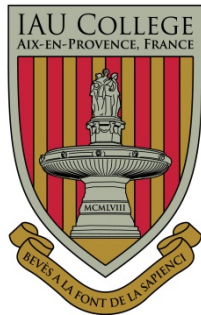


FCIE

12th Annual Conference

CLASSROOMS WITHOUT BORDERS
INTERNATIONALIZATION OF THE
CURRICULUM



Dr. Carl Jubran,
President

Institute for American Universities

Marcel Proust

- « Le véritable voyage de découverte ne consiste pas à chercher de nouveaux paysages, mais à avoir de nouveaux yeux »
- « The real voyage of discovery consists not in seeking new landscapes but in having new eyes »
(from Remembrance of Things Past)

COMPREHENSIVE INTERNATIONALIZATION

I. INTERNATIONALIZATION AS A STRATEGIC
DIRECTION

II. REDFINING THE MISSION AND VISION OF THE
INSTITUTION

III. IDENTIFYING CAMPUS CHAMPIONS

IV. THE IMPORTANT ROLE OF FACULTY

V. THE CURRICULUM

VI. AGREEING ON TERMS

I. INTERNATIONALIZATION AS A STRATEGIC DIRECTION

- MUST HAVE BOT AND PRESIDENT SUPPORT
- CANNOT BE EFFEMERAL OR TREND
- MUST INCLUDE A BUDGET
- MUST HARMONIZE AND INTEGRATE WELL WITH OTHER CAMPUS SDI's

II. REDIFINING THE MISSION AND VISION OF THE INSTITUTION

- INTERNATIONALIZATION MUST BE WOVEN INTO THE FABRIC OF THE OVERALL MISSION STATEMENT OF THE INSTITUTION
- PART OF THE INSTITUTIONAL ETHOS
- CANNOT BE AN ADD ON OR JUST ANOTHER REQUIREMENT
- MUST BECOME PART OF THE CAMPUS LANGUAGE AND CULTURE

III. IDENTIFYING CAMPUS CHAMPIONS

- FACULTY
- STAFF
- ADMINISTRATORS

IV. IMPORTANT ROLE OF FACULTY

- FACULTY MUST BE INCLUDED IN THIS DISCUSSION.
- INTERNATIONALIZATION WILL NEVER WORK WITH A TOP DOWN APPROACH BY THE ADMINISTRATION
- CREATING FACULTY PARTNERS ON CAMPUS
- ADVISING
- THE CURRICULUM

V. THE CURRICULUM

- The Curriculum stands alone as the most integrated and comprehensive approach to campus internationalization.
- The key to comprehensive Internationalization of any campus is how the curriculum is informed by all other international activities.

CAMPUS INTERNATIONALIZATION

- COLLEAGUES ALREADY ON CAMPUS WITH INTERNATIONAL EXPERTISE (faculty and staff)
- FULBRIGHT SCHOLARS
- J1 VISITING SCHOLARS
- F1 STUDENTS
- STUDY ABROAD PROGRAMS THAT ENHANCE THE CURRICULUM
- LECTURE SERIES

- SERVICE LEARNING PROGRAMS
- UNIVERSITY MINISTRY PROGRAMS
- CONNECTION BETWEEN DIVERSITY AND INCLUSION AND THE « GLOBAL ».
- INTERNATIONAL EDUCATION WEEK
- DEVELOPMENT OF I OR G CERTIFICATES
- INTERNSHIPS AT HOME AND ABROAD
- FACULTY INTERNATIONAL RESEARCH

FACULTY GRANTS

- FACULTY DEVELOPMENT AND TRAVEL
- INTERNATIONAL CONFERENCES
- INTERNATIONAL COLLABORATION
- INTERNATIONAL RESEARCH

VI. AGREEING ON TERMS

- DEFINE INTERNATIONALIZATION FOR THE CAMPUS COMMUNITY
- CLEAR UP CONFUSIONS AND MISCONCEPTIONS
- INTERNATIONALIZATION VS GLOBALIZATION
- IDENTIFYING THE MOST IMPORTANT THEMES

INTERNATIONALIZATION VS GLOBALIZATION



ECONOMIC GLOBALIZATION

Globalization has been defined by the International Monetary Fund (IMF) as the increasing integration of economies around the world, particularly through trade and financial flows. (IMF, 2000) As economies become integrated issues emerge with regards to the benefits and costs of such integration and which outweighs the other.

