

## **FOR IMMEDIATE RELEASE**

DATE: August 10, 2009

### **Rawls College of Business is awarded a \$186,879 Business and International Education (BIE) grant from the U.S. Department of Education**

The Rawls College of Business at Texas Tech University was recently awarded an \$186,879 Business and International Education (BIE) grant from the U.S. Department of Education. The two-year grant, entitled ***SCRIBE: Supply Chain Resources for International Business Education*** will support the Rawls College's continued efforts in internationalizing its business programs. As Co-Investigators, Dr. Donna Davis, the Georgie G. Snyder Professor of Marketing and Dr. James Wilcox, Alumni Professor of Marketing, will manage the SCRIBE program. The award will support a range of activities for students, faculty, and the regional business community. These activities include the establishment of a new undergraduate academic emphasis in Global Supply Chain Management (GSCM), providing outreach services to regional and national U.S. businesses involved in global commerce and launching information technology resources to improve the instruction and pedagogy of GSCM curriculum.

The SCRIBE program includes three major partners; a regional economic development agency, a national professional association and U.S. businesses that employ Rawls College graduates. The regional partner is the Ports-to-Plains Trade Corridor Coalition (PTP Coalition) (<http://www.portstoplains.com>), an alliance of Chambers of Commerce and Economic Development Agencies in communities located along the PTP multi-modal transportation corridor. The professional association is the Council of Supply Chain Management Professionals (CSCMP), the pre-eminent association of supply chain professionals with more than 8,000 members (<http://www.cscmp.org>). Finally, U.S. business partners include Glazers Distribution and GVH/Millennium Distribution. As industry partners to the SCRIBE program, the PTP Coalition and CSCMP will serve as a population source for gathering regional and national industry data in assessing program needs in GSCM education, research, and outreach. Program deliverables derived from this data will address both local and national GSCM needs through the presentation of white papers, the sponsorship of roundtables, the participation in seminars, and the delivery of electronic resources to association members. The U.S. business partners will sponsor GSCM internships and provide a platform for student projects and foreign language training.

With the support of the U.S. Department of Education, and in close collaboration with the project's advisory board as well as the project's industry partners, the SCRIBE program is set to advance academic teaching in the international business curriculum and enable the business community to engage more effectively in international economic activities.

**For addition information on the SCRIBE program, please contact:**

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