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kay and yvonne whitmore global management center/CIBER

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2010 In Review

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Cover photo by MaryDawn Christenson, 2010 Asia Business Study Abroad Participant

LETTER FROM THE DIRECTOR



In 2010 the Whitmore Global Management Center was notified that the U.S. Department of Education will fund the renewal of our Center for International Business Education and Research for 2010–2014. The CIBER program is part of the Whitmore Center and is a major source of funding for international activities. In the new round of funding, there will be thirty-three universities, including BYU, that will be funded for the next four years. This is exciting news, and it is a privilege to be part of a network of great universities that are at the forefront of international business education.

Dramatic changes in the global economy have increased the challenges to improve the competitiveness of United States business. The core objective of the Whitmore Center and CIBER program is to prepare tomorrow’s business leaders to compete successfully in a world where global forces—such as technology—are bringing us closer together and where local responsiveness, due to national differences in language, culture, politics, and economics, are essential for success.

Based upon recommendations from our advisory council and other constituents, BYU CIBER identified more than sixty activities in six major areas. We will (A) develop international business leaders, (B) provide leadership in business language and culture training, (C) impact international business education and research nationally and regionally, especially in the

Rocky Mountain region, (D) develop a national resource in global business ethics and social responsibility, (E) increase the global capacity of faculty and expand the body of international business knowledge, and (F) provide outreach to the business and K–12 communities.

Knowledge of language and culture has become increasingly important for the United States not only to successfully compete in a global economy but also to deal with issues of national security. For this reason, BYU CIBER projects rely heavily on the importance of foreign language and culture in its programs, due in large part to the foreign language and international experience of its students.

The Whitmore Center/CIBER will continue to support the development and teaching of foreign business language classes that are important for business as well as non-business majors. To take our language expertise one step further, we have offered a business language case competition for undergraduate business students from universities around the country where they analyze a case written in Spanish, Portuguese, and for the first time in 2010, Mandarin Chinese.

The students present their recommendations to a panel of native-speaking judges, and the judges select a first-, second-, and third-place team. This is the first national competition of its kind, and it is very popular. In 2010, for example, we had twenty-two teams from seventeen universities take part in the competition.

At the K–12 level, we offered the first-ever Spanish business plan competition for high school students in Utah. We partnered with NuSkin Enterprises, and students developed a business plan in Spanish to sell the product to the Hispanic community. A panel of judges picked the best plan from among the competing teams. We will continue the competition in 2011.

Our business short-term study abroad programs continue to be successful in helping students become more acquainted with the global business environment. In 2010, we sent graduate and undergraduate students to Asia,

Europe, and the Middle East to study business challenges and opportunities. One innovation we have been pursuing is to offer programs for specific disciplines as well as the traditional study abroad programs.

One successful program was a global marketing program that targeted business and advertising students. In another program, accounting students attended meetings of the International Accounting Standards Board in London to learn more about the global harmonization of accounting standards. In addition, a group of OBHR students visited companies abroad as part of a graduate human resource management class. We hope to develop more such programs for other disciplines, including finance and global supply chain.

Finally, we are investing in faculty members by providing funding for them to engage in international business research, attend international conferences where they can present their research and develop contacts with colleagues from other countries, and get involved in Faculty Development in International Business Programs. These programs are essential to build the international capacity of our faculty.

We are grateful to the Kay & Yvonne Whitmore family for helping fund many of our student initiatives and to the U.S. Department of Education for making many of these programs possible. We look forward to developing new initiatives in 2011 that will continue to build on the significant capacity that BYU has and which will make a difference in developing future global leaders.

Sincerely,

Lee Radebaugh
Executive Director

FIFTY-FIVE STUDENTS RECEIVE GLOBAL MANAGEMENT CERTIFICATE

“Getting the Global Management Certificate was the most beneficial endeavor I had during my college studies.”

—DANIEL DICKSON

This spring fifty-five BYU students received the Global Management Certificate from the Whitmore Global Management Center. These graduates join an elite group of more than three hundred certificate recipients in the last five years.

“Getting the Global Management Certificate was the most beneficial endeavor I had during my college studies because I gained hands-on international experience,” says Daniel Dickson, one of this year’s certificate recipients and a recent finance graduate from Sandy, Utah. “This has given me a greater edge than anything else I studied.”

Dickson and the remaining fifty-four graduates that made up the eighth class of certificate graduates were honored at a banquet with Michael Bertasso, former president of Heinz Asia-Pacific, as the keynote speaker.

Bertasso encouraged students to make use of the experiences they’ve had in their lives to successfully move forward in the current global environment.

“We must be prepared in order to participate,” Bertasso says. “Businesses across the world are in need of people who are willing to work in other countries. And I strongly believe if any school can produce students to succeed globally, it’s BYU.”

The Global Management Certificate provides students with visible, concise evidence to potential employers that they are proficient at integrating classroom learning with international experience. For Emma Douglas, a 2010 MAcc graduate from Indianapolis, Indiana, fulfilling the foreign language skills requirement through her French business class was a crucial component in giving Douglas confidence to reach for her goals.

“I would love to work in France, and it will be helpful to already have experience with French business vocabulary,” Douglas says. “It’s not scary anymore; I’ve seen what it’s like to work internationally and am confident to go forward.”

Douglas will be joining PricewaterhouseCoopers in Irvine, California, as a staff accountant, with the ambition of working in the international tax group.

The Global Management Certificate requirements provide a recognizable edge in the international business sphere. One of the hundreds of recipients who have experienced the benefit of the Global Management Certificate in the workforce is Wade Eyerly.

Eyerly, a 2007 masters of public policy graduate from Independence, Missouri, says the experiences and skills he acquired through his international business classes and study abroad experience have given him the opportunity to shine as an intelligence officer for the Defense Intelligence Agency.

“Having the certificate sets you one step above those who just have a degree,” Wade says. “The Global Management Certificate truly prepared me for the challenges you face in an international environment. Particularly as an intelligence officer, understanding where people come from has been critical.”

Whether the cap and gown have recently been put in the closet or the graduation photographs need some dusting, the benefit of the Global Management Certificate is clear.

“I’m extremely grateful I was able to obtain the certificate,” Wade says. “It’s very valuable to me and has allowed me to build a career instead of seeking a career; I’d recommend it to everyone.”

CLEAN WATER DISTRIBUTOR WINS GLOBAL CATEGORY OF 2010 BUSINESS PLAN COMPETITION

A business that turns water into money took the top prize in the global category of the 2010 Brigham Young University Business Plan Competition.

Marere Pure Water won \$5,000 from the Kay and Yvonne Whitmore Global Management Center for a plan to open a market for low-cost filtered water in Kenya. The team consisted of second-year MBA students Zac Clark, from Pocatello, Idaho; Kyle Freebairn, from Tucson, Arizona; and Kyle Lemmon, from Vacaville, California.

“There’s a lot of low quality water in Kenya,” Freebairn says. “Our business can solve a lot of problems for working Kenyans.”

By using a process that puts purified water into sealed bags rather than in plastic bottles, Marere can offer water that is

clean and safe at a much lower cost than its biggest competitor, Coca-Cola.

The team anticipates that other companies will enter the market once they open up business in Kenya, but the team’s research shows that consumers in other African markets quickly develop strong brand preferences. By jumping into the market first and creating a brand that consumers trust, they hope to keep a firm grasp on the market despite future competition. In fact, team members say their ability to anticipate future problems helped them succeed in the competition.

“Writing a business plan really helps a team think through the big issues that need to be addressed before jumping into a business,” Freebairn says. “The competition helped us move forward with a lot of the ground work, with the hopes that we could get initial traction

while being able to pay for some of the cost with competition winnings.”

