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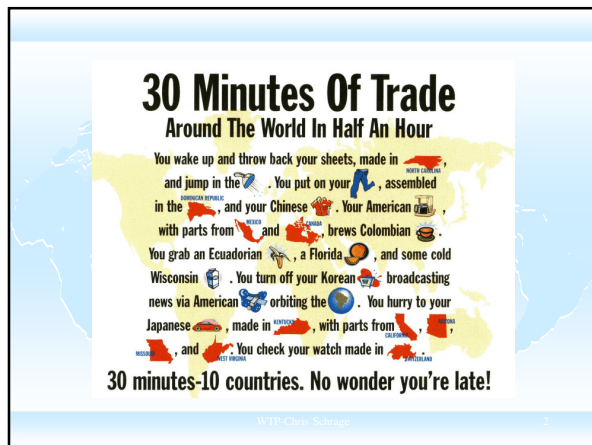
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### Global Education Competencies

The globally competent learner will be able to:

- demonstrate appreciation of all people, regardless of differences in race, gender, age, lifestyle, and class.
- demonstrate the equality of peoples of different nations.
- recognize the geopolitical and economic interdependence of our world.
- recognize the impact of other cultures on American life and vice versa.
- demonstrate a capacity to work in diverse teams.
- demonstrate an understanding of the non-universality of culture, religion, and values.
- demonstrate the responsibility of global citizenship.
- recognize and celebrate cultural diversity, respecting the rights of all to express and share their individual cultural heritages.

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### It's a new world for managers

**Preparing for Global Role isn't Easy**  
*(Hal Lancaster, WSJ Europe, June 9, 1998)*

- ***A Profile is emerging for effective global leaders***
  - Can handle more complexity and uncertainty than domestic managers
  - Relates well with diverse groups of people
  - Listens more than talks
  - Craves adventure over status quo
  - Accepts more than one way to skin a business problem

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### Other Expansion Views

- Enhance domestic competitiveness
- Increase sales and profits
- Gain global market share
- Reduce dependence on existing markets
  - Especially during periods of recession
- Exploit corporate technology and know-how
  - Competitive advantage
- Extend the sales potential of existing products
- Stabilize seasonal market fluctuations
- Enhance potential for corporate expansion
- Sell excess production capacity
- Gain information about foreign competition

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### Expanding the vision



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### Exploiting Global Presence

- Brand Awareness
- Worldwide distribution and manufacturing capacity
- Extra-national scale economies and experience effects

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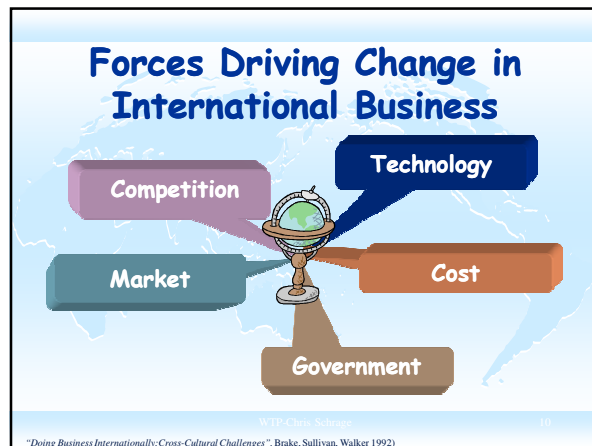
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### Issues of International Trade

- Company
- Foreign Market
- Customers
- Products
- Sustaining Success
- Resources

The illustration shows two stylized figures working on a large globe. One figure is standing on a ladder, reaching up to the top of the globe, while the other is on the ground, pushing or supporting the base. The globe is set against a bright yellow sun and a blue sky. The background of the slide is a light blue map of the world.

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