

FACULTY INSTITUTE 2015

August 13-15

Friday, August 14, 10-11:00 am

Strand F: Effective Teaching and Pedagogy

Topic: Globalism and the Marketplace

Presenters: Verlyn Benson, Jerry Chi and Lyn Bartlett

**The Dynamics of Globalism (the Marketing thereof), Higher Education & Andrews University**

1. **Definition**

*Four Types of International Market Expansions*

* International Model: Low Standardization and Low Localization
* Multinational Model (Multi-National Corporation, MMC):  Low Standardization and High Localization
* Global Model:  High Standardization and Low Localization
* Transnational Model:  High Standardization and High Localization

*History of Globalization*

* Resistance of Globalization and US Global Images
* Partnership, Strategic Alliance and Entrepreneurship for Success in Globalization

*Broader Terms on Andrews Engaging in a Global Marketplace*

*Two Models of Globalization for Higher Education*

(Example of School of Business Administration (SBA) Establishing MBA Program in Taipei, Taiwan)

* Model 1: Exporting (From Local Government Points of View)
* Model 2: Importing (From Local Government Points of View

*Extension Program Application Protocol for Local Government Approval*

*Requirements and Documents by Local Government and Universities*

**2. Success Stories overcoming Fears and Assumptions**

* Overcoming fears and assumptions of embracing globalism on campus as its impacts curriculum, students and campus ambience.
* Andrews has many success stories and looks forward to many more!

**3. On-campus or Off-campus for international students**

* What is the best fit?
* Does Andrews embrace the “missionary” stance, or retain the “cocoon” approach.

**4. Discussion**