The Global Management Center sponsors the global category of the BPC in order to encourage businesses to reach beyond the borders of the United States. Plans are judged by a panel of Marriott School professors and an international business professional. Although judged separately from the rest of the Business Plan Competition, plans submitted for the global category also compete in the general BPC.

“The global competition rewards good business plans that result in the penetration of foreign markets and helps the students negotiate the cultural, administrative, and economic challenges of doing business abroad,” says Lee Radebaugh, director of the Global Management Center.

“The global competition rewards good business plans that result in the penetration of foreign markets.”

—LEE RADEBAUGH



Kyle Freebairn conducts market research in Kenya.

BYU TRIUMPHS IN GLOBAL INFORMATION SYSTEMS COMPETITION

“Our win is proof to me that the education we are getting is really top-notch.”

—BRADEN MOLYNEUX

At one of the most elite and grueling information systems competitions in the world, a group of three Brigham Young University undergraduates won first-place at the APEX Global Business IT Case Challenge in Singapore. As newcomers to the competition, the team went up against twenty-four of the top ISys programs in the world.

“This win represents what our ISys program is designed to produce—students who are bilingual in business and technology,” says Paul Benjamin Lowry, assistant professor of information systems and the team’s coach. “There’s no question that the information systems curriculum at the Marriott School of Management prepares our students to compete with the best.”

Besides winning the top prize at the five-day competition, the BYU team also received the Coach’s Choice Award, which was based on votes from the twenty-four team coaches.

The BYU team, InnoTech, consisted of senior information systems students



Paul Lowry, Braden Molyneux, Britton Kowalk, and Matt Ehle receive award at the APEX Global Business IT Case Challenge in Singapore.

Braden Molyneux, from Salt Lake City; Britton Kowalk, from Sandy, Utah; and Matt Ehle, from Pottstown, Pennsylvania. Kowalk also received the award for best case presenter.

“Our win is proof to me that the education we are getting really is top-notch,” Molyneux says. “Our faculty is amazing; they work hard to teach the students what they need to know to succeed.”

Lowry adds that he could not be more proud of the ISys program and the students’ accomplishments. “The Marriott School puts its students in the enviable position of being able to combine world-class management training with world-class technology training—all in an intensive, mentored environment that focuses on global, entrepreneurial, ethical, and critical thinking,” he says.

The team advanced into the finals after winning the first two major rounds of the competition. A panel of thirty judges, consisting of CEOs, senior executives, managing partners and chief information officers from some of the largest com-

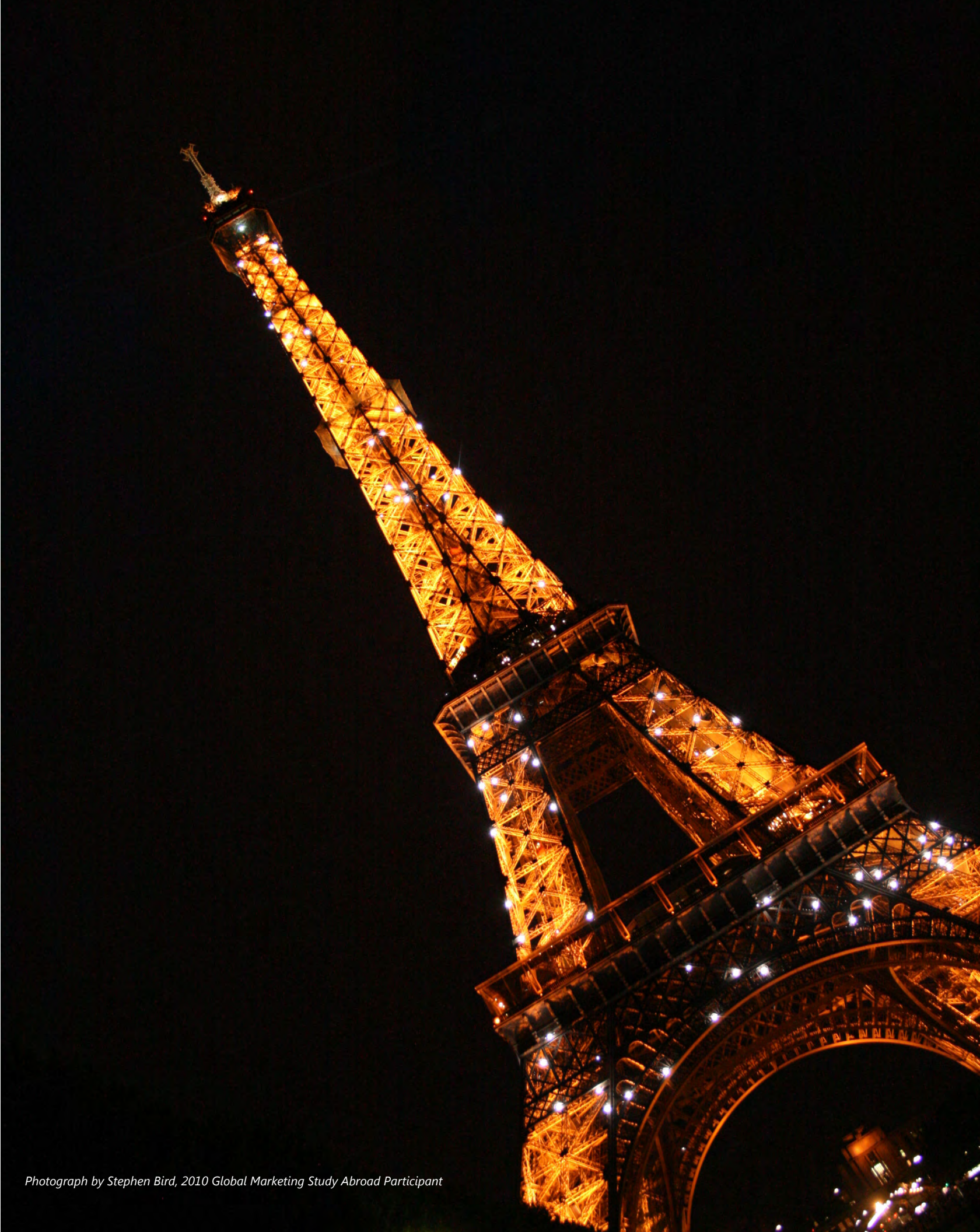
panies in the world evaluated each team’s strategies and solutions. The judges grilled the students on everything from the most business-oriented aspects of the case to the more technical aspects.

“We were able to stand out in the competition because we work on business cases as part of our program’s core curriculum,” Ehle says.

Also shining under interrogation from the judges, Singapore Management University took home second place and Texas A&M University placed third.

“While winning the competition was a great experience for us, it was only a small part of what we took away from Singapore,” Ehle says. “We made great friends from around the world, learned a lot about business and IT, and represented BYU and The Church of Jesus Christ of Latter-day Saints among world-class students and faculty.”

Financial support for the BYU team came from BYU CIBER and the information systems department.



Photograph by Stephen Bird, 2010 Global Marketing Study Abroad Participant

BYU TAKES TOP HONORS IN FIRST-EVER CHINESE LANGUAGE COMPETITION

If presenting a business plan to company management isn't stressful enough, try doing it in another language. But BYU teams kept their cool at the Business Language Case Competition held 13 November, placing first and third in the newly added Mandarin Chinese section. BYU also took third in Portuguese.

"It was a good simulation of how international business is conducted," says Matthew Eley, a junior from Denver, Colorado, studying Chinese and management. "We learned how to make international business models and decisions and how to sell those ideas to the heads of the company—the judges."

Eley, a member of BYU's first-place Chinese team, attributed the win to an understanding of both a country's business culture as well as language proficiency.

