<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>ID NUMBER</th>
<th>COLLEGE</th>
<th>DISTRICT</th>
</tr>
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<tbody>
<tr>
<td>1991-92</td>
<td>91-0007</td>
<td>De Anza</td>
<td>Foothill-DeAnza</td>
</tr>
</tbody>
</table>

**PROJECT TITLE**

**Faculty Internship Program in International Business**

<table>
<thead>
<tr>
<th>FUNDING CATEGORY &amp; AWARD</th>
<th>ELIGIBLE PROGRAM</th>
<th>PROJECT CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant  = $7,500</td>
<td>B --- Improving Teaching Ability</td>
<td>Developmental Model</td>
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<tr>
<th>PROJECT PRODUCT</th>
<th>PROJECT TOPIC #1</th>
<th>PROJECT TOPIC #2</th>
<th>ACADEMIC SUBJECT</th>
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<tr>
<td>Resource Materials</td>
<td>Faculty/Staff Develop</td>
<td></td>
<td>Business</td>
</tr>
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<thead>
<tr>
<th>PROJECT DIRECTOR</th>
<th>PROJECT SUPERVISOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosemary Coates, Instructor</td>
<td>Peter Landsberger, Dean Business/Computer Sys</td>
</tr>
</tbody>
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**PROPOSAL DESCRIPTION**

This project establishes a faculty internship program in international business at DeAnza College. Funds were used to retain a part time instructor to serve as the Project Supervisor. This faculty member also served as a full-time manager for one of the college's frequent business partners. Five faculty members spent at least 50 hours over a four month period in an appropriate department of a local corporation. This involvement provided participating faculty with relevant, first-hand work experience in some international aspect of the corporation's business thus enabling them to participate directly in appropriate international transactions.
Faculty Internship Program in International Business

Today's business environment is global and competition among businesses in international. In Silicon Valley, like elsewhere, businesses are learning that to remain competitive, their employees must acquire new skills and talents. One area where competence has become increasingly essential is international business.

While many community colleges have begun international business programs, they have had to rely heavily on international business professionals to do the actual instruction on a part-time basis. This is due, in part, to the limited exposure full-time faculty have had to actual experience dealing with the recent trends in international business.

In De Anza's service area, the majority of electronics companies either manufacture or purchase parts from overseas. Other local business concerns respond to a growing influx of business people from abroad. These trends prompted the Joint Business Department Advisory Committee, which is composed of the advisory committees for accounting, marketing, purchasing/materials management, and real estate, to recommend at its last meeting that the several departments focus substantial effort during 1991-92 on supplying international business course offerings and on incorporating international business topics in all business and related courses De Anza currently offers.

This proposal requests funds to establish a faculty internship program in international business. The funds will be used to retain the services of a part-time instructor who is also a full-time manager for one of the college's frequent business partners. Along with the Project Supervisor, she will be responsible for initiating the internship program with local businesses, monitoring the processes, reporting on the results and evaluating the incorporation of international business topics into the business curriculum.

Under the program, approximately five full-time faculty members will intern for at least 50 hours over four months in an appropriate department of a local corporation. These internships will give each of the participating faculty members relevant, first-hand work experience in some international aspect of the corporation's business and enable them to participate directly in appropriate international transactions.

Following this exposure to the global business environment, the faculty will be expected to incorporate their experience into the college's curriculum.
Faculty Internship Program in International Business

1. Specific Educational Program Being Addressed

EDUCATIONAL PROGRAM ADDRESSED
This project will assist De Anza College in providing its full-time business and accounting instructors with relevant training in international business. It will also further the College’s efforts to internationalize its curriculum generally. Specifically, the objectives of the project are to:

1. Place the current faculty in a real international business environment to experience it first-hand.
2. Incorporate techniques and topics in international business learned from these internships into the college’s current course outlines. At a minimum, this will affect approximately 10 existing courses within the existing Business and Accounting curricula.
3. Improve the quality of business instruction generally at the college, and specifically in the area of international business by offering relevant internationally oriented instruction that meets the needs of local employers.

