



Information Sheet:

University Resources

When attempting to identify the various resources available at a University, it can be helpful to think in terms of the following categories: (1) **industry/discipline** interest (Colleges and Centers); (2) **administrative level** (faculty, staff and/or students); or (3) **geographical interest** (foreign country). By thinking in these terms, it can help focus a search for the specific resource to meet the identified need. The following are examples of University resources by these categories:

Industry/Discipline

Obviously the various Colleges within the University offer a broad base for disciplines. These might include:

College	Discipline (Example)
Business Administration	General international business (marketing)
Agriculture	Ag related, plus CES (Value Added Products)
Engineering	Technical information (ISO 9000, metric)
Arts and Sciences	Language and culture
Home Economics	Hotel and Restaurant, Home Base Business
Law	Legal issues (Contracts, patents)

Administrative Level

There are three basic levels of people resources at the University:

Faculty

The faculty of the various Colleges represent an obvious resource and often have very specific qualifications for assisting business needs. These range from specific technical questions such as foreign product standards to more general interests such as foreign language translation assistance. A key source for identifying the expertise available is often the College Director of Economic Development, who is accustomed to dealing with the business community in an outreach capacity.

Staff

These people are often associated with specific interest groups on the campus, such as Center for (named interest; accounting, international trade, local government technology, rural development). Often they are professionals with previous private sector experience, and can be helpful in their specific area of endeavor. These centers can usually be located through the University telephone book and/or operator.

Students

This can be a particularly good area of resources for international, due to the international students that attend the University. This is particularly the case in select Graduate School programs, such as the MBA program, Engineering programs, and Agriculture programs. However, a word of caution. International students are not a panacea for businesses' problems in a given foreign country simply because they come from that country. It must be kept in mind that they are students, and will usually have limited business experience.

Geographical Interest

Many University faculty have had some international experience as a result of exchange programs and other opportunities available to faculty for gaining foreign country experience. In addition, there are faculty that focus on studies of specific countries, religions and social practices that may be excellent resources.