The BYU-hosted competition attracted twenty-two teams from sixteen universities across the country, including the University of Washington, Purdue University,

and Vanderbilt University. Students were charged to analyze, present, and negotiate their solutions to complex business cases provided two weeks prior. Teams competed in either Chinese, Portuguese, or Spanish.

This year's competition, which was also sponsored by Michigan State University and University of Miami, saw its largest number of entries, with more than half of participants competing in the Spanish section.

Diego Flores, a Spanish-section judge from Quito, Ecuador, was particularly impressed with students' mastery of the business and linguistic aspects of the presentations. Students' ability to think on their feet and answer questions in their second-language was remarkable.

"They have great minds, a very good understanding of business, and also a skillful management of the language," Flores says. "Those who speak really well have a huge advantage in the competition. That's also true in the real world."

Sherstin Creamer, program coordinator at the Kay and Yvonne Whitmore Global Management Center, says language skills are the key to successful international business, and BYU students are opening many doors of opportunity with their second-language proficiencies.

"Students get stuck in the mindset that they can only use their language for translating. We want them to see the bigger picture," Creamer says. "Knowing a second language will open doors for networking and for building relationships that are not available to professionals who speak only English."

In the Chinese section, BYU took first and third with University of Washington placing second. In Portuguese, BYU-Idaho took first followed by Utah State University and BYU. The University of Miami placed first in the Spanish section with the University of Utah and Indiana University placing second and third, respectively. First-place teams received a \$1,000 prize.



BYU STUDENTS WIN NORTH AND SOUTH AMERICA INVESTMENT COMPETITION, ADVANCING TO HONG KONG

"These students have demonstrated their ability to work hard and showcased the excellent training they get at BYU."

—JIM ENGBRETSSEN

A team of three MBAs and two undergraduates from BYU's Marriott School of Management won the Americas Investment Research Challenge, sponsored by the CFA Institute. The team represented the Americas region at the Global Investment Research Challenge in Hong Kong on 17 April 2010.

"[The CFA competition] is the college ball of academic finance, and they're on their way to Hong Kong," said Tom Keene, radio host and a past judge for the CFA competition, in an interview with the winning BYU team on Bloomberg Radio.

The BYU team prevailed against colleges and universities from throughout North and South America, including MIT, the University of Pennsylvania and last year's winning school, Fundação Getulio Vargas of São Paulo. BYU's accomplishment is unique in that it is the only team to win in its first year participating.

The BYU team consisted of Michael Esselman, a second-year MBA from Mooresville, North Carolina; Jeremy Kearley, a second-year MBA from Oak Park, Illinois; Cromwell Wong, a second-year MBA from the Philippines; Kurt Barton, a senior finance major from Salt Lake City; and Scott Crockett, a senior finance major from Los Angeles.

BYU's team was assigned to analyze Merit Medical Systems, Inc., a medical device manufacturer based in South Jordan, Utah. Kearley says what really gave the team an edge was their original research; in preparation for the competition, they interviewed cardiologists, surgeons and others who use Merit's products.

"We wanted to understand what clients were thinking," he says. "Thanks to our

primary research, we were able to be more engaged with the company and to answer tough questions from the judges in direct and impactful ways—we could cite the people who were actually using the product."

The Global Investment Research Challenge will be the final event in the CFA competition. Throughout the process, students from business schools around the world compete by writing and presenting their research on a publicly traded company. Industry professionals act as judges to determine the winners at each stage of the competition.

Jim Engebretsen, faculty advisor for the BYU team, says many at the competition were impressed with the students' success, especially considering it was BYU's first year at the competition.

"The students really won over the judges with their confidence, familiarity with the company, and ability to answer the judges' questions in a succinct and insightful manner," Engebretsen says. "These students have demonstrated their ability to work hard and showcased the excellent training they get at BYU."

This year, more than seventy-five CFA Institute member societies hosted local competitions with about 1,500 students from more than 425 universities worldwide participating.

The CFA Institute is the global association of investment professionals. It administers the CFA and CIPM curriculum and exam programs worldwide; publishes research; conducts professional development programs; and sets voluntary, ethics-based professional and performance-reporting standards for the investment industry.





EMBA STUDENTS EXPLORE GLOBAL BUSINESS LIKE NEVER BEFORE

This spring twenty-five Executive MBA students put their jobs on hold in the Western United States to participate in the first-ever EMBA foreign business excursion to the Middle East. They returned with a broader perspective of global business and some new stamps in their passports.

Just a few months before graduation, all EMBA students simultaneously take part in a fifteen-day foreign business excursion. While the largest group of the sixty-four students went to the Middle East, twenty-two went to Asia, and seventeen went on the Europe business excursion. During all excursions, students visit with small to multinational businesses in addition to learning about and touring cultural and historical sites.

Will Parco, an EMBA student who works full time with Layton Construction, was one of the twenty-five who made the groundbreaking journey to the Middle East.

“It was a once-in-a-lifetime opportunity,” Parco says. “I wanted to see how they do business in a part of the world I’d never see otherwise.”

For Parco it was interesting to note the differences and similarities of construction operations in the United States versus Dubai, United Arab Emirates, by visiting Al Habtoor Leighton Group, one of the Middle East’s leading construction management firms.

“They deal with very intricate architectural designs; however, some of the technology is a few years behind what we use. Consequently, greater care needs to be taken to reduce the frequency of having something built wrong in the Middle East,” Parco says. “But management-



EMBA students networking with professionals in Egypt.

wise, it’s the same principles: managing quality and scope, controlling costs, and doing it safely.”

Although the foreign business excursion has been a consistent part of the EMBA program for almost twenty years, the destinations change in sync with the areas of increasing development in global business.

“The excursions have evolved with the times,” says Tad Brinkerhoff, director of the EMBA program. “The excursions are more diverse and innovative to fit what students should be exposed to in the current global environment.”

In addition to taking away a better understanding of cutting-edge global business, another objective of the EMBA excursions is for the students to form stronger connections to their peers.

“When you travel through the Middle East with a group for two weeks, you create a special bond,” Brinkerhoff says. “This perpetuates the goal of having students leave the program with a strong network.”

EMBA students returned to the Beehive State with a greater understanding of global awareness and how to embrace the similarities and differences.

“It was an eye-opening experience,” says Steve Klingler, senior vice president of direct sales for Basic Research and an EMBA student who participated in the Asia foreign business excursion. “It was a tremendous complement to all that we’ve learned in the classroom during the past two years. I felt like I was learning all the time. Even during free time there were constant new observations.”

FIVE GLOBALLY MINDED MBAs AWARDED ECCLES SCHOLARSHIPS

The Kay and Yvonne Whitmore Global Management Center at Brigham Young University named five MBA students as the 2010 George S. and Dolores Dore Eccles Scholars. Each student received \$10,000 to continue his or her Marriott School education and to prepare for a career in international business.

“The Eccles Scholar award sends a signal to recruiters that these students have a strong interest in international business,” says Lee Radebaugh, director of the Global Management Center. “They understand the global economy and

want to make it part of their educations, internships, and future careers.”

This year’s Eccles Scholars are first-year MBA students: Caio Correa from São Paulo; Daniel Myers from Salem, Oregon; Aaron Oyler from Bosie, Idaho; Jasmine Palmer from Austin, Texas; and Thamina Sbai from Casablanca, Morocco.

“It was difficult to narrow it down to only five recipients,” Radebaugh explains. “All of the candidates were very qualified.”

Seven faculty members aided Radebaugh in the selection process by interviewing

each of the thirty-four applicants. The scholars were selected based on international experience, career goals, GMAT score, GPA, and faculty recommendations.

