The Global Business Resource Center (GBRC) has been collaborating with local, national, and international trade organizations since its inception in 2007. Housed in the School of Business (SB), the GBRC is the only place where small business can receive no-cost import trade services and where students, faculty, staff, and community members can receive nationally accredited Certified Global Business Professional (CGBP) certification training. The Center provides outreach activities for students and the global trade community including seminars, workshops, and lectures. In addition, the GBRC provides the primary administrative support for our nationally ranked international business program and SB global business education efforts.

The 2019-20 academic year was an interesting one with COVID-19 putting a swift halt to travel in March and the forced recall of the 79 SB students who were abroad for the semester. Luckily, the 39 students who studied abroad in the fall were able to enjoy their entire program. All 14 of the SB spring and summer faculty-led programs were canceled. Prior to cancellation, 199 SB students were enrolled in spring and summer programs abroad (153 on SB programs, and 46 on others).

In addition to unique courses abroad, faculty put in substantial effort organizing and promoting exchanges with universities abroad. Two new exchanges were established this year with universities from which the SB accepts business credits, one that also has a summer offering (the most popular term to study abroad). The SB hosted 25 foreign exchange students from 16 universities in nine different countries. This year seven SB majors graduated with the Global Scholars honor and almost 20 percent of SB faculty members have gained this designation and serve as mentors in the program.

In addition to our study abroad support, the GBRC hosted international scholars from Israel and Germany, hosted successful international events, and continued to actively partner with the major US and SC trade organizations. The Center builds on longstanding relationships with the US Commercial Service, the SC Department of Commerce and Charleston Women in International Trade. The GBRC has representation on the SC District Export Council and is chairing the SC International Trade Coalition this year. The GBRC administrators are working closely with the Arnold Center for Israel Studies, the Center for International Education and the School of Languages, Cultures and World Affairs. The new one-day training for the CGBP certification had 19 participants and resulted in a 100 percent pass rate of those who took the exam. Despite the challenges posed by COVID-19, this was a successful year and look forward to even more accomplishments in the coming year.
2019-20
IN REVIEW

Education

- 118 SB students studied abroad for a semester this academic year
- COVID-19 caused the cancellation of all 14 spring and summer faculty-led programs
- Hosted 25 exchange students from abroad
- Established two new exchange programs with a focus on business students: NEOMA in France and American University of Cairo in Egypt

Outreach

- Revised Certified Global Business Professional training program had 19 undergraduate/graduate students, faculty, and staff attending resulting in 100 percent pass rate of the two students who took the exam
- Continued valuable partnerships with national, state, and local international trade agencies and organizations
- Successful international career and internship match-up in the fall

Research

- Provided international research summer funding to SB faculty
- Continued support of faculty exchange programs resulting in new international collaborations
- The research from 2018-20 has resulted in one publication, 2 conference presentations, 3 manuscripts under review or in progress.

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2020 INTERNAL BUSINESS MAJORS GRADUATING; 2 WITH CGBP DESIGNATIONS, 3 GLOBAL SCHOLARS
MISSION AND PRIORITIES

The School of Business's mission is to serve the “state, region, and the global business world by educating socially responsible graduates through practical undergraduate, graduate and professional programs and by advancing the development of community of scholars in their intellectual pursuits.” It fulfills its mission by:

- Engaging diverse students in personal educational experiences that encourage a global mindset, inspire creativity and innovation, and develop leadership skills in preparation for business challenges and opportunities.
- Building a globally oriented faculty who’s teaching, research, and service influence students, the business community, and other constituents.

MISSION STATEMENT

The Global Business Resource Center's (GBRC) mission is “to advance global trade education through educational programs, action learning, knowledge creation and partnerships with local, regional, and national trade agencies” and to become a premier leader in US international business education. It is housed in the School of Business at the College of Charleston. Three people are devoted to the operation of the GBRC: the Director (Rene Dentiste Mueller) who oversees the academic programs and related outreach initiatives, the Associate Director (David Desplaces) who oversees the student engagement activities, and the Global Studies Coordinator (Stacey Hassard) who provides logistical and office support for SB study abroad programs and International Business majors. Importantly, the GBRC provides the primary means of support of all School of Business global business education efforts.

