



Internationalizing the Undergraduate Business Curriculum

**June 16-17, 2011
Madison College
211 N. Carroll Street, Madison, WI**

Join us for the 6th annual Summer Institute for International Education at Madison College. The Summer Institute is a rich and rewarding opportunity for faculty to explore opportunities for the infusion of international content into their curricula. Hosted in vibrant downtown Madison, Wisconsin, this event brings together faculty participants from throughout the multistate region with expert presenters and panelists. The institute will focus on sessions to help faculty include international units or modules in undergraduate and community college courses, but anyone interested is encouraged to attend.

The theme for 2011 is "Internationalizing the Undergraduate Business Curriculum." The opening keynote address will be provided by Ulice Payne, Managing Member of Addison-Clifton, LLC. Mr. Payne is an advisor regarding global trade compliance solutions and former CEO and president of the Milwaukee Brewers. Mr. Payne's address will focus on why international competencies are a critical part of educating students for life and work in a globally connected community.

Day two will include an opening plenary on the pedagogy of teaching International Business, including examples of internationalized business courses by Sachin Tuli, Director of International Programs at the Wisconsin School of Business. Additional speakers both days will include area studies scholars who will share information and trends about economics and business in their regions of scholarship, representatives from business and industry who will discuss aspects of international trade and the key skills needed for entry into the arena of international business, and other content experts in the field.

Registration: Registration for this event is \$35, which includes lunch and refreshments. To register online, please visit: <http://www.wioc.wisc.edu/store3/2011.htm>
Madison College employees can register at no cost using their employee ID number online at: <http://cetl.matcmadison.edu/registration/>

Location: This event will be held at the Madison College Downtown Education Center (211 N. Carroll Street, Madison), located just one block from the Capitol and in the heart of Madison's restaurant and entertainment district. Maps, parking information, and other location details are available at: <http://matcmadison.edu/directions-parking-maps-downtown>

Schedule:

Wednesday, June 15, 2011

12:00 pm. – 4:30 pm. (Pre-Conference) Wisconsin Technical College System State Standing Committee for International Education meeting.

Thursday, June 16, 2011

9:30 am.– 5:00 pm. Internationalizing the Undergraduate Business Curriculum, Summer Institute.

5:00 pm. – 7:00 pm. Cash Bar Conference Reception. Concourse Hotel, Madison, WI

Friday, June 17, 2011

9:00 am – 2:30 pm. Internationalizing the Undergraduate Business Curriculum, Summer Institute.

Lodging: A limited number of state rate rooms (\$70 single/\$110 double) have been held at the Concourse Hotel directly across the street from the Madison College venue. Rooms at this rate will be held only until May 18. Let the reservation desk know you are affiliated with the “Madison College International Institute” to check for block rate rooms.

Professional Development/Continuing Education Certification: Madison College can issue a certificate of attendance that includes total hours attended and a brief description of this professional development experience. Individuals needing this documentation should use the check box to indicate this on their registration, and will be asked to sign an attendance roster during the event. Madison College does not offer any academic credit for this program.

Funding: This program is sponsored and hosted by the Madison College Center for International Education. Funding support is made possible by the Department of Education Title VI BIE program, the Madison College Center for Excellence in Teaching and Learning, and the Wisconsin International Outreach Consortium (WIOC) and affiliated University of Wisconsin Area Studies Programs.

For more information, please contact:

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<http://www.matcmadison.edu/international>