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TO HONORABLE RUDY PERPICH
GOVERNOR OF MINNESOTA

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R E P O R T
OF THE GOVERNOR'S COMMISSION
ON INTERNATIONAL BUSINESS
EDUCATION IN MINNESOTA

FEBRUARY 1, 1984

REPORT OF THE GOVERNOR'S COMMISSION ON
INTERNATIONAL BUSINESS EDUCATION TO
GOVERNOR RUDY PERPICH

I.

The Commission has concluded:

1. There is an important need for the enhancement of education for international business in Minnesota.
2. The need is for degree-earning programs in international business on both the undergraduate and graduate levels.
3. There is also a need for part-time continuing education courses.
4. The meeting of the need would have some favorable economic and cultural results for Minnesota..
5. The educational institutions of Minnesota have the potential to meet the need.

II.

The Commission recommends:

1. A graduate program, which would offer graduate degrees on both the Masters and Doctoral level, could best be conducted at a Graduate School of International Business and Management, established and developed at the University of Minnesota.

The business content of the international business school at the graduate level should be targeted at creating a broad, macro understanding of international trade and its various components including, but not limited to, comparative trade advantages for one region of the world with others and a high level of understanding of international law, trading procedures, international finance, international management solutions, and industrial relations practices.

The Commission recommends that a graduate level program in international business should include the development of language facility in both spoken and written communications in the graduate student in those languages determined to be critical to success in international business or trade.

Graduate level study in international business should include the study of major regions of the world with the objective of creating in the student a world view of things with respect to politics, culture, business, and geography. The opportunity should be present also to specialize in the area studies once achieving a world-wide conceptual understanding.

2. The Graduate School of International Business and Management should have sufficient financial backing, and significant leadership, and an identity, to develop over a period of years both the reputation and actuality of outstanding accomplishment in the field of education for international business; for entrepreneurship, management, and a wide variety of future participations in active world-wide international business operations.

3. The Graduate School of International Business and Management should have an advisory panel or oversight board of individuals who have extensive experience in the operation of international business to assist in maintaining high quality and effectiveness.

III.

The Commission noted:

A. There are a number of significant programs of undergraduate education for international business underway and proposed, and planned, at Minnesota educational institutions. These are reported and reflected in the Annexes to this report of the presentations to the Commission, and of the statewide summary prepared for the Commission.

These undergraduate programs for business degrees with electives in international business should be encouraged and focused; provided, however, there should be concentration upon superior quality of the courses, preparation of students for the entrance requirements for graduate study in international business, and upon the effectiveness for business needs. Multiple mediocrity and wasteful duplication should be guarded against, and exchange of course credits should be facilitated.

It would also be anticipated that in relation to the establishment of the graduate school at the University of Minnesota, the undergraduate teaching and offering of electives in international business would be developed.

~~Three~~ **FOUR**
B. ~~Some~~ of the members of the Commission recommend that the need is so great that it would best be served by having an undergraduate program in international business conducted under the administration of St. Cloud State University in cooperation with other academic institutions, both public and private.

These members express the firm belief that for an effective impact on the educational and economic status of Minnesota, there should be support for both the graduate and the undergraduate program in this manner:

IV:

The Commission further recommends:

1. The total Minnesota program should include continuing educational seminars and lectures and workshops to be conducted on the campus of various Minnesota educational institutions to best serve the various regions of the state where business enterprises presently or potentially engage in international business and have need for such offerings.

These course offerings would help employees of companies involved in international business to take courses which facilitate their ability to be effective in supporting the international businesses of their employers in terms of technical know-how. A very limited number of community colleges and vocational schools, and state colleges, should be encouraged to do so, focused in the markets where the concentration of international trading companies are located in Minnesota.

2. The program should anticipate, and state financing could well require, special arrangements for facilitating obtaining and transferring credit for courses taken at cooperating institutions in special subjects such as different languages and the cultures of different areas of the world, to minimize duplication of course offerings, and to prepare students for entrance requirements for graduate degrees.

3. The Minnesota program should have a close interrelationship and coordination with the Minnesota World Trade Center, when that Center is established.

Enclosed herewith are Annexes including the presentations made to the Commission, and the questionnaire to Minnesota Business Enterprises.

Respectfully submitted,

Wm. C. Dietrich

Luella Goldberg

Kathryn Koutsky

Robert Krane

Dale Nelson

Graham Hatcher

Sandra Renner

Kathie Staby

Harold E. Stassen, Chairman

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Respectfully submitted,

Wm. C. Dietrich

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Robert Krane

Dale Nelson

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Sandra Renner

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Harold E. Stassen, Chairman

ANNEX A

The Commission notes as an Annex to our Report:

The interviews of Commission members with officers of Minnesota companies, and the questionnaire to Minnesota enterprises showed an interest in the following subjects, which we do not attempt to place in any order of importance:

1. International Marketing
2. Import-Export Procedures and Methods
3. Banking and Foreign Exchange
4. International Economics
5. Politics and Foreign Government Policies
6. International Taxation
7. Cultural Studies
8. International Management Systems
9. Industrial Relations

Foreign Languages:

1. Spanish
2. French
3. German
4. Japanese
5. Chinese
6. Arabic
7. Russian
8. Portuguese
9. Dutch

Area Studies

1. Asia
2. South America
3. Europe
4. Central America
5. Middle East
6. China
7. Africa
8. Mexico
9. Russia