The Global Business Resource Center (GBRC) supports the School of Business’s mission through a number of curricular and co-curricular activities. The GBRC also addresses two of the College of Charleston’s strategic priorities (1) Enhancing Co-Curricular and Extracurricular programs for Holistic education of students and (3) Collaborate with Local, National and International Institutions. The GBRC does this primarily by:

- Supporting, creating and expanding international business education opportunities through program and course development and revision;
- Supporting internationally-focused research; and
- Providing and supporting training through international business education workshops, internships, certification programs, outreach and professional presentations.
ACADEMIC DEGREE PROGRAMS
The SB routinely offers over a dozen international business courses and four internationally-focused degree programs (which incorporate an overseas study component):
- International Business Major
- Global Logistics Concentration and Minor
- International-track Master in Accountancy

CO-CURRICULAR EDUCATION
In addition to academic courses and degree programs, the GBRC offers a wide range of activities that compliment disciplinary study including:
- Promoting and handling the logistics for SB Study Abroad (incoming and outgoing students)
- Working with Schools across campus to co-list and/or co-develop courses and programs
- Providing service (membership) on the College’s international education committees
- Developing and supporting International Service-Learning projects
- Co-directing the Global Scholars program
- Co-directing Center for Israel Studies
- Hosting International Business Networking Events
- (Financially) supporting professional development SB faculty and GBRC staff
- (Financially) supporting a Faculty Exchange Program

AY 2019-20 IN REVIEW
It was an unprecedented year for international business education with COVID-19 and the halt of worldwide travel in March. Despite the spring break and summer travel being curtailed, it was a successful year with 118 students studying abroad for a semester and one for the full academic year. The International Business major remains a popular major and continues to work closely with the Global Logistics and Supply Chain programs and well as with the School of Languages, Cultures, and World Affairs and the Center of International Education, natural partners in this increasingly globalized world. Both of the graduates who took the CGBP (TM) training program passed the exam (the failure rate, even for professionals, is quite high). The undergraduate international business program remains ranked as #2 nationally on Schools.com.

Prior to the cancelation of all spring break and summer travel, 149 SB majors and minors were planning on studying abroad. SB faculty organized 14 unique programs that will hopefully run in Spring and Summer 2021. The newly established student chapter of APICS (the student group of the Association for Supply Chain Management) co-hosted a panel event on global supply chain this year. Drs. David Desplaces and Marvin Gonzalez are co-directors of the chapter. The GBRC’s relationship with University of Lingnan (Hong Kong) once again assisted in six scholarships being awarded to SB majors, with four accepting. Dr. Desplaces also played an instrumental role in establishing an exchange agreement with NEOMA, an AACSB-accredited university in France that offers semester programs in two locations and a summer program.

The GBRC continues to represent the College of Charleston on numerous local and national committees in order to build a strong national reputation. It is one of only a few organizations with a formalized Memorandum of Understanding with the US Department of Commerce recognizing it as a Preferred Trade Education Partner. The GBRC Director was appointed by the US Secretary of Commerce to sit on the South Carolina District Export Council (DEC), was appointed as the co-chair of the South Carolina International Trade Coalition, and partners with Charleston Women in International Trade.

The third year of funding for international faculty exchange resulted in events for students, faculty, and community members and possible future collaborations. The GBRC also assisted in funding international guest speakers and events, continuing the Center’s focus on education, outreach, and research.
STUDY ABROAD

The total number of School of Business students who studied abroad during the 2019-20 academic year was 118 students. They all participated in semester-long programs as all short-term programs were canceled. One student studied abroad for the full academic year. 100 students were majors and 19 were SB minors from majors outside the SB.

INTB was the largest contributor with 25 percent and MKTG a close second with 24 percent. The Management and Marketing department accounts for 69 percent of the total.

Where SB Students are Studying

SB students studied in 20 countries this academic year. Spain continues to be the destination of choice, followed by Italy and Australia. Like US students in general, the vast majority (78%) study in Europe; less than 15 percent study in regions of strategic interest like Africa, Latin America, Middle East and Asia.

Study Abroad by Undergraduate Major

Argentina  Australia  Austria
Brazil  Chile  China
Cuba  Czech Republic  Denmark
France  Germany  Greece
Hungary  Ireland  Israel
Italy  Netherlands  South Korea
Spain  United Kingdom

INTB  25.3%
MKTG  24.2%
BADM  20.2%
FINC  13.1%
HTMT  10.1%
SCIM  4%
ACCT  1%
ECON  2%
When and How Long SB Students are Studying Abroad

Due to COVID-19, all spring break and summer programs were canceled. One student studied abroad for the full academic year and 118 studied for the semester. Prior to the cancellation, 149 students were planning on studying abroad on a short-term program, as is the national trend. We continue to focus on pushing longer-term and more immersive programs as the benefit to the student is greater.