The George S. and Dolores Dore Eccles Foundation was formed in 1960 as a philanthropic work that would continue beyond the donors’ lifetimes. The foundation supports a wide range of projects and programs, but is particularly devoted to promoting higher education with programs established on nearly every college and university campus in Utah.



2010 Eccles Scholars: (from left) Daniel Ryan Myers, Thamina Sbai, Caio Pergamo Penteadó Correa, Jasmine Jacqueline Palmer, and Aaron Oyler.

FIRST-TIME FAIR PROVIDES GLOBAL BUSINESS OPPORTUNITIES

Study abroads, internships and, field studies—oh my! From Ghana to Greece, Mexico to Mongolia, India to Italy, and Brussels to Brazil, students explored more than twenty international business opportunities showcased at the first-ever International Study Fair held 15 September in the Tanner Building atrium.

“Wherever on this planet our students find themselves, and they find themselves everywhere, they need a skill set that will allow them to make a difference,” says Jim Stice, Marriott School associate dean. “Global Management Center programs encourage students to build that skill set while exploring various cultures, opportunities, and potential careers.”

The fair had information on seven business study abroad programs for a variety of emphases and to a variety of regions including Europe, Asia, and Africa.

The new Mediterranean business study abroad travels to countries in Europe, Asia, and Africa, visiting such organizations as 3M in Athens, Greece; Citigroup in Istanbul; and British Petroleum in Cairo. Bruce Money, chair of the Department of Business Management and professor of marketing and international business, says this program is rich with diversity.

“The Mediterranean mixes a variety of economies, religions, and cultures—for students who truly want to taste a bit of everything,” says Money, who also directs the Mediterranean business study abroad program.

Students explore the intricacies of Italy’s high public debt yet strong GDP, Greece’s recently tumultuous economic downturn, Turkey’s blend of modern industry and traditional agricultural commerce, and Egypt’s government-regulated private sector, he says.

Representatives from the David M. Kennedy Center for International Studies also provided information on international in-

ternships with the European parliament, LDS Employment Resource Services, global nonprofit organizations, and other tailor-made opportunities for students looking for a personalized international experience.

“An internship takes your experience abroad a step further as you begin to understand the people and their culture on a ground level. Plus, an internship is formed perfectly to fit a student’s wants and needs,” says Evan Williams, a junior studying business management from Seattle. Williams interned with LDS Employment Resource Services during summer 2010 in Guadalajara, Mexico.

Previous program participants shared experiences with students perusing the

fair. Kim Rosen, recruiting coordinator for CIMBA, a study abroad program in Italy, found her experience studying abroad in a small town outside Venice academically and culturally enriching. While courses were taught in English, they were challenging enough to push her, she says, and she and other students had many opportunities to interact with the locals.

Shalece Kehl, a senior studying marketing from Murray, Utah, was part of the Global Marketing Study Abroad that visited organizations such as American Express in New York, Nestlé in Switzerland, and Marriott International in China.

“The case studies that companies presented on our visits were especially helpful—little golden nuggets of information for real-life situations,” Kehl said. “This experience was my passport to excelling in international marketing.”

Brittany Fors, a junior from La Cañada, California, looked for her next international experience at the fair, after recently returning from a study abroad in Jerusalem.

“I’m about to enter a career field that is much more internationally integrated than it was twenty years ago,” says Fors, who is studying OBHR. “Experiences abroad shape me into a better job candidate if I have experienced this international playing field firsthand.”



Students travel from booth to booth to learn more about international business opportunities at the International Study Fair.

STUDY ABROAD PROGRAMS HELP STUDENTS DIFFERENTIATE THEMSELVES FROM THEIR PEERS TO POTENTIAL EMPLOYERS

Eighty-eight Marriott School students took the opportunity to differentiate themselves from their peers and broaden their educational experience by participating in the Global Management Center's 2010 spring and summer term study abroad programs, placing them in the elite 7 percent of BYU students who study abroad.

Students from across campus, not just business majors and minors, enrolled in four business study abroad programs. Each student had individual reasons for studying abroad, but all students participated to gain a deeper understanding of how international business operates.

"If you want to know something about international business, there is no substitute for getting on the ground in a foreign country, talking to people, and getting in factories," says Bruce Money, Asia business study abroad director. "The various aspects of international business really come to life when students go abroad and tour facilities."

The Europe and Asia business study abroad programs are in their ninth and eleventh years respectively and continue to focus on exposing students to the breadth of business opportunities in the geographical areas visited. The Europe program visited seventeen companies in eight countries over the span of thirty-eight days.

"Our visit to Barilla was interactive. They asked us to give advice on a new marketing strategy," says Alexander Coates a junior strategy emphasis from Providence, Rhode Island. "They valued our input, and it was exciting to be involved in an actual decision that could affect the company."



The 2010 Global Marketing Study Abroad program participants enjoy a day at the Great Wall of China.

The twenty-three day Asia study abroad kept a rigorous pace visiting fourteen companies in six countries. Students on both the Europe and Asia programs visited with executives from a broad range of industries. They spoke with representatives at Walmart, Toyota, Deloitte, Samsung, Galaxy Foods, Unilever, Ally Bank, Price-waterhouseCoopers, BMW, DelHaize, and a cheese factory. In Europe they also observed an authentic Dutch flower auction.

Daniel Scow, a senior accounting major from Henderson, Nevada, says the month he spent in Asia opened his eyes to an entire region of the world he'd never dreamed of doing business in before.

"Before going to Asia, I didn't realize how accessible potential job opportunities really are in the region."

Since 2008 the Global Management Center has also supported an accounting-specific study abroad and in 2009 introduced a global marketing study abroad. These programs help students focus on their specific field of interest. Each business visit is carefully tailored to match the interests of an accounting or marketing major. In 2010 almost forty students chose these special emphasis study abroad programs.

"Talking with the people who had created marketing campaigns and shaped a brand image was so much more helpful than reading about it," says Shalece Kehl a senior marketing emphasis from Murray, Utah. "Their stories and the ability to see the results as we visited their companies or stores really made marketing principles come alive."



Photograph by Kayla McColm, 2010 Global Marketing Study Abroad Participant

BYU TEAM PARTICIPATES IN INTERNATIONAL CASE COMPETITION

“This competition helped develop my strategy and presentation skills, which will be so valuable in the future.”

—SAMEER AHMAD



The 2010 BYU CUIBE team members and coaches network at the competition.

Sixty competitors. Eighteen hours. Four team members. One whirlwind weekend of unparalleled international business experience.

For four undergraduate students from the Marriott School of Management, the first weekend in November was the culmination of months of preparation for the Consortium of Undergraduate International Business Education. This annual competition brings together students from fifteen leading business schools, such as the University of Richmond and San Diego State, creating a dialogue for international business education and preparing students for a globally demanding career.

“I’ve always been attracted to international business,” says BYU team member Sameer Ahmad, a senior finance major from New York City. “This competition helped develop my strategy and presentation skills, which will be so valuable in the future.”

In addition to Ahmad, Kory Hjelm, Shalece Kehl, and Joshua Tolman made up the BYU team. The group spent two months before the competition researching, organizing and presenting strategies. They presented a new strategy each week and received feedback from Marriott School professors.

At the actual event at Northeastern University, held 4–6 November, students

received a case in the afternoon and had to present their strategy the next morning. The following sleepless eighteen hours were filled with researching, brainstorming, and preparing for a presentation.

The students were advised by Liz Dixon, an organizational leadership and strategy part-time faculty member, who says the competition provided the students invaluable exposure.

While the BYU team didn’t place in the competition, students did get to network with professionals from around the world.

“Students get great experience working under pressure,” Dixon says.

