

International Business Education: Going Blended



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Graduate Certificate in IB

- **New credential in AB**
- Builds on previous post-secondary education
- Offered in partnership with the Forum for International Trade Training (FITT)
- Two routes:
 - Coursework only
 - Coursework and 7 week practicum
- Graduates can earn:
 - FITT Certificate and Diploma plus RDC Certificate
 - After 1 year of international trade experience, can apply for Certified International Trade Professional (CITP) designation



- Global Business Environment
- Corporate Social Responsibility
- Managing Cultural Difference
- International Marketing Management
- Financing International Trade
- International Trade Logistics
- Legal Aspects of International Trade
- International Trade Research
- International Trade Management
- International Market Entry Strategies
- Optional Practicum (7 weeks)



Literature Review

- Santiago Iñiguez, the Dean of Madrid's IE Business School, in November 2013, supported the use of blended learning in business education, noting "It's high-quality online learning combined with face-to-face sessions...Blended education is the future" (Jacobs, 2013)
- "Blended Learning" is really the natural evolution of e-learning into an integrated program of multiple media types, applied toward a business problem in an optimum way, to solve a business problem. (Bersin & Associates, 2003)

- "Blended learning is now a prevalent delivery method in workplace learning settings...The majority of our respondents from the corporate world were already using blended learning in some format" (Bonk & Graham, 2006)
- "Many businesses and professions are becoming increasingly global, necessitating the need for holding telephone conferences, online meetings, and other such activities perhaps among a diverse group of people spread across the globe. Online courses provide an opportunity for students to develop increasing skills in this virtual communication context that almost has no boundaries; therefore, better preparing them for the workplace." (Teach Thought, 2012)
- World Economic Forum report covers in detail how rapidly technology is "deeply redefining relationships between individuals, consumers and enterprises, and citizens and governments." (WEF, 2012)



Literature Review

- In 2012 *Forbes* contributor Meghan Casserly reported on a study in which **86% of 1,200 large companies said they look for “professionalism”** in potential employees... Employers want
 - college graduates who can work alone or within a team,
 - possess a good ethical compass,
 - be consistently flexible and adaptable, and
 - demonstrate planning and project management skills. (Casserly, 2012)
- Because students must be self-motivated and disciplined to succeed in an online course—there is no professor standing over them to help them stay on task, virtual learning provides an excellent way to build these skills and demonstrate them for employers.
- Students must be able to plan their time and course projects in order to do well. In short, online classes demonstrate that a student can be a professional who can work independently and without direct supervision. (Casserly, 2012)



Competitive Edge

- The Model:
 - Full time blended study
 - Cohort based
 - Intake is once a year
 - Modular courses
 - 3-4 weeks in length
 - Executive weekend for each course
 - Begins F2F with first weekend
 - Friday night, all day Saturday and Sunday am
 - Moves to Synchronous weekend engagement in later courses as cohort connections grow
- Online work includes
 - Discussion of topic readings and cases
 - Allows ample time to read/reflect on various real-world ethical dilemmas faced by managers in the workplace.
 - Students post their comments and interact in an asynchronous online discussion
 - Allows the small-group weekly discussions of ethical and work related issues and cases to continue throughout the following week.



Competitive Edge

- Key Features

- Local and global business instructors
- Local and global practitioners as guest speakers
- Technology used for teaching and for enhanced business practice
- Current theory in global business practice
- Connection with contemporary issues in the global business environment
- Builds on the work from the former degree/diploma
- Opportunity to work in a 7 week practicum with ‘feet on the ground’



References

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Thank You...questions?

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