Class Standing While Studying Abroad

<table>
<thead>
<tr>
<th>Class Standing</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior</td>
<td>8.5%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>30.5%</td>
</tr>
<tr>
<td>Junior</td>
<td>61%</td>
</tr>
</tbody>
</table>

Time and Length of Study Abroad

<table>
<thead>
<tr>
<th>Length of Study</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 20</td>
<td>66.4%</td>
</tr>
<tr>
<td>Fall 19</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

Affiliate Programs Remain a Special Concern

Affiliate programs are still a special concern as the quality is difficult to assess and most are independently run for-profit companies. With the College working with over twenty affiliate companies and each of those companies offering hundreds, if not a thousand different program options, these programs generate significantly more work for the GBRC. In addition to more work, the College lost over $1.4 million in potential tuition as well as approximately $76,000 in School of Business fees (based on 6-9 credits for the semester) from the 96 SB majors and minors who chose to study abroad on these affiliate programs. Most of these programs are a cost savings to out-of-state students, but it comes at a steep cost to the College. CofC has a full-time staff member devoted to their support and promotion.

<table>
<thead>
<tr>
<th></th>
<th>Tuition</th>
<th># of SB Students on Affiliate programs</th>
<th>Tuition Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 19-20 Out-of-State</td>
<td>$33,308</td>
<td>1</td>
<td>$33,308</td>
</tr>
<tr>
<td>Semester In-State</td>
<td>$6,489</td>
<td>14</td>
<td>$90,846</td>
</tr>
<tr>
<td>Semester Out-of-State</td>
<td>$16,654</td>
<td>81</td>
<td>$1,348,974</td>
</tr>
<tr>
<td>Total</td>
<td>$1,473,128</td>
<td>96</td>
<td>$1,473,128</td>
</tr>
</tbody>
</table>
Faculty-Led Study Abroad

COVID-19 prevented faculty-led programs from happening, however, prior to cancellation, 143 undergraduate SB students were signed up to study abroad on faculty-led programs (and another 10 graduate students). Faculty members should be commended on their efforts in this area as considerable effort goes into planning and organizing the courses. Thanks to the varied program options and SB study abroad scholarships, there has been significant interest in SB students studying abroad on faculty-led programs.

Proposed Undergraduate Courses Taught Overseas/with Overseas Travel

- HTMT 360 Adventure Tourism (B McCleod, J Clement, Banff, Canada, spring break)
- INTB/MKTG 360 Doing Business with Israel (R Mueller, Israel, spring break, co-listed with JWST 210 Business Climate of Israel (J Shanes)
- TRAN 312 Global Logistics (K Gourdin, Netherlands, spring break)
- HTMT 360 Destination Management & Marketing: Iceland (B McCleod, J Clement, Iceland)
- INTB 390 International Social Enterprise and Development (J Malm, Ghana, co-listed with FINC 360 Microfinance in Ghana (J Malm)
- MKTG 326 International Marketing (R Mueller, Management Center Innsbruck, Austria)
- MKTG 360 Doing Business in China (H Xie, China and HK, co-listed with INTB 309 International Business Study Abroad (H Xie)
- MGMT 350 Business, Leadership, and Society (E Perrault, Ireland, co-listed with non-business courses)
- TRAN 360 Panama Canal – Its Impact on Global Trade (K Gourdin, Panama, co-listed with REAL 360 Panama Canal – Its Impact on Global Trade (E Worzala)
- MGMT 301 Organizational Behavior (A Carrico, Spain, co-listed with MGMT 360 Managing for Sustainability in the European Union - Focus Spain (A Carrico, co-listed with SPAN courses)
- FINC 360 Global Financial Markets (H Liu, Taiwan, co-listed with SCIM 360 Global Information Technology (C Chou)
- MKTG 326 International Marketing (R Mueller, Greece, co-listed with MGMT 325 International Management (D Desplaces, co-listed with)
- INTB 314 Global Operations and Technology Management (G Quesada)
- TRAN 360 Doing Business in Costa Rica (M Gonzalez, Costa Rica, co-listed with SCIM 360 International Logistics (M Gonzalez)