GLOBAL MANAGEMENT STUDENT ASSOCIATION

The Global Management Student Association (GMSA) is an organization of students at Brigham Young University. These students are committed to expanding their experiences with international business. This includes participating in discussions with international business people, visiting and learning from international businesses in Utah, and expanding leadership skills and opportunities. In addition to the lectures and business visits below, the GMSA hosts leadership training activities each month focusing on various traits of international business leaders.



Tuesday, 12 January 2010

Future Career Opportunities: Presentation of Qualtrics

Jordan Plater of Qualtrics gave an introduction to the survey software company. He specifically highlighted his involvement in Asia and the progress that the company is making in this international market. He effectively portrayed the work environment and expectations and was helpful to students who are interested in entering the international workforce.

Monday, 8 February 2010

Student Experiences: Highlighting Our International Experiences

Students in the club met and shared their international experiences. This gave other club members who may not have had the opportunity to study or travel abroad to understand what options are available and how to get involved. Most effective were those students that were able to show how their experiences have helped their studies and led them to a possible career.

Friday, 19 February 2010

Company Visit: Cargo Link and Union Pacific

The club members traveled to Salt Lake to meet with executives of international freight companies Cargo Link and Union Pacific. Here the students were able to experience the atmosphere of freight forwarders and the jobs that are involved. Not only were club members exposed to the job opportunities but also were able to ask questions to the leading minds of these great businesses.

Tuesday, 9 March 2010

International Business Aspects: Micro Franchising

Jason Fairbourne, director of business solutions for development at the BYU Ballard Center for Economic Self-Reliance, spoke to the club on how microfranchising is a large department in international business. Students enjoyed talking and learning about this type of business that they may not have understood or thought a viable career path.

Tuesday, 13 April 2010

Student Experiences: Marketing your International Experience

Sherstin Creamer of the Global Management Center at BYU and director for business study abroad experiences spoke to the club on using international experiences in interviews and résumés. The club learned the correct way to incorporate their study abroad and foreign travel experiences into job application material.

Tuesday, 21 September 2010

Business Presentation: What is International Business?

Brent Hansen, former president of the World Trade Association of Utah, spoke to the students about organizing their education to prepare for international business. The students enjoyed Hansen’s great sense of humor and were able to find answers to questions regarding preparation and practical scholarly application to international business.

Tuesday, 12 October 2010

Student Experiences: Internship or Study Abroad?

During this meeting the students benefited from other students’ experiences about how their internship and study abroad experiences have helped them prepare for further schooling as well as future careers.

Friday, 29 October 2010

Company Visit: Tahitian Noni

Students visited the international multi-level marketing business Tahitian Noni. Here the students saw the many facets of international business management and how to keep operations modern and progressing.

Thursday, 4 November 2010

Business Lecture: Seiyu Japan

Sam Dunn, CFO of Seiyu Japan, talked to the club about expanding international business. His position with Walmart was created when Walmart bought Seiyu. The students learned what barriers may exist in operating a global company.

Tuesday, 7 December 2010

International Business Aspects: Exchange Rates

Lee Radebaugh, director of the Global Management Center, spoke to the members of the club about international career opportunities in exchange rates. Students learned more about this growing business market.



STUDENTS CONSULTING ACROSS CONTINENTS

“Students are utilizing the tools that they learn about in class and applying it to the work force.”

—ROGER MCCARTY

Graduate students at the Marriott School of Management have taken the adage “think globally, act locally” to a new level as students participated in international consulting projects for organizations across the globe. Although the majority of the work takes place while residing within the shadows of the Wasatch mountains in Provo, Utah, these students know how to create a local impact thousands of miles away.

These consulting projects can save organizations millions of dollars, while providing career-oriented work experience for students. In 2010 more than twenty students consulted five international organizations, including international non-profit organizations, and such Fortune 500 companies as Dell and Honeywell.

“The idea of these consulting projects is to give students an opportunity to do a project in the field they are interested in,” says Roger McCarty, director of experiential learning at the Marriott School. “It also gives them an experience to help them get an internship or a full-time job.”

Students not only consult for diverse companies, but the projects vary greatly



Jack Shirts, Carly Pedersen, and Jay Hart visit with representatives at Honeywell in China.

as well. Previous projects have focused on supply chain management, marketing, organizational evaluation, financial analysis, social entrepreneurship development, product investigation, and strategic planning.

The Kay and Yvonne Whitmore Global Management Center sponsored a human resources project for Honeywell, a long-time client of the experiential learning program. This project challenged students to determine the best staffing patterns to be implemented at a Honeywell plant in Nanjing, China.

A five-student team gave Honeywell numerous recommendations centered on increasing its value to potential and current employees. The team recommended Honeywell have a greater presence at universities near Nanjing and recruit more heavily at universities in the surrounding area. To improve employee retention the students recommended interviewing current employees to discover what Honeywell could do to improve the value of working at Honeywell in Nanjing.

For Mike Christensen, a second-year MBA student from Lincoln, Nebraska, the value

of this project was not only to do HR for a Fortune 500 company but also to apply business principles to a different culture.

“I’ve done HR in the United States, but it was great to get a global perspective of the international issues in the world, especially in an emerging market like China,” Christensen says.

Expectations were high as previous consulting projects have saved Honeywell up to \$3 million per year. Although the suggested practices have only been in place for a short time, Honeywell told McCarty this project is the best they’ve had.

“Students are utilizing the tools that they learn about in class and applying it to the work force through their consulting projects,” McCarty says. “This process dramatically influences and changes their overall learning experience at the Marriott School.”

Previous student projects have been for other Fortune 500 companies including Black and Decker, Intel, PepsiCo, and Walmart. McCarty says companies routinely offer full-time jobs to students who have excelled on their student project.

INTERNATIONAL GRADUATE STUDENT ASSOCIATION

The purpose of IGSA is to provide services to graduate international students in the Marriott School of Management through social, school, and encouraging family time. IGSA strives to accomplish this through supporting recreational activities, events, networking, and advisory services.

In 2010 IGSA held dinners, movie nights, swimming parties, BBQ’s, holiday activities for families, and facilitated other small get togethers. IGSA also hosted several seminars and lectures dedicated to addressing specific needs of international students.

IGSA and the undergraduate student association, GMSA, joined together to start a mentoring program between the international graduate students and undergraduate students interested in working abroad in the graduate students’ home country.



Graduate students and their families celebrate Christmas at the 2010 International Graduate Student Association Christmas party.

EXPANDING THE BYU MANAGEMENT SOCIETY

With its diverse culture and geography, it is no wonder the newly formed Peru Chapter of the BYU Management Society, located in Lima, is unique. Unlike other Management Society Chapters, the one in Peru has joined its efforts with the BYU Alumni Association and the J. Reuben Clark Law Society divisions to create the BYU Peru Association, which focuses on preparing young adults for their educational and professional careers. This organization, like other Management Society chapters, has set goals to achieve during the next few years and is already working toward attaining them.

The association held its first formal activity in August 2010, to kick off its beginnings by hosting a youth fireside on the importance of being a professional in a globalized world. More than two hundred youth from the Lima area attended.

The presentations motivated youth to study at the university level and to prepare for work in a fluid global labor market.

“The main focus for our association is to prepare prospective students for undergraduate and graduate studies in national universities and abroad—including BYU,” says Giselle Horna, president of the Peru Chapter. “We also want to establish networks of LDS and non-LDS professionals for our members and for placing our graduating students.”

Peru is not the only new chapter with high expectations for the upcoming years. The newly formed Ontario, Canada, Chapter also wants to teach its members how to build and work within a network of professionals.

