

FALL 2008 | VOL 50 NO 3

USE

MAGAZINE



The Future of
Health Care is Here
Morsani Center Opens

Global Reach

Partnership allows students to earn a USF business degree in Singapore.

USF'S GLOBAL REACH NOW EXTENDS to Asia thanks to a new partnership with Singapore's Center for American Education (CAE), where students can earn a bachelor's degree in business administration from USF, with concentrations in international business and marketing. Allowing aspiring business leaders to earn a four-year American degree without leaving the region, this new partnership is also an opportunity for stateside business students to study abroad, paying USF tuition and earning credits toward a USF degree.

Passionate about education, CAE sought out the partnership because they believe students in the American system are exposed to different ideas and a breadth of knowledge, as opposed to students in the British system who have fewer choices, explains Jackie Nelson, who leads USF's undergraduate business programs.

Associate professor Sajeev Varki headed to Singapore



GETTY IMAGES

in June to teach in the inaugural five-term program. Most courses will be taught by USF marketing faculty

who, like Varki did this summer, teach a typical 16-week course in just three weeks through twice-daily extended class and lecture periods.

Varki said the three-week immersion model offers multiple benefits. As business travelers today must work across teams and across cultures in the workplace, interacting with peers in a multi-cultural, multi-national classroom would help students realize more clearly the advantages and disadvantages American students enjoy, he says. "Since Asia is on the move, the timing is especially right for business students."

"Travel itself is an education!" Varki adds, joking about a few things he learned early into the trip. "I learned that a 'course' in Singapore refers to a major (or course of study) while what we consider a course is referred to as a module. Also, ethnic fast food restaurants don't provide napkins; you're expected to carry your own tissues."

**USF is partnering with the
Center for American
Education in Singapore**

Nelson agrees that stateside students benefit from travel. "Students say they know the value of studying abroad, but are hesitant to take an entire semester off to do so," says Nelson. With this short summer term taught by USF faculty, it is as if they were taking classes in Tampa, she says, so students will remain on track.

College of Business Dean Bob Forsythe is quick to note that this is also an educational experience for faculty, calling Singapore a bustling business center. "By visiting Singapore for a few weeks, faculty can immerse themselves in the environment, participate in corporate visits with international businesses, and learn about business in Southeast Asia," he says. "They bring this knowledge back to the Tampa classroom."

Student benefit is a primary reason the partnership with CAE was attractive but there are other benefits, including a financial benefit for the college itself.

"This will not involve any state funds," says Forsythe. "This self-sustaining program is fully funded through the Singaporean fees and is expected to return revenue to the business school."

- Lorie Briggs

A New Name

ON JULY 1, THE CAMPUS KNOWN for more than 20 years as USF Lakeland officially became USF Polytechnic.

According to USF Polytechnic CEO Marshall Goodman, USF Polytechnic will offer a distinctive approach to undergraduate and graduate education, including an emphasis on applied learning and research, strong technology-driven programs and dynamic community partnerships focused on economic development.

The polytechnic model emerged as a result of intense community engagement, says Goodman. "We asked our stakeholders what they needed from their state university and they told us. What they described, without using the word, was a polytechnic. And that is what USF is now giving them."

USF Polytechnic is the state's only polytechnic university. It is now in the process of building a new campus at the eastern intersection of I-4 and the Polk Parkway, between Lakeland and Auburndale at the heart of Florida's High Tech Corridor.

According to Goodman, the polytechnic model is not limited to a particular place. "USF has an outstanding tradition of delivering high quality, even as it expands access. Our students and partners will access USF Polytechnic on our current campus, on our new campus, on the Internet and in points throughout our service area."

- David Steele



USF UNIVERSITY OF
SOUTH FLORIDA
POLYTECHNIC