Graduate Courses

- ACCY 570 European Origins of Modern Accountancy, (R Daniels, UK, France, Italy, co-listed with)
- ACCY 575 European Financial Markets (R Daniels)
- MBA Study in Israel (R Magnuson)
UNIVERSITY PARTNERS: MEMORANDUMS OF UNDERSTANDING (MOU)

In an attempt to increase the international diversity of our students, the SB has initiated and maintained active MOUs. Without faculty initiative and support, these exchanges would not remain active. This year, four new bi-lateral exchange agreements were signed and students will be able to study beginning Fall 2020. Dr. Desplaces was instrumental in the NEOMA MOU and it will be the third summer exchange opportunities for business students. The following are active exchanges which our faculty are active in:

- Applied University of Ludvigshafen – Sister state agreement and faculty exchange (K Gourdin)
- EDHEC, Nice, France – Bi-lateral (A Shao and R Mueller)
- EM Strasbourg, France - Bi-lateral and faculty exchange (R Mack)
- Management Center Innsbruck, Austria - Bi-lateral and faculty exchange (R Mueller) - summer option
- NEOMA, Reims, France - Bi-lateral (D Desplaces) to begin Fall 2020 - summer option
- Sungkyunkwan University (SKKU), S Korea – Bi-lateral (W Wang) - summer option
- Technical University Dublin, Ireland – Bi-lateral (J Clement)
- University of Caterina of the South (UNISUL) Brazil- Bi-lateral (R Mueller)
- University of Economics (Bratislava) –(C Balckwell lead)
- University of Groningen, Netherlands - Bi-lateral (J Clary-emeritus)
- University of Hertfordshire, UK - Bi-lateral (R Mueller)
- University of Holar, Iceland – Faculty exchange (B McLeod)
- University of Nottingham – UK Bi-lateral (R Mueller)
- University of Nottingham – Ningbo, China - Bi-lateral (R Mueller)

TEACHING/AFFILIATIONS ABROAD

In addition to CofC programs overseas, SB faculty members typically teach at bi-lateral or foreign institutions. The majority of these assignments are short–term teaching (one week or less); faculty also give individual lectures. Several faculty members also spend part or all of their sabbaticals working with foreign institutions. Faculty participation in these types exercises is crucial to building research networks and long-term study abroad opportunities. Due to COVID-19, there were no known experiences this year. A stark contrast from the norm.

FACULTY EXCHANGE PROGRAM

This year was the third year of the GBRC’s faculty exchange program. The program financially supports airfare to the overseas University and provides housing and per diem expenses for the incoming faculty member. We continued our collaboration with the Jerusalem College of Technology and Dr David Desplaces hosted Dr Brian Polin. Dr. Desplaces is also engaged in research with Dr. Avi Kay (2019 visiting Scholar) with research submitted to the Society for Business Ethics Annual Meeting 2020 - “What factors predict faculty engagement in business ethics education?”
International Service Learning Abroad

International Service Learning (INTB 390: International Social Enterprise and Development) coincides with the College’s Sustainability Initiative. SB faculty members have long-term partnerships and programs working with NGOs in Cameroon, Costa Rica, Ghana, Honduras, and Tanzania. In the past two years Ghana has been the focus for students to participate in an SB service learning course. There may be options in Honduras and Brazil as well in the coming year.

International Internships

The development of international internships continues to be a priority for the GBRC. Unless the student is doing the internship for credit, however, we do not have a good way of capturing all internship activity. Because students would have to pay additional tuition for internship credit, summer overseas internships are particularly under-reported. The prestigious Cultural Vistas (Carl Duisberg Society) German internship program (run by S DellaLana, LCWA) and the Paris Internship program (run by J Bourdier, LCWA) continues to provide internships for SB students minoring or double-majoring in German and French (Language for Business); twelve SB students were scheduled to participate this year before COVID-19. The GBRC also helped secure the SC Department of Commerce’s Munich Internship for six SB majors. All overseas internships have been canceled.

School of Business Funding

The study abroad funding through School of Business student fees has been tremendous in recruiting more students to our faculty-led programs with finances not being such an issue.