“The chapter started because we were looking for a networking group to invite

members of the community at large to associate with,” says Darryl Dabrowski, president of the Management Society Ontario, Canada, Chapter. “Our goal is to grow the chapter to seventy-five members in the next two years.”

The Ontario, Canada, Chapter, which covers a distance of about 150 miles long and one hundred miles wide, has already been looking into expanding the Management Society by starting both a young professionals and a women’s group.

People all over the world are benefiting from what the Management Society has to offer, and they are seeking out opportunities to help the society grow. Other Management Societies that have been formed during the last year include chapters in northeast Brazil; Omaha, Nebraska; Tulsa, Oklahoma; Stockholm, Sweden; St. Louis, Missouri; Springfield, Missouri; and Taipei, Taiwan.

BYU AWARDED \$1.55 MILLION GRANT FOR INTERNATIONAL BUSINESS EDUCATION

The U.S. Department of Education awarded Brigham Young University a four-year \$1.55 million grant to continue as a Center for International Business Education and Research school. The grant provides funding for BYU to work with students, faculty, the community, and thirty-two other CIBER schools across the country to improve international business acumen.

“It’s an honor we were recognized and chosen to receive this grant,” says Lee Radebaugh, executive director of the Kay and Yvonne Whitmore Global Management Center. “It opens the door for students and faculty to have international experiences.”

BYU has been a CIBER school since 1990, when the university first applied for the grant. CIBER funds have been paramount for the development of international business education at BYU by supplying the support and resources for hundreds of international programs, courses, activities, as well as faculty research and training. These programs serve not only BYU students and faculty but also foster interaction with other schools and members of the local community.

One of the most successful and visible programs for almost twenty years has been the short-term study abroad experiences. Different than an immersion into one particular culture for many months, a short-term study abroad program allows students to get a taste of international business in many countries in just a few weeks. Students visit businesses ranging from large multinational corporations to small entrepreneurial ventures in addition to learning about and touring countries’ historical and cultural sites.

“A study abroad focused on business opens students’ minds so they can successfully work internationally,” Radebaugh says. “When students have an experience abroad they return with confidence to pursue a career in international business.”

In addition to supporting its existing initiatives, the CIBER grant will help BYU to offer and develop cutting-edge international business-based programs. One program in development for next year is the Summer Culture and Language Boot Camp held in correlation with the Texas A&M CIBER. For ten days interested students will undergo an intensive training in international business, culture, geopolitical topics, and survival language instruction. Students will be able to form educational relationships with other students while developing skills that will help them in any country.

The new CIBER grant will also make it possible for the Global Management Center to continue its goal to reach out to the local community. Through collaboration efforts with Salt Lake Community College, the GMC is working to help integrate international business education into SLCC’s classrooms as well as develop specialized educational programs that involve the surrounding community.

“These financial resources allow us to offer outstanding programs to students and community members to help them become international business leaders,” says Cynthia Halliday, managing director of the Global Management Center. “It’s not just about our center; it’s about collaboration.”

“It’s an honor we were recognized and chosen to receive this grant. It opens the door for students and faculty to have international experiences.”

—LEE RADEBAUGH

INTERNATIONAL MEETING OPEN DOORS TO STUDENT EXCHANGE IN A PICTURESQUE PLACE

In a land of lush landscapes and captivating castles, representatives from twenty-three universities and nineteen countries assembled in the spirit of international collaboration. The University of Ljubljana hosted the fourteenth annual Network of International Business and Economic Schools conference in Slovenia’s charming capital city.

The NIBES conference emphasizes the exchange of ideas and experiences. Last year, members traded ideas on study abroad programs, management principles, research studies, membership requirements, and outreach opportunities. They also exchanged business cards with intentions of later swapping students through study abroad programs.

“Whenever we go to a different country it’s an opportunity to discover a new place,” says Michael Bryant, president of NIBES and dean of international development at Clermont-Ferrand in France. “Then we return to our homes and motivate our students to do exchanges in that country. A few years ago, no student



A scenic waterway runs through downtown Ljubljana, Slovenia.

would think about visiting Slovenia, but its university is quite established and ready to welcome students.”

Lee Radebaugh, executive director of the Global Management Center, coordinates student exchanges based on relationships built through NIBES networking. Such friendships have secured spots for

BYU students in lands like Mexico, Portugal, Germany, and France. Radebaugh now plans to send students to Slovenia.

“I just found it to be an ideal place,” Radebaugh says. “The countryside is absolutely beautiful—it’s almost like being in the Alps. They have a nice branch of the LDS Church, and the economy is doing well. I’d like to give our students a chance to study there. I think they would enjoy the area and feel comfortable and safe.”

Likewise, BYU remains an attractive option for international students—especially those looking to live a high moral standard. Radebaugh has seen many exchange students thrive in BYU’s unique environment.

“Our standards set us apart,” Radebaugh says. “One of our international students from India told me that when he first read about the Honor Code he thought, ‘I can’t believe there’s a university like this.’ He’s not LDS—not even Christian—but he decided to come here and absolutely loved it. He’s recommended it to all of his friends.”

Next year’s NIBES conference will take place at Universidad ESAN in Lima, Peru.



2010 NIBES Conference representatives during the conference meetings.



Photograph by MaryDana Christenson, 2010 Asia Business Study Abroad Participant

INTERNATIONAL BUSINESS RESEARCH: TODD MITTON



increased growth for companies and the countries in which they work.

Mitton, associate professor of finance, is one of many professors to garner the resources of Datastream Advance, the world's largest financial statistical database. He has published more than seven esteemed articles using the database, which provides information from thousands of companies in more than 175 countries and sixty markets around the world.

His latest research, "Investability and Firm Value," is set for publication in *European Financial Management*. This study found that firms that embrace foreign investors increase the value of their businesses.

For many companies, going global may do a world of good. According to Marriott School Professor Todd Mitton, taking the leap into a global marketplace leads to

"Some countries have historically only allowed local investors in their stock market, but over time, more and more companies in these countries have opened up to foreign investors," Mitton says. "Does this increase the value of their companies? Does it make them worth more to have a greater pool of investors? It definitely does."

The same is true for other measures of performance of companies that open their stocks to global investment, according to another article authored by Mitton, "Stock Market Liberalization and Operating Performance at the Firm Level" in the *Journal of Financial Economics*. The article also used data available through Datastream Advance.

"When the country opens up, there is more attention on companies within the economy, not just by local investors but by global investors," Mitton says. "It forces companies to react to the demands of worldwide investors, to be more efficient, and to govern themselves so investors around the world will be interested in them."

According to Mitton, exposure increases accountability, and with accountability, the firm and country benefit.

"Companies grow more, they have less debt, they are more profitable, and they are more efficient—all these good things seem to happen when the country is more open to the world economy," he says.

Mitton says he hopes the research signals to governments and to individual companies that being open and receptive to foreign investment helps their performance more than being closed and isolated from the rest of the world.

In addition to recent findings, Mitton will continue to research how prosperous countries become so and what might improve struggling economies around the world.

"By digging into data available with Datastream Advance, I may be able to help answer questions like, 'Why are some countries poor and some rich?'" Mitton says. "My research is probably just a small contribution, but I think it's an important effort."

INTERNATIONAL BUSINESS FACULTY PROJECT HIGHLIGHTS FROM 2010:

FDIB
2010 Advanced CC Institute
Chris Black

Conference Presenter
32nd INFORMS Marketing Science
Conference
Steven Huff

Research Projects
Entrepreneurship Practices in the European Union
Nathan Furr

T RIBAL COLLEGES JOIN BYU CIBER IN BUILDING INTERNATIONAL BUSINESS CURRICULUMS

For the first time ever, five tribal colleges from Native American reservations across Idaho, Montana, and the Dakotas joined BYU and twenty-eight other institutions at the Rocky Mountain CIBER Conference. Cosponsored by BYU CIBER and dedicated to discussing the best practices in teaching international business, the event was held 30 September and 1 October at Montana State University–Billings.

