fabrication & Manufacturing
Investment Opportunities
Law & Taxation
Negotiations/non-verbal Behavior
Social Etiquette
Cultural Patterns

ALTERNATIVE LEARNING FORMATS:
(An appropriate format is arranged as needed in consultation with an individual firm or industry.)
Workshop
Lecture
Seminar
Conference
Symposium
Consultation

REGIONS OF EMPHASIS:
Australia
Canada
East Asia
Latin America
South Pacific

MENTORS:
Persons with appropriate education and experience are available from throughout the world to provide learning experiences as necessary for local commercial purposes.

TIMES OFFERED:
Lectures, seminars, and workshops are established as needed to meet schedule requirements of learners on a contract or fee basis.
PACIFIC RIM INSTITUTE, CSULB UNIVERSITY EXTENSION SERVICES

ADDRESS:
1250 Bellflower
Long Beach, CA 90840

CONTACT:
Susan Black
Program Administrator
(213) 498-5561

DEGREE OFFERED:
None

TOPICS COVERED:
How To Do Business in the Pacific Rim
Starting Your Own Import/Export Business
Exploring Careers in International Trade

FACULTY MEMBERS:
Lorne Adams
Field/Topics: Careers

Steve Badolato
Field/Topics: International Marketing

Howard Goldsmith
Field/Topics: International Trade

Joan Rollins
Field/Topics: Careers

Please send catalogs, brochures or any available information

See also California State University, Long Beach
PACIFIC TRAVEL SCHOOL—INTERNATIONAL TRADE PROGRAM

ADDRESS:
2515 North Main Street
Santa Ana, California 92701

CONTACT:
Henk A. Steenman
Program Coordinator
(714) 543-6655

TOPICS COVERED:
- International Trade Concepts
- U.S. Export Control Regulations
- International Payment Procedures
- Marine Insurance
- Ocean Transportation
- Air Transportation
- U.S. Customs Regulations

PURPOSE:
To provide students interested in starting a career in international trade of transportation with a "hands on" educational program designed towards practical application of government regulations and practices-of-the-trade.

LENGTH OF PROGRAM:
25 weeks (Monday through Thursday evening) 300 hours

ENTRY REQUIREMENTS
High school diploma

LANGUAGE REQUIREMENT:
None
SUNNY HILLS HIGH SCHOOL

ADDRESS:
1801 Warburton Way
Fullerton, CA 92634

CONTACT:
Gary Mieger
Principal
(714) 738-3124

DEGREE OFFERED:
International Baccalaureate Diploma (High School)
(Recognized by many colleges and universities throughout the world)

REQUIRED COURSES:
Liberal arts course of study

LENGTH OF PROGRAM:
Four year program offering first year college level curriculum in grades 11 and 12

ENTRY REQUIREMENTS:
All students must reside in the Sunny Hills attendance area, or receive a transfer from the home school, to participate. The program serves academically talented and highly motivated high school students.
UNITED STATES INTERNATIONAL UNIVERSITY

ADDRESS
2300 Michelson Drive
Irvine, California 92715

CONTACT
Dee. L. Aker, Ph.D.
Director, Orange County Center
(714) 833-2651

DEGREE OFFERED
Master of Business Administration

REQUIRED COURSES OR TOPICS COVERED
The Business System
Accounting for Managers
Financial Resources Management
Production Management
Marketing Management
Corporations, Society, and the Legal Environment
Management Information Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management Sciences
The Economics of Political and Social Issues
Current Issues in Finance and Investment
Statistical Methods for Business

ELECTIVES
Electives are drawn from the categories of Business, International Business Administration, Management Information Systems, and Management and Organizational Development

DEGREE OFFERED
Masters of International Business Administration (M.I.B.A.)

REQUIRED COURSES OR TOPICS COVERED
The Business System (for students with credits from foreign colleges or universities)
Accounting for Managers
Financial Resources Management
Production Management
Marketing Management
Corporations, Society, and the Legal Environment
Management Information Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management Sciences
The Economics of Political and Social Issues
Strategy and Organization
SPECIALIZATION COURSES
International Economics
International Finance
Comparative Economics and Social Development
International Management and Business Policy
International Marketing
Legal Environment of International Business
International Business and the Third World
Cross-Cultural Management

OTHER ALTERNATIVES/ELECTIVES
Transfer to USIU campuses abroad is possible. Program may be continued or completed in London, Nairobi or Mexico City. Degree also may be completed at other California campuses centers and in San Jose, Los Angeles, Oceanside, or San Diego.