Knox Global Scholar Funding

Funding from a donation by the Knox family will be used for travel funding next year for students studying, interning, or working abroad in the summer.
Study abroad fairs are a main way to promote overseas study opportunities while orientation seminars and individual advising sessions are key to ensuring overseas study success. In AY 2019-20, Ms Hassard had over 350 individual overseas study advising appointments with over 240 students. This is in addition to handling hundreds of walk-in inquiries and advising appointments. Dr David Desplaces, had 25 individual counseling sessions. Dr Rene Mueller had over 60 study abroad advising sessions with SB and prospective SB students. Hundreds of students were also advised at the various study abroad and recruitment fairs. In addition to sending CofC students abroad, the SB hosted 25 incoming foreign exchange students.

Satisfaction surveys for the GBRC advising were strong. All questions had at least a 89% satisfaction rate, with "The assistance received by the School of Business was good" rated at 98% as compared to "The assistance received by the CIE was good" rated at 78%.

The GBRC Director also reviewed approximately 240 applications and essays for the Center for International Education for Spring, Summer, and Fall 2020 study abroad scholarships.

**Study Abroad Informational and Recruitment Sessions**
- CofC Study Abroad Fair (all day) - September 11 & January 29
- SB Faculty-led Study Abroad Recruitment Fair - September 25 & 26
- SB Cafe Abroad - January 9 & February 12
- Majors and Minors Fair - SB Table - October 10
- SB Orientations (Study Abroad & International Business promotion) - 7 sessions in July, August, and January and 5 parent breakfasts
- Worldwide Wednesday Study Abroad Zoom Sessions - June 3, 10, 17, 24

### INCOMING FOREIGN SB STUDENTS

A significant amount of time and effort is devoted to incoming students. This year, the GBRC processed 25 incoming students from the following nine countries and 16 universities:

- **Australia** - University of New South Wales
- **Austria** - Johannes Kepler U, Management Center of Innsbruck
- **China** - University of Ningbo
- **England** - University of Hertfordshire, University of Sussex
- **Estonia** - Tallinn Technical University, University of Tartu
- **France** - EDHEC, Universite Catholique de Lille, University of Strasbourg
- **Germany** - Applied University of Worms, Bamberg University, Mainz University of Applied Science
- **Italy** - Free University of Bozen-Bolzano
- **Netherlands** - University of Groningen
GLOBAL SCHOLARS

The Global Scholars program is a college wide program which recognizes students who have completed 18 hours of multidisciplinary international study, passed a national foreign language proficiency test, and have had a study abroad experience. This year, the overall number of Global Scholars is down to 26 students from 30 last year. Spanish graduated the highest number (35 percent). Out of the seven SB majors, five majors are represented as are five proficient languages and five countries visited.

AY19-20 SB Global Scholars

Niko Basolis  
INTB  
Spanish  
Spain & Taiwan

Emily Lewis  
FINC  
French  
France

Presley Conaty  
HTMT  
Spanish  
Spain

Clare McLaurin  
ACCT  
Spanish  
Guatemala

Katherine Moen  
INTB  
Spanish  
Spain

Taylor Nink  
INTB  
Italian & Russian  
Italy

Anjelika Servetas  
HTMT/BADM  
Spanish  
Spain

Faculty Global Scholars

Likewise, faculty who have completed similar requirements and who also serve as mentors for students in the GS program can become Global Scholars. The following SB faculty members are also Global Scholars:

C Chou (SCIM)  
R DeLaurell (ACLS)  
D Desplaces (MGMK)  
J Gavidia (SCIM)  
M Gonzalez (SCIM)  
F Hefner (ECON)  
HC Liu (FINC)  
B Maldonado (ECON)  
J Malm (FINC)  
J Mueller (MGMK)  
RD Mueller (MGMK)  
G Quesada (SCIM)  
W Wang (FINC)  
Y Xie (MGMK)
OUTREACH

The GBRC offers numerous outreach activities designed to increase the capacity of SC business to conduct international business. Outreach activities also serve as networking opportunities for students seeking jobs in international business. In order to increase the capacity of business to compete internationally, the GBRC also:

- Provides trade research (interns) for local and regional businesses
- Offers the nationally-accredited Certified Global Business Professional® Training Program as one of eleven accredited training centers
- Partners with national, state and local International trade agencies and organizations on global trade initiatives, including the SC District Export, SC International Trade Coalition, Center for Israel Studies, Charleston Women in International Trade (CWIT)
- Serves on boards and committees of trade organizations