The first half of the two-day conference introduced tribal colleges to CIBER, a program by the U.S. Department of Education that offers four-year grants of more than \$1 million to Center for International Business Education and Research schools. Events of the day discussed how the resources within the RMCIBER network may meet the needs of tribal colleges' growing business programs.

For BYU Accounting Professor Erv Black, who was born on an Apache reservation near Snowflake, Arizona, the decision to invite tribal colleges was close to home.

"Tribal colleges are a relatively new phenomenon, developing in the last fifteen to twenty years," says Black, a member of the CIBER advisory board. "They've come a long way, and we think our resources with CIBER might help them excel further."

A panel of university outreach coordinators and tribal college representatives discussed the need for basic business curriculum materials on financial literacy, banking fundamentals and small business management.

"Our eyes were opened," Black says. "In many ways, their needs were different than we expected."

The panel discussion was followed by a traditional Native American talking circle,



Reno Charette, director of American Indian Outreach at MSU–Billings, talks with Tom Acevedo, CEO of S&K Technologies on the Salish Kootenai Reservation, during a break at the Rocky Mountain CIBER conference held at recently at MSU–Billings.

where members sat shoulder-to-shoulder and passed around an eagle feather signifying whose turn it was to freely share their thoughts about the topic at hand.

"In order to work with tribal colleges, or anyone for that matter, you need to first seek to understand their culture before you can do anything for them," says Sherstin Creamer, program coordinator at BYU's Global Management Center. "It was a unique reminder of the importance of listening to and learning from others."

The second half of the conference featured presentations from educators within the network. Kelly Murphrey from Texas A&M University showcased fifty-seven internet tools he uses to teach international business. The tools foster curiosity about global business in students who don't have frequent opportunities to travel.

Another presenter, Mary McNally from MSU–Billings, spoke on the importance of sustainability as a new form of measurement and accountability in international business.

"The purpose of CIBER is to innovate and disseminate," says Lee Radebaugh, director of the GMC. "We are always looking for better ways to teach international business, and this conference allowed creative individuals in the RMCIBER network to share their new and unique methods. Then we try to share that knowledge with other institutions."

Radebaugh, who closed the conference until next year, believes strongly in CIBER's initiatives for education and outreach.

"We prepare students from all colleges and universities to think broadly, to realize they are part of a larger world," Radebaugh says.

M ARRIOTT SCHOOL STUDENTS WIN PRESTIGIOUS LANGUAGE SCHOLARSHIPS

"I'm trying to figure out what they've done and how those strategies can help companies from the United States, China, or the EU to be just as successful."

—ANDREW GEE

Years of practice and precision in a foreign language are paying off for two Marriott School students who recently received a combined \$20,000 in tuition and stipends from the U.S. Department of Education.

Second-year MBA student Daniel Myers and business minor Andrew Gee, two students pursuing Global Management Certificates, have found the Foreign Language and Area Studies Scholarship to be another way to leverage their second-language skills and gain a return on investment. The scholarship encourages students of all disciplines to study less commonly taught languages and become experts on a geographical area or international issue.

"The FLAS scholarship lets you go deeper, learn things beyond the language in a particular area, and find what really matters to the people and culture," says Lee Radebaugh, director of the Kay and Yvonne Whitmore Global Management Center. "Students set themselves apart when they have both the language, and the area expertise."

The scholarship, available to both undergraduate and graduate students, is a strong complement to the Global Management Certificate's study of business principles, language acquisition, and international issues.

For example, Myers was awarded \$15,000 to study Russian and corruption within the Ukrainian education system. Inspiration for the research came while on his mission in Russia where he saw students stress about scrounging up a few rubles to give their professors—the only way to ensure an A.

"In places like Eastern Europe, sometimes grades are bought rather than earned,"

says Myers, a native of Salem, Oregon. "This is particularly chilling for fields like medicine. There are also higher bribes for things like admissions to prestigious schools and outright diploma buying."

Corruption, whether in the political, educational, or corporate sphere, is an important issue, especially for businesses looking to expand into different markets.

"Businesses have to know the risks and liabilities which may prevent them from entering these markets," Myers says. "Corruption is an interesting combination of politics, business and development. It's secret, it's under the table, it's illegal—trying to find a way to bring this issue to light is something I want to spend my time doing."

Gee, a senior Chinese and Japanese dual-major from Sandy, Utah, is using his knowledge of Asian languages and the \$5,000 from the scholarship to study the intricacies of foreign direct investment in Japan, something that sparked his interest while he studied abroad in Japan last summer.

"Foreign direct investment is very low in Japan, which is odd considering it is the third largest economy in the world," Gee says. "It is difficult for businesses to get in and compete, but three Chinese IT firms have done surprisingly well in this traditionally difficult market. I'm trying to figure out what they've done and how those strategies can help companies from the United States, China, or the EU to be just as successful."

Myers and Gee are two Marriott School recipients of the prestigious FLAS award, out of the forty-five recipients for the 2010–2011 academic year.

MANAGEMENT SOCIETY HOSTS DYNAMIC LEADERSHIP CONFERENCE

One hundred and twenty Brigham Young University Management Society leaders from seven countries and three continents gathered in Provo for the 2010 Management Society Annual Leadership Conference. Held 1–2 October, members were given tools and shared innovative ideas of how to add benefit to their chapters.

“It wasn’t a passive, sit-and-watch conference; it was a get-involved-and-be-a-part-of-it conference,” says Rixa Oman, executive director of the Management Society. “The members’ engagement made it more dynamic than ever.”

New this year, the members attended entrepreneurial workshops given by Marriott School faculty, who discussed strategies and techniques used in starting new businesses and how they can be applied to growing their chapters.

“The range of information presented was valuable both for my role as a Management Society leader as well as for my own business,” says Kenneth Gibson, president of the Rancho Santa Margarita, California, Chapter. “It gave me practical information for planning a startup venture and insight into the cut-



Chris Feinauer accepts the Lowell C. Benson Award from Troy Romero, Marriott School Dean Gary Cornia, and Rixa Oman.

ting edge opportunities BYU is offering its students.”

The two keynote speakers at the event were former Utah Jazz player Mark Eaton and successful author Chester Elton. Eaton spoke about the four commitments of a winning team, and Elton spoke about how recognition accelerates employee engagement, retention, and performance.



Finland Chapter President Jussi Kemppainen and Steering Committee Member Ron Malouf pose for a photo during the conference.

Also focusing on performance, the International Steering Committee unveiled a new set of goals for the society to achieve throughout the next year to fulfill its mission of growing moral and ethical leadership around the world.

The committee hopes that through refo-

cusing its efforts the society will be able to achieve its membership and retention goals.

Troy Romero, Management Society Steering Committee chair, quotes President Thomas S. Monson saying, “When performance is measured, performance improves. When performance is measured and reported, the rate of improvement accelerates.” Romero adds, “We have taken this advice and developed a new inventory check system to track our progress and accelerate our improvement within the Management Society.”

Several awards were also presented at the conference, recognizing chapters that have exemplified the highest qualities of performance in leadership, activities, service, and reporting. Chris Feinauer also accepted the Lowell C. Benson Award, recognizing him for his lifetime of service to BYU and the Management Society.



Photograph by Alexander Coates, 2010 Europe Business Study Abroad Participant

BYU RECEIVES FOUR GRANTS FOR EMPHASIS ON INTERNATIONAL STUDIES

“There is a need for broader knowledge about the world, which is why Title VI has been so important.”

