

Commerce, Language, and Culture under One Roof

Around the world, the methods of conducting business are changing rapidly. At Georgetown College, we feel that our institution must change just as rapidly. The continual growth of international businesses indicates a need for the development of resources to provide international business education. We also see a need to increase foreign language proficiency and to facilitate global communication. Finally, we know that technology is ingrained into today's society and that proficiency with technology is a major part of the educational and work experience.

To meet these needs, we plan to integrate Georgetown College's business, foreign language, and political science departments into one cohesive program: the Center for Commerce, Language, and Culture (CCLC). Our objective for the CCLC is to prepare our undergraduates to enter the global business world by providing them with a sound foundation in business and economic principles, fluency in a foreign language, and knowledge of the culture of the global market and business world. Technology will be used to bring this world of commerce and culture into the learning experience.

Georgetown's Center for Commerce, Language, and Culture will be a place where both international and local companies can share ideas with future graduates, a place where students can learn how to become respected leaders in worldwide commerce in the new century. We are creating a learning laboratory in which students and business professionals will come together to interact with, learn from, and be mentored by Georgetown faculty and by a cadre of business



leaders known as Distinguished Fellows for Corporate Studies. Some facets of the CCLC include the following:

- A one-week Summer Institute for High-Tech Business Management for those students planning to enter pre-professional college programs such as religion, law, engineering, and medicine.
- A three-year Select Program focusing on students who show academic leadership and promise. These students will employ interdisciplinary approaches to problem solving and will set a goal of attaining bilingualism in exchange for exclusive scholarship opportunities.
- Internship programs with domestic and international, corporate and government focal points that accommodate students of all majors and backgrounds.
- The Institute for Business Productivity, which consists of innovative, practical, noncredit workshops and seminars for students, professionals, and community members. This Institute will present topics known as Real-world Application Modules (RAMs) including teamwork and conflict management, critical thinking and problem solving,

entrepreneurial enterprise, product strategy development, promotional and advertising strategies, lobbying fundamentals, mergers and acquisitions, e-commerce, and financial forecasting.

The role of technology in the CCLC is to create a learning environment that brings the world's business, political, and cultural events to the college doorstep of the student. The latest in wireless mobile computing technologies will enable classrooms to serve multiple purposes. Cultural Emersion Centers will include computing, videoconferencing, kitchen facilities, and other teaching technologies such as smart boards and camera projection systems to immerse the student in a total learning environment. Awareness of global business and news events will be supported by strategically placed plasma screens located in the common areas and displaying video programming from around the world. Personal digital assistants will be used to support political science and business coursework in and out of the classroom.

Developing a program that incorporates technology into multidisciplinary academic departments has drawn on the internal resources of the institution and

has provided opportunities for partnerships with technology companies—for workplace design (Steelcase Inc.), for technology planning and coordination (Haverstick Consulting), and for network design to support voice, video, and data applications (Cisco Systems Inc.). Such collaborations have played a major role in the creation of the CCLC. In addition, corporate collaborations in the form of academic programs involving interns, scholarships, and studies abroad will offer significant rewards for both the graduates of the CCLC and its corporate partners.

The goal of Georgetown College is to develop relationships with international and global businesses in order to provide an international learning experience for the students of the Center for Commerce, Language, and Culture while at the same time developing future employees capable of functioning in a global society for our business partners.



William H. Crouch Jr. is President of Georgetown College, Georgetown, Kentucky.

EDUCAUSE QUARTERLY



- Outsourcing IT on Campus
- Evaluating Distance Education
- Self-Regulation in Web Courses
- Learning from the Past
- IT for the Liberal Arts College

Visit the journal online at
www.educause.edu/pub/pubs.html