SOUTH CAROLINA INTERNATIONAL TRADE COALITION

This year the Director and Associate Director of the GBRC were elected to lead the South Carolina International Trade Coalition (SCITC). The SCITC is one of the most important trade educator organizations. The coalition members are a close-knit group of governmental and non-profit associations and organizations who collectively lead companies in learning the process to succeed at exporting. From expert guidance on crucial matters to strategic advice on important decisions, the coalition members guide SC businesses through it all. Members of the SCITC are:

- Charleston U.S. Export Assistance Center
- Charleston Women in International Trade
- Global Alliance for South Carolina
- Global Business Resource Center
- Greenville U.S. Export Assistance Center
- Maritime Association of SC
- SC Department of Agriculture
- SC Department of Commerce
- SC District Export Council
- SC Forestry Commission
- SC Manufacturing Extension Partnership
- SC Small Business Development Center
- SC Ports Authority
- Upstate SC Alliance
- U.S. Commercial Service
- U.S. Commercial Service
- U.S. Small Business Administration
NASBITE is the leading authority and industry standard for global business education, trade credentialing, training and practice. GBRC is one of eleven accredited training programs in the nation for the Certified Global Business Professional (CGBP) exam. SB has a record number of professors with the CGBP designation. This year, Dr. Desplaces was one of 13 CGBP professionals who prepared materials for NASBITE for the Small Business Development Center by researching and creating recording video presentations.

NASBITE Certified Global Business Professional® Training Workshop
January 24 (19 participants)

With a switch to a one-day workshop, there was an increase in participants, including undergraduate and graduate students, a faculty member, and a staff member. The new format resulted in participants showing an improvement of 72% on their knowledge (pre and post workshop) and 17 out of 19 passed a basic global knowledge test. As of April, two undergraduate and one graduate student (who was an INTB undergraduate) passed the exam on first attempt and earned their Certified Global Business Professional certification designations.

William Close, CGBP
Renee Fraley, CGBP
Samantha Hoppe, CGBP
GLOBAL BUSINESS RESOURCE CENTER EVENTS

October 16 | Fair Pay Innovation Lab Workshop, co-sponsored with German Department, Henrike von Platen, 15 attendees

October 17 | Let’s talk about money! Lecture, co-sponsored with German Department and First Year Experience, Henrike von Platen, 30 attendees

October 24 | International Internships and Career Match Up, co-sponsored with Student Success Center, 6 companies, 18 students and 2 staff, 31 total attendees

November 14 | The World is Flat (or is it?!); The New Rules of Global Trade panel event, co-sponsored with Entrepreneurship Week, 47 attendees

February 5 | German Business Summit (all day) co-sponsored with School of World Cultures and World Affairs, German Department. Approximately 400 people attended of which 93 were community and business members

February 11 | From Oranges to OrCam, The Evolution of the Israeli Economy, co-sponsored with Jewish Studies, Dr. Brian Polin, Faculty Exchange, 9 attendees

February 11 | International Research Brown Bag, Dr. Brian Polin, 9 attendees

February 20 | Germany and Carolinas - Reflections and Opportunities, co-sponsored with German Department, Klaus Becker, 57 attendees

Visit the School of Business YouTube channel for uploads of some event videos.
COLLABORATIONS

- David Desplaces, partnered with Dr. Juliette Boudier from the French Department, dispersed 35 cases of books on French culture from Association des Membres de l'Ordre des Plames Academiques (AMOPA) throughout South Carolina in conjunction with the Coast Guard and French department. Recognized in French Education journal and other media. Video link: https://www.youtube.com/watch?v=Hx_GU3g7UpU&feature=youtu.be

- The GBRC collaborated with Dr. Brumby McLeod (HTMT) and the Spirit of South Carolina tall ship to develop and promote a groundbreaking semester-long program sailing and learning aboard the ship in the Caribbean. The opportunity was canceled due to low student interest, but future collaboration is planned with student feedback in mind.

- David Desplaces co-directed and Stacey Hassard participated in a Design Your Life Workshop to tackle the issue of international internships with the Student Success Center and International Studies department. Future workshops are being planned.

- A summer four part Zoom series on Studying Abroad was planned with the Center for International Education and Student Success Center.

- The GBRC's relationship with Worldwide Express resulted a meeting being hosted in Tate Center and a donation being made to the GBRC and Dean's foundation accounts.
PROFESSIONAL PARTNERSHIPS

**US Department of Commerce Export Promotion Partner**
The GBRC is one of a handful of organizations that has a formal MOU with the US Commercial Service to partner on trade promotion.

