



Cornerstone University

Welcomes

**BLE<sup>2</sup>ND**

# Professional and Graduate Studies (PGS) @ CU

- Working professionals with work and family responsibilities
- 977 students
- Majority of students are in business programs
- Dean of Business Programs –
  - Six business programs
  - Program Assessment
  - New Program Development
  - Faculty Recruitment
  - Teaching load (primarily MBA)

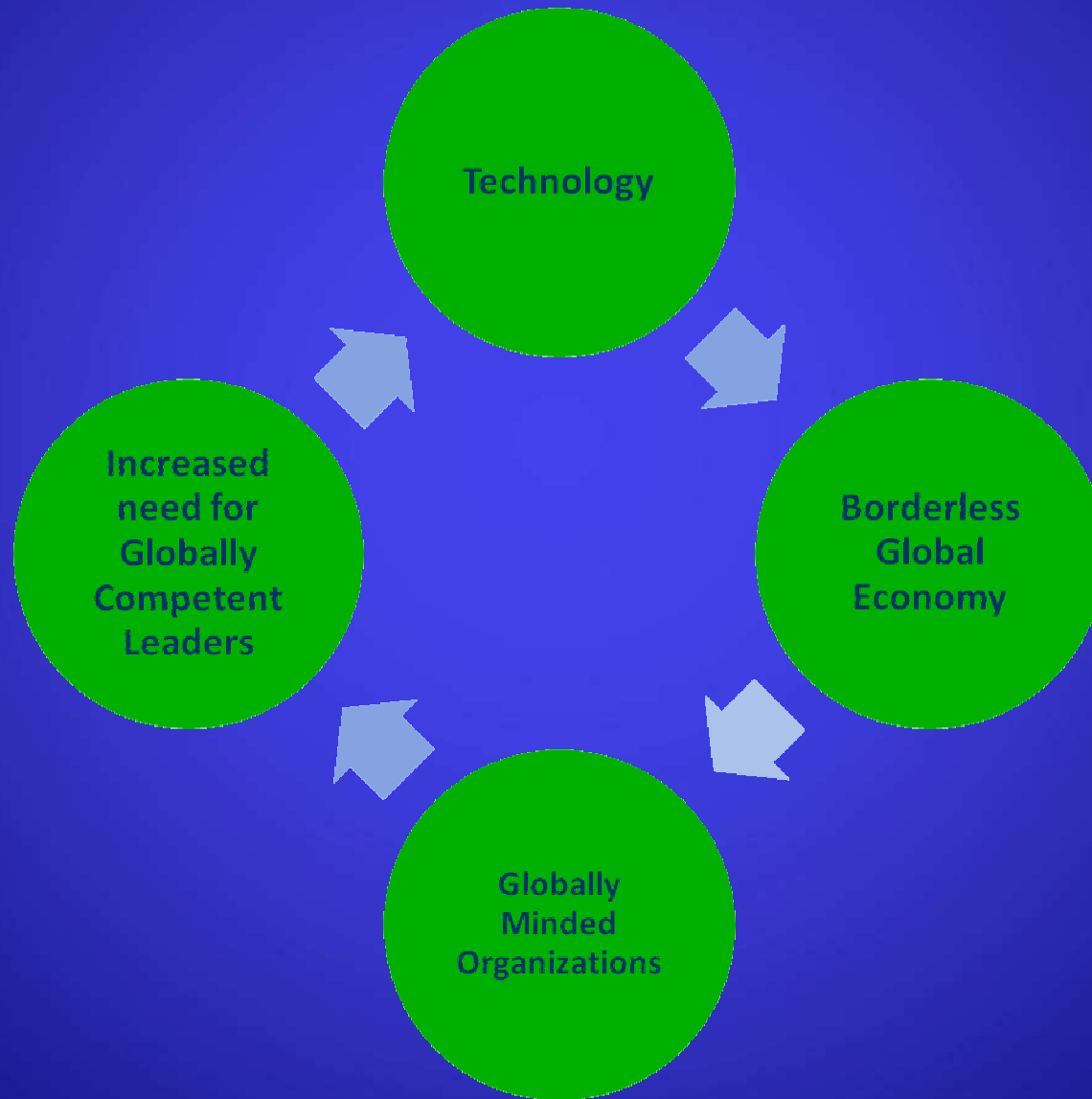
# Globalization

“The term *globalization* represents the international system that is shaping most societies today. It is a process that is “super charging” the interaction and integration of cultures, politics, business and intellectual elements around the world.”

Wood, V. (2009). Globalization and Higher Education: Eight Common Perceptions From University Leaders. Retrieved May 5, 2009, from <http://www.iienetwork.org>



# Drivers/Process of Change



# Impact on Higher Education

- Higher Education is expected to be the primary supplier of these globally competent leaders
- Past two decades have shown enrollment growth in higher education exceeding expectations
- Earlier forecast of 120 million students by 2020 will likely be reached by 2010

# Impact on Higher Education

- Growth accelerated by developing countries who see higher education as the key to becoming competitive
- China has the world largest higher education system
- India's numbers will overtake US within a decade





## Multicultural Skills Critical in Global Market

**Over next five years 30% of corporate leaders will be recruited globally says new study.**

Compiled by Adrienne Selko

Nov. 26, 2008

**International work experience is a crucial criterion for leadership in a global organization**, according to a survey conducted by RW<sup>3</sup>, an online intercultural training organization and ORC Worldwide, a human resource consulting firm.

"During the current liquidity crisis, we've seen yet again how the global economy is entirely interconnected and how international cooperation is critical for the world's economic well being," says Michael S. Schell, CEO of RW<sup>3</sup>. **"Understanding and appreciating how things get done in countries around the world is crucial for success."** Respondents to the survey were primarily from U.S. headquartered companies doing business globally. They represented a cross-section of international businesses ranging from multinationals in Fortune's Top 10 to smaller companies.

### Other Key Results of the Survey

- **In the next five years, organizations expect that nearly 30% of corporate leaders will be recruited globally.**
- **Cultural skills are essential to business success in the global marketplace**
- **Fifty-seven (57% ) indicated that culture plays a very important role in the success of the organization's business mission.**
- **Seventy-five (75% ) indicated cultural implications of business decisions are sometimes or always considered when making business plans**

# Necessary Global Competencies

- Business Acumen
  - The “what” of doing business
  - Technical Competencies
- Cultural Acumen/Intelligence
  - The “how” of doing business
  - Primary reason for expatriate failure

# Cornerstone's MBA Global Business Experience (GBE)

- Program Requirement
- China and South Africa
- Objectives:
  - To develop student's ability to understand and respond to globalization from a Christian worldview
  - To develop student's global business and cultural acumen/intelligence
  - To develop Christian Global Business Leaders

# Strategies for Building Your Global/Cultural Acumen

- Travel abroad as much as possible
- Inquire about opportunities within your organization
- Find a global mentor
- Read, read and read

# Values First



# Recommended Readings

- Cohen, E. (2007). *Leadership Without Borders: Successful Strategies from World-Class Leaders*. Hoboken, NJ: John Wiley & Sons.
- Friedman, T. (2006). *The World is Flat*. New York, NY: Farrar, Straus and Giroux. New York, NY.
- Livermore, D. (2009). *Leading with Cultural Intelligence: The New Secret to Success*. American Management Association. New York: NY.
- Obama, B. (1995) *Dreams from My Father: A Story of Race and Inheritance*. New York: Crown Publishers.
- Silviso, E. (2002). *Anointed for Business*. Ventura, CA: Regal Books.

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