LANGUAGE REQUIREMENT
None

TIMES OFFERED
Evenings and Weekends on a 10-week quarterly basis. Intensive three-week or weekend courses available in March, August, and December.

LENGTH OF PROGRAM
Track I: 12 courses, 60 graduate quarter units. Designed for the student with an undergraduate degree in business who has completed 45 upper-division quarter units in business
Track II: 18 courses, 90 graduate quarter units. Designed for the student with a non-business undergraduate degree.

ENTRY REQUIREMENTS
1. Baccalaureate degree from a regionally accredited institution or equivalent academic requirements as determined by the Dean of the School of Business and Management.
2. Acceptable undergraduate grade-point average.
3. Acceptable GMAT score

DEGREE OFFERED
Doctorate of Business Administration (with an emphasis in Finance, International Business or Strategies Management).

TOPICS COVERED
Multi-disciplinary and global perspective, emphasizing practical abilities as well as theory. Program stresses application or ideas from the behavioral and social sciences as well as from business administration, relating to social/cultural issues, economic realities, the political environment, and development of interpersonal communication skills
REQUIRED COURSES OR TOPICS COVERED
The Business System
Accounting for Managers
Financial Resources Management
Operations Management
Marketing Management
Corporations, Society, and the Legal Environment
Management Information Systems
Systems Analysis and Design
Groups and Organizations
Introduction to Management Sciences
The Economics of Political and Society Issues

REQUIRED DISSERTATION
Research Issues in Business and Management
Statistics for Research (course to be developed)
Dissertation Research Design
Dissertation Research Implementation
Dissertation Completion and Defense

REQUIRED HUMAN BEHAVIOR
Values and Decision Making
Behavioral Sciences and Society
Futures: International Perspectives
Renewal and Innovation
Dimensions of Leadership

SPECIALIZATIONS INCLUDED
General Management
Finance
Marketing

GENERAL REQUIREMENTS
1. Foundation course work in cost accounting, computer sciences, finance, investment, law, management organizations, marketing, and statistics
2. Pass qualifying exams in foundation course areas
3. Pass written exams in foundation course areas
4. Main 3.0 GPA
5. Completion and successful oral defense of dissertation

LANGUAGE REQUIREMENT
None

TIMES OFFERED
Evenings and Weekends

ENTRY REQUIREMENTS
Masters Degree in Business Management or a related field with a superior grade-point average or completion of more than 45 units of graduate work
GMAT Exam and 2 recommendations
Copy of Application and current catalog on file

FACULTY MEMBERS
Frederick Dow
Dean, School of Business and Management
Ph D Yale
Country. USA, Italy, France, Latin America, Pacific Rim
Field/Topics Marketing, International Management
H. Igor Ansoff
Distinguished Professor of Strategic Management
Ph.D. Brown University
Country: Europe, USA
Field/Topics: Management, Strategic Management

Anwar Dil
Ph.D. Indiana University
Country: South, S.E. Asia
Field: Communications, International Relations

Robert S. Dunn
Associate Professor
JD Northwestern University
Country: USA
Field/Topics: Business Law, Ethics, Legal Environment

Richard Frederick
Associate Professor
Ph.D. University of Maryland
Country: Mexico, Latin America
Field/Topics: International Finance and Economics

Donald Freedman
Associate Professor
Ph.D. UCLA
Field/Topics: Statistics, Opr Res, Management Information Systems

William Greene
Associate Dean
DBA United States International University
Field/Topics: Finance, Investments

Richard E. Gregson
Ph.D. Loughborough University
Country: Africa, Europe
Field/Topics: Management, Management Training

Arnold Hafner
Associate Professor
Ph.D. USIU
Field/Topics: Information Systems Management

Farouk I. Heiba
Professor of Marketing
Ph.D. The Wharton School, University of Pennsylvania
Country: Middle East, Third World
Field/Topics: International Marketing/Business and Cross-Cultural Management