**Brookings Institute Export Initiative Charleston, Steering Committee**
This group is involved in developing regional capacity to conduct international trade.

**NASBITE® Certified Global Business Professional Exam Accredited Training Program**
The GBRC is one of eleven programs that is fully accredited by NASBITE®. The GBRC has had membership on the accreditation team (R Mueller) and MK Bowen helped revised the NASBITE® CGBP® exam questions.

**SC-District Export Council (DEC)**
DECs are organizations of business leaders from local communities appointed the US Secretary of Commerce, whose knowledge and expertise in international business provides a source of professional advice for state firms.

**SC-Israel Collaboration for Business and Research**
This group is devoted to supporting SC Israeli trade.

**SC International Trade Coalition (SCITC)**
The SCITC is the premier trade education group in SC Coalition partners include: SC Department of Commerce, US Commercial Service, Charleston Chamber of Commerce, Charleston Women in International Trade, ECI/Find New Markets, District Export Council, Port of Charleston, and City of Columbia Office of Economic Development. Rene Mueller was appointed as Co-Director for 2019-2020.

**Charleston Women in International Trade (CWIT)**
CWIT is the major trade organization in Charleston. We attend monthly luncheons, sponsor annual events, and work together on mentorship activities.

(SIGNIFICANT) COMMITTEE MEMBERSHIP

- Arnold Center for Israel Studies Executive Committee
- Charleston Women in International Trade
- Charleston Regional Development Alliance, Global Fluency Initiative Steering Committee
- SC District Export Council
- SC International Trade Coalition
- World Trade Center Charleston Brookings Institute Export Initiative Steering Committee
- APICS member and advisor
INTERNATIONAL RESEARCH

Many faculty members are involved in international research projects (defined as topics having an international or global theme or having co-authors from foreign universities), however, it is beyond the GBRC’s scope to be involved in and list all activities in this report.

International Summer Research for Faculty

The GBRC funded international summer research after a call for proposals. The research from 2018-20 has resulted in one publication, 2 conference presentations, 3 manuscripts under review or in progress. Another conference presentation was canceled due to COVID-19. The research projects funded this year are J Barhorst and R Mueller.

Summer 2019 Research Funding

- **B2B buyers’ competence to co-produce high-technology services**
  - Data collection in Brazil
  - Rafael Teixeira, Ph.D.
  - Assistant Professor, Supply Chain and Information Management

- **Leadership on the Spectrum: Building a Leadership Style**
  - Heterogenous sample consisting of autistic employees from around the globe
  - Chris Whelpley, Ph.D.
  - Assistant Professor, Marketing and Management

- **SMIs and their Impact on Brand Equity**
  - Research coordinate with co-authors in Scotland
  - Jennifer Barhorst, Ph.D.
  - Assistant Professor, Marketing and Management
FULBRIGHT

Established in 1946, Fulbright is the most widely recognized and prestigious international exchange program in the world, supported by the American people through an annual appropriation from the U.S. Congress and by the people of partner nations. The program—working with universities, schools, binational Fulbright commissions, government agencies, nongovernmental organizations and the private sector—actively seeks out individuals of achievement and potential who represent the full diversity of their respective societies and selects nominees through open, merit-based competitions. Several faculty members have been selected as Fulbright Scholars and Senior Specialists.

Core US Scholar Program
- S Litvin (HTMT)-Core US Scholar, Fulbright Ambassador and Fulbright Canada
- M Witte (ECON)- Core US Scholar, Croatia
- R Mueller (MKTG)- Core US Scholar, Fulbright Austria; Guest lecturer Fulbright Portugal

Other Fulbright Programs
- J Crotts (HTMT) —Fulbright Specialist, India
- B McCleod (HTMT)- Fulbright Specialist, Iceland
- K Gourdin (GLAT)- hosted Jamal El Baz from Ibn Zohr University (Morocco)
PLANS FOR AY2020-21

- Investigating a Spanish-speaking exchange program that offers business courses in English
- Growing our APICS student chapter
- Developing a pre and post study of students on their international experiences
- Mentoring a NASBITE International Student Case Competition Team
- Encouraging more undergraduate students to take advantage of the fall and spring NASBITE training using the one-day intensive format so they can pass the CGBP exam
- Growing our fall International Career and Internship Match Up and spring International Mentor Match Up
- Hosting various international guest speakers including our faculty exchange participant
- Developing at least one more International Service Learning opportunity for our students