SOCIO-CULTURAL GLOBALIZATION

- SOCIAL AND CULTURAL TIES BETWEEN COUNTRIES
- IMPROVEMENTS IN TELECOM
- WORKER MIGRATION
- TOURISM
- DISSEMINATION OF VALUES AND CUSTOMS

NEGATIVE IMPACT OF GLOBALIZATION

- PRODUCT OF LATE CAPITALISM
- HEGEMONIC POWERS
- DOMINATED BY WESTERN CULTURE

INTERNATIONALIZATION

- In contrast, the term internationalization does not refer to an increasingly homogeneous or global culture, but rather, denotes cultural or social relations citizens may be making internationally.
- Internationalization is more balanced, as it allows each nation to dictate the terms of its international agreements.
- Emphasis on solidarity between countries

FRAMING THE MESSAGE

- RACE
- CLASS
- GENDER

« No one today is purely *one* thing. Labels like Indian, or woman, or Muslim, or American are not more than starting-points, which if followed into actual experience for only a moment are quickly left behind. Imperialism consolidated the mixture of cultures and identities on a global scale. But its worst and most paradoxical gift was to allow people to believe that they were only, mainly, exclusively, white, or Black, or Westerners, or Oriental. Yet just as human beings make their own history, they also make their cultures and ethnic identities. No one can deny the persisting continuities of long traditions, sustained habitations, national languages, and cultural geographies, but there seems to reason except fear and prejudice to keep insisting on their separation and distinctiveness, as if that was all human life was about. It is more rewarding—and more difficult— to think concretely and sympathetically, contrapuntally, about others than only about « us ». But this also means not trying to rule others, not trying to classify them or put them in hierarchies, above all, not constantly reiterating how « our » culture or country is number one (or not number one, for that matter). For the intellectual there is quite enough of value to do without that. » Edward Said, *Culture and Imperialism*

- *“NAFTA is the world’s largest free trade area. The agreement between Canada, the U.S. and Mexico links 439 million people and produces \$15.3 trillion in goods and services annually. Some of the advantages include a tripling of trade between the NAFTA signatories from \$297 billion in 1993 to \$903 billion in 2007. [Critics say](#) that the agreement has led to a net loss of 879,000 jobs in the U.S., and a decline in labor protection and degradation of the environment in Mexico.”*

Mexican Workers Protesting Against NAFTA

“We are not dead. We will continue to resist against the corruption and impunity of the government”



- There are currently 400 foreign owned businesses – known as maquiladoras – in Ciudad Juarez where the starting salary is listed as low as \$40 a week. This is an unlivable salary. The creation of Maquiladoras greatly increased after 1994 when the free trade treaty – NAFTA – was created amongst the U.S., Canada, and Mexico allowing imports and exports to travel between the three countries without taxation.
- Many events happened as a result of the creation of NAFTA. For starters since there is the availability of cheap labor in Mexico 15% of big U.S. corporations moved their businesses to Mexico. The transfer of factories from the U.S. to Mexico has created a loss of domestic jobs for the U.S. – particularly for states Ohio, Pennsylvania, California, Michigan, and Indiana – and weakened the rights of union workers since big corporations now have the option to pick up and move off to Mexico.

Ohio, Pennsylvania, California, Michigan, and Indiana

- 3 Day Blinds
 - 20th Century
Plastics
 - Acer Peripherals
 - Bali Company,
Inc.
 - Bayer
Corp./Medsep
 - BMW
 - Canon Business
Machines
 - Casio
Manufacturing
 - Chrysler
- | | | |
|--------------------------|------------------------|-------------|
| Daewoo | Hewlett Packard | Nissan |
| Eastman | Hitachi Home | Philips |
| Kodak/Verbatim | Electronics | Pioneer |
| Eberhard-Faber | Honda | Speakers |
| Eli Lilly
Corporation | Honeywell, Inc. | Samsonite |
| Ericsson | Hughes Aircraft | Corporation |
| Fisher Price | Hyundai Precision | Samsung |
| Ford | America | Sanyo North |
| Foster Grant | IBM | America |
| Corporation | Matsushita | Sony |
| General Electric | Mattel | Electronics |
| Compay | Maxell Corporation | Tiffany |
| JVC | Mercedes Benz | Toshiba |
| GM | Mitsubishi Electronics | VW |
| Hasbro | Corp. | Xerox |
| | Motorola | Zenith |