Byong Hong
Adjunct Faculty
DBA, USIU
Country: Pacific Area
Field/Topics: Management, International Business

Mohamed Ali Khalil
Ph.D. UCLA
Country: Arab Nations
Field/Topics: Financial Investment and International Business

Suleiman Kiggundu
Ph.D. Boston University
Country: Africa
Field/Topics: Economics, Business
Young Hum Kim  
Ph.D. University of Southern California  
Country: Pacific Rim  
Field/Topics: International Relations

Fredrick R Korf  
Professor of Statistics and Management  
Ph.D. Columbia University  
Field/Topics: Statistics, Res. Methods

Robert H Lauer  
Ph.D. Washington University  
Field/Topics: Sociology, Sociology/Social Psychology

Max Lerner  
Ph.D. Brooking Grad School of Economics/Government  
Field/Topics: Human Behavior, Leadership/Human Behavior

Donald E Lundberg  
Ph.D. Cornell University  
Country: Latin America  
Field/Topics: Hotel Management, Hospitality and Management

Leon Mosner  
CPA  
MBA New York University  
Field/Topics: Accounting

Edward Nelson  
Associate Professor  
Ph.D. UCLA  
Country: North Africa, Latin America, Europe  
Field/Topics: International Finance, Mgr Econ

Gary E Popp  
Professor of Management and International Business  
Ph.D. Louisiana State University  
Country: Eastern Europe, Australia, Caribbean  
Field Topics: International Business, Cross-Cultural Management

Fredrick R Korf  
Professor of Statistics and Management  
Ph.D. Columbia University  
Field/Topics: Statistics, Res. Methods

Robert H Lauer  
Ph.D. Washington University  
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Field/Topics: Sociology, Sociology/Social Psychology

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Ph.D. Brooking Grad School of Economics/Government  
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MBA New York University  
Field/Topics: Accounting

Edward Nelson  
Associate Professor  
Ph.D. UCLA  
Country: North Africa, Latin America, Europe  
Field/Topics: International Finance, Mgr Econ
This Directory was made possible by a Title VIII grant to Coastline Community College by the U. S. Department of Education
Twenty-five percent of the jobs in Orange County involve international trade and the potential for international business is constantly expanding. Recognizing these facts, Coastline Community College applied for and received a U.S. Department of Education Title VIB grant to study the training needs of international businesses in Orange County. The grant also involved the development of a Directory referencing the international business training programs which exist in local educational institutions.

As a result of these year-long studies in 1985/86, Coastline Community College joined forces with the World Trade Center Association of Orange County in a cooperative venture to create a World Trade Center Institute. The institute offers both college credit and non-credit programs in international business and has as its goals:

1. To identify the training needs of Orange County international businesses and develop programs in cooperation with appropriate institutions.

2. To further research on international business potential in Orange County and the need for international business training.

3. To act as an international business network and referral service as well as a clearinghouse for training and educational information in international trade.

4. To refer business people to appropriate existing levels of training at locations convenient for them.

The institute has two standing committees which offer it guidance: A Cooperative Educational Institutions Committee and an Advisory Board of International Business Professionals. Under the apt direction of these committees and the World Trade Center Association of Orange County, the institute plans to offer business people the information they need to make their international operations successful.

For additional information, please contact Dr. Debra Secord, Institute Coordinator at (714) 759-1525 or write the World Trade Center Institute at 3101 Pacific View Circle, Corona del Mar, CA 92625.
Coastline Community College

WORLD TRADE CENTER INSTITUTE

A cooperative venture between Coastline Community College and the World Trade Center Association of Orange County
International Business
2/1 - 6/15 (18 weeks) 3.0 units
A comprehensive overview of international business designed to provide both beginners and experienced business people with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and the operation of multinational corporations. Classes will feature expert guest speakers who will present practical solutions to actual problems in international trade.

Export Basics
2/2 - 3/8 (6 weeks) 1.0 unit
Organization, regulation, terms of access, documentation, shipment and financing involved with international movement of merchandise, and trade patterns by countries and commodities will be discussed. This course covers the different aspects of exporting and affords the student a working knowledge of the various terms and techniques essential to exporting.