Other objectives of this project are to share results and provide information which can be used throughout the community college system in the Silicon Valley area. The Steering Committee will plan the training and feedback results so that an informational report can be distributed to interested parties concerned with international business Staff Development.
2. Specific Problems Being Addressed

SPECIFIC EDUCATIONAL PROBLEM

Clearly there is a need to internationalize the curriculum at community colleges in Silicon Valley. Most companies doing business in this area either export/import, manufacture in an overseas location or distribute from a foreign country. Current course offerings for individuals entering the area business market, have little or no international content, yet this is desired exposure for entry-level business people.

To meet the need for timely, relevant instruction that instills a basic understanding of international business, De Anza needs skilled instructors who have had recent experience in the international business environment. Among the many ways to upgrade the international business skills of the current business faculty, no better way exists to give them current experience than a well designed internship program.

This funding will enable the college to arrange internships for faculty members in international business settings within Silicon Valley companies. The expected outcome will be a broadened their perspective of international business, give them hands-on exposure to the field, and equip them to translate their experiences into usable classroom instructional material.
3. Population To Be Served

POPULATION TO BE SERVED

The focus of this project is to provide internship opportunities to approximately 5 full-time DeAnza business instructors at this time. However, through providing these internships and related course materials, we expect to serve the entire business student population, non-business students interested in the results, and the Silicon Valley community seeking students with this type of educational exposure. These students will be indirectly served when the faculty is able to implement what they have learned.
4. Objectives

PROJECT OBJECTIVES

The project has three principal objectives:

1. Place the current faculty in a real international business environment to experience it first-hand.
2. Incorporate techniques and topics in international business learned from these internships into the college's current course outlines. At a minimum, this will affect approximately 10 existing courses within the existing Business and Accounting curricula.
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Other objectives of this project are to share results and provide information which can be used throughout the community college system in the Silicon Valley area. The Steering Committee will plan the training and feedback results so that an informational report can be distributed to interested parties concerned with international business Staff Development.
5. Workplan Narrative

[NO “WORKPLAN” ACCOMPANIES THIS DOCUMENT.]
6. Expected Outcomes

EXPECTED OUTCOMES

The proposed faculty internships will provide a structured way for current DeAnza business faculty members to learn the fundamentals of international business. Each instructor will also have an opportunity to prepare an individualized unit or new approach to including international business into their standard business curriculum.

From these internships and shared community experience, we expect each DeAnza business instructor to be able to teach at least one class on international business or to be able to significantly incorporate fundamental international business concepts into their current course outlines. We expect to achieve these outcomes by the end of the 1991-92 school year. We also expect local companies to learn more about DeAnza college and the needs of students trained in our programs.

We also expect to be able to share the outlines of instruction with other area colleges in a written format.
7. Evaluation Plan

EVALUATION PLAN

Before making company contacts, the project leader will survey each DeAnza business instructor to determine the level and intensity of international business instruction in each of their classes and the level of and area of interest for internships.

Following completion of the internships, the project leader will again conduct a survey to determine the increased activity in international business instruction. The first results will be measured against the second and an interpretation will be made based on the new amount of time spent, level of intensity and comments from faculty combined with evaluation from students.

The DeAnza business students will also be surveyed to determine the desirability and interest level in the incorporation of international business into all business classes.
8. Dissemination Plan

DISSEMINATION PLAN

Our investigation of other Silicon Valley community colleges indicates that while several other community colleges have developed or are in the process of developing relevant international business curriculum, none of the colleges have prepared a plan for faculty development, particularly any provision for faculty internships.

We believe that the organization and content of the faculty internships planned can be replicated at other area colleges. We will publish the results of this project and make them available to other colleges for faculty development. Through our proposed evaluation process, we will be able to pass along the successful/less successful comments on the project to other colleges.

We also intend to publish our results in the ED>NET Newsletter, through participation in conferences and workshops, and through the informal consortium of Staff Development Officers that has recently begun to evolve among Bay Area colleges.
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]