Import Basics
3/15 - 4/26 (6 weeks) 1.0 unit
An overview of the steps involved in importing a product or service from beginning to end. Course includes an introduction to the U.S. Customs Service, what customs brokers do, duty rate structure and determination, basic laws affecting imports, currency exchange and letters of credit. Practical advice about storage and transportation of shipments after they have cleared customs will also be offered.
**Export Marketing Case Studies**

6014 6:30-9:30 5/3 - 6/7 (6 weeks) 1.0 unit

This course will concentrate on individual case studies of actual companies performing export business. These case studies will contain a detailed analysis of companies' problem areas and solutions based upon actual business conducted.

**--WEDNESDAYS--**

**Pacific Rim Culture and Business Practices**

6002 6:30-9:30 2/3 - 3/9 (6 weeks) 1.0 unit

This course will examine various countries with special emphasis on social customs, language and business practices. Study will be concentrated in six key trading nations: China, Japan, Korea, Taiwan, Australia and Hong Kong.

**Korean Business Practices**

6004 6:30-9:30 3/16 - 4/6 (3 weeks) .5 unit

An introductory course designed to assist business people who would like to do business in Korea. Practical guidelines are provided to help one understand cultural differences and their effects on business negotiations.

**Japanese Business Practices**

6006 6:30-9:30 4/13 - 4/27 (3 weeks) .5 unit

An introductory course which surveys the impact of Japanese culture on business practice. Several common "pitfalls" which American business people commit in Japan are highlighted. Practical guidelines are provided to help business people with some basic cultural differences between the United States and Japan.

**Trading with the Americas**

6008 6:30-9:30 5/4 - 5/18 (3 weeks) .5 unit

An introductory course which gives tips on trading with Latin America and the countries in the Caribbean Basin. Included is a discussion of the Caribbean Basin Initiative (CBI), nontraditional exports, and solutions for low volume production in new areas of manufacturing, such as direct investment, co-ventures, and involvement of U.S. small to medium enterprises (SMEs).
--THURSDAYS--

Int'l Bus 210
International Purchasing
6000 6:30-9:30 2/4 - 3/10  (6 weeks)  1.0 unit

An introduction to the rules and regulations involved and difficulties encountered when purchasing from foreign sources, focusing on cultural, legal and economic factors.

Int'l Bus 125
International Finance
5998  6:30-9:30 3/17 - 4/28  (6 weeks)  1.0 unit

Six case studies will be presented describing examples of successful and unsuccessful international financial transactions. Emphasis will be on following appropriate procedures exactly and on early detection of potential problems. This class may be taken independently or in conjunction with International Business 100.

Int'l Bus 120
Worldwide Transportation
5996  6:30-9:30 5/5 - 6/9  (6 weeks)  1.0 unit

An introduction to international transportation and distribution options in export and import operations, including: air freight, shipping, freight forwarders, and distributors in competitive markets. Guest lecturers will describe specialized services in various areas of the world.

LOCATION: Newport Beach Center
3101 Pacific View Drive
Corona del Mar

FEES: There is a $5 per unit fee.

REGISTRATION: Classes are filled on a first come-first served basis. You may register in advance at the area office or in class the first night. Since some classes are canceled due to low enrollment, you are urged to attend the first time.

INFORMATION: Please call (714) 759-1525.
WTCI was made possible in part from the Department of Education, Title VI B grant.
The World Trade Center Institute, a cooperative venture between the World Trade Center Association of Orange County and Eastside Community College, was created to address—through training and referral services—the special needs of business and industry. The Institute also serves as a referral service directing individuals with Special Interests in world trade to appropriate cooperating educational institutions.

Each program is carefully reviewed by an advisory board consisting of international business professionals to assure both program quality and relevance.

The ultimate goal of the World Trade Center Institute is to become the nexus for the international training needs of Orange County.
CREDIT COURSES

Courses ranging from 9 hours to 54 hours in length are offered for college credit each semester. These programs are supported for the most part by the state of California. Several short modules can be combined to be equivalent in content to the semester-length courses. By combining core courses in International Business with short-term courses, non-credit activities and World Trade Center Association programs—the curricula benefit the beginning student as well as the international business professional. The faculty at the World Trade Center Institute has extensive experience in international business. Case studies and other practical approaches are used to provide participants relevant information and practical problem solving techniques.

ADDITIONAL INFORMATION

For further information about the current World Trade Center Institute schedule of programs or any of the topics contained in this brochure, please contact:

Debra Seedorf, Director
World Trade Center Institute
3101 Pacific View Drive
Corona del Mar, CA 92625
Phone: (714) 759-1525

NON-CREDIT EVENTS

A series of workshops, lectures, seminars and forums on international business topics are available each quarter. These programs are totally supported by participant fees. World Trade Center Association—Orange County members receive a discount when registering for these noncredit events. The topics for such programs continually change to meet local business needs and interests. Please contact Coastline Community College, Office of Community Services (714) 241-6186 for a current schedule of events.
SPECIAL CONFERENCES & PROGRAMS

TRAINING TAILORED TO MEET YOUR COMPANY'S NEEDS

The World Trade Center Institute will create individual programs to meet the specific requirements of your business. These programs focus on the practical aspects of engaging in international business and can be offered at college or business sites. Each program is conducted on a contract basis and is flexible to meet your company's needs.

TRADE MISSIONS

Trade Missions can enhance your business opportunities abroad by providing the right contacts and firsthand experience in foreign countries. The World Trade Center Association-Orange County sponsors several trade missions each year.

CO-Sponsorship of Community Events in International Trade

The World Trade Center Institute is interested in international trade programs offered in the community. The Institute often participates as a sponsor of such events. We encourage you to inform us of your organization's upcoming international trade programs.

INTERNATIONAL BUSINESS EDUCATION & TRAINING DIRECTORY

The World Trade Center Institute serves as a clearinghouse for information about the international business programs available to Orange County residents through local high schools, community colleges, proprietary schools, and four-year educational institutions.

If your educational institution is in the Southern California area and offers an international business program, we would like to include you in the next update of the Directory. Please contact the World Trade Center Institute for further information.

INTERNATIONAL BUSINESS & TRADE READING ROOM

The World Trade Center Institute Reading Room offers a special focus on international business and trade resources which are not found in local libraries. The facility houses federal depository materials, newspapers, government publications, and receives issues of many weekly and monthly periodicals—all concentrating on international trade.

In order to expand and strengthen the Reading Room, we invite recommendations of useful publications to acquire. The Institute also welcomes donations of international trade information and resources. Located at 3101 Pacific View Dr., Corona del Mar, the Reading Room operates with the assistance of several volunteers and is open regular business hours and some evenings by appointment.
COMMUNITY SUPPORT
The World Trade Center Institute wishes to thank the following institutions and individuals for their cooperation, assistance, and support.

COOPERATING EDUCATIONAL INSTITUTIONS
American Graduate School of International Management—Thunderbird
California State Polytechnic, Pomona
California State University at Fullerton
California State University at Long Beach
Chapman College
Fullerton College
Golden West College
National University
Orange Coast College
Pacific Travel School
Rancho Santiago College
Saddleback College
Sunny Hills High School
United States International University
University of California, Irvine

BUSINESS ADVISORY BOARD
Koichi Beckwith, International Trade Specialist
U.S. Department of Commerce
Vicki Bergman, Director ESL Program
University of California, Irvine
U. Grant Buchanan, Consultant
International Management and Operations
Brent Evans, International Sales and Marketing Manager
Varec
Robert Ferna, International Business Coordinator
U.S. Small Business Administration
Barbara Kamm, Vice President and Manager
National Bank of Long Beach
Susan Lentz, Executive Director
World Trade Center Association, Orange County
Marilyn Lowey, Export Administration
McDonnel Douglas

Steven O’Keefe, Community Development
City of Santa Ana
Janet Remhart, Director/Chairman
American Cross Cultural Trainers in Business
Susan Schopp, Cross Cultural Consultant
Asian Advisory Services
Don Seifert, Director of International Marketing
American Bentley
Richard Sim, President
Irvine Office and Industrial Company
Luu Tran, President and Chairman
First American Capital Funding, Inc.
Tom Weaver, Personnel Director
American Isuzu
John Whales, Partner
Arthur Young & Company

CONTINUED