—ROBERT GATES

The Whitmore Global Management Center’s emphasis on international studies is in good company at BYU. Since the center’s receipt of a prestigious Title VI award from the U.S. Department of Education in May, three other centers on campus have garnered Title VI grants—a first for any Utah university.

The grant also was given to the International Consortium for Asia and Pacific Studies, the Center for the Study of Europe, and the National Middle Eastern Language Resource Center, all of which are housed in the David M. Kennedy Center for International Studies. While each center has a unique emphasis, all four foster international and area expertise among students.

The Title VI Grant is given to ten universities every four years, and 2010 marks the first time a Utah institution has earned four awards in one year, the amount totaling several million dollars. Receiving the grants puts BYU in the company of other top-tier universities such as Harvard, NYU, Columbia, UC Berkley, and the University of Washington.

“Title VI grants are highly competitive and indicate an existing capacity,” says Eric Hyer, coordinator of Asian Studies at the David M. Kennedy Center and a political science professor. “They are given to develop programs already producing results—and to help them do even more.”

The funds will help centers continue to sponsor workshops, conferences, outreach to local K–12 schools, and scholarships.

“There is the need for broader knowledge about the world, which is why Title VI has been so important,” says Robert Gates, U.S. secretary of defense in a BYU press release.

Intermountain Consortium for Asia and Pacific Studies

The Intermountain Consortium for Asia and Pacific Studies is a partnership between BYU’s Asian Studies Program and the University of Utah’s Asia Center. Together they promote understanding of Asian languages and culture, strengthening transcontinental ties, and enhancing opportunities for Americans’ careers in Asia.

The center sponsors a dual-immersion Chinese language program in elementary schools. It also assists in creating K–12 curriculum that expands understanding of Asian languages and culture.

Center for the Study of Europe

The Center for the Study of Europe is committed to improving the understanding of America’s most important allies—the countries of Europe. In addition to study abroad programs, the center coordinates workshops and guest speakers as well as faculty research competitions.

National Middle Eastern Language Resource Center

The NMELRC is the only center in the country to receive a Title VI grant solely for Middle Eastern languages. The center focuses on “gateway” language groups: Arabic, Hebrew, Persian, and Turkish. They currently sponsor a variety of study abroad programs, oversea summits, and K–12 Arabic programs.

BYU CIBER Hosts First High School Business Language Competition

Eight Utah high school teams comprised of heritage and non-heritage Spanish speakers gathered at Brigham Young University to compete in the nation’s first High School Business Language Competition.

“The competition’s purpose is twofold,” explains Cynthia Halliday, competition director. “First, we want the students to develop language skills in a business setting, and second, we want to encourage multicultural interactions. This is a unique opportunity for high school students to benefit from one another.”

The competition provided high school students an opportunity to develop important business, language and presentation skills in a unique setting outside the classroom. Students also gained insight into the dynamics of a multicultural team as they learned how to overcome common challenges.

“It was a very enriching opportunity to work on such a creative and challenging

project with teammates from different backgrounds,” says Thania Godinez, a junior from West High School. “I was able to experience what it feels like to pitch my ideas to a successful company for a creative campaign. This experience helped cement my feelings about what I truly desire in life: to pursue a career in international business.”

Two months before the competition, each high school team received an anti-aging cream from Nu Skin Enterprises with the assignment to market it to the Utah Hispanic community. Students counseled with coaches and potential customers in order to develop a rollout strategy unique to this target audience.

Research culminated in a presentation to a panel of Spanish-speaking business professionals, including Nu Skin managers, in an event at the Marriott School of Management on 26 February.

West High School was awarded first place, followed by Skyline High School

and Wasatch High School. Other participants included East High School, Ogden High School, Timpview High School, Box Elder High School, and Spanish Fork High School.

The competition also received support from the Utah State Office of Education.

“We want to thank BYU for being the first to bring a business language competition to local high schools,” says Gregg Roberts, world language specialist for the Utah State Office of Education. “It is the first of its kind, and it is exactly what we need to unite students and local business leaders.”

The high school competition grew out of the success of the collegiate-level Business Language Case Competition hosted by Whitmore Global Management Center. Since its inception three years ago, the competition has gained recognition as universities nationwide attend and compete in Spanish and Portuguese.





Photograph by Blanca Hong, 2010 Global Marketing Study Abroad Participant

WORLD TRADE ASSOCIATION OF UTAH

The World Trade Association of Utah (WTA) is an organization comprised of individuals from business, government, and academic sectors sharing a common interest in promoting and expanding international business opportunities.



The WTA hosts monthly luncheons and periodic seminars with expert speakers addressing various aspects of international business and trade.

Thursday, 14 January 2010

Panel Discussion: International Economic Forecast for 2010

The panel discussion was conducted by the Governor's Office of Economic Development/International Trade and Diplomacy. This panel featured: Craig Peterson, program director; Miguel Rovira, regional director–Americas; Franz Kolb, regional director–Europe; and Brett Heimburger, regional director–Asia. The panel members gave an overview of the international economic forecast and its implications for the international business market in 2010.

Thursday, 18 February 2010

Helping the International Community at Home: Utah's Refugee Population and Ways You Can Help

Gerald Brown, director of Utah State Refugee Services Office, presented on the topic of Utah's Refugee Population. Brown discussed ways in which people can be involved in helping international immigrants become valuable assets within global management business structures.

Thursday, 18 March 2010

Managing the Turbulent Foreign Exchange Marketplace: Risk Management Techniques for Corporations

Al Manbeian is a managing partner and a founding member of GPS Capital Markets, Inc. Manbeian presented on currency exchange, and its effects on trade, especially export. He focused on macro and micro economics of currency and its effects on trade in the international community.

Thursday, 22 April 2010

Secrets of International Networking - Things You Really Should Know

Lew Cramer, CEO/president of the World Trade Center of Utah and Franz Kolb, regional director for international trade and diplomacy in the Utah Governor's Office of Economic Development, presented to the organization on the topic of international networking. Cramer and Kolb spoke on different items that all international business professionals should know in order to network well in an international business setting.

Tuesday, 18 May 2010

Zions Bank Conference

The conference covered the latest trends in global economic analysis and business so that one can better compete in the world marketplace. Participants learned how the economic climate, demographic changes, and government initiatives affect America's competitiveness. There were resources and services at the conference that offered help so businesses could reach their global potential.

Thursday, 24 June 2010

On-Site Business Visit to LDS Distribution Center

Evan Larsen, director of product ordering services, spoke on the supply chain management of their distribution center and how they manage their production and delivery of resources to a global market. He then took the organization on a tour of their packing and shipping supply chain services.

Thursday, 16 September 2010

Industry Cluster: Roundtable Panel on Energy

The roundtable of panel speakers consisted of Samantha Julian, director of energy and natural resources from GOED; Tim Hunt from Go Natural CNG; and Franz Kolb from the International Trade and Diplomacy: Governor's Office of Economic Development. Each spoke on a different aspect of energy and the implications of tapping into more natural resources to increase the sustainability of energy around the globe.

Tuesday, 19 October 2010

Revised Incoterms

Lisa Cox from Air & Sea International and Bill Waterbury from Cargo Link International presented on the various new Incoterms for those involved in U.S. exports and imports.

Thursday, 18 November 2010

Homeland Security: TSA & Why

Ken Kallas is a cargo inspector and has worked with the TSA passenger screening. Kallas talked about the reasons for TSA becoming more strict in its policies with regards to homeland security and what the implications are for those involved in international imports and exports.

Tuesday, 14 December 2010

Utah Exports in 2010

Lt. Governor Greg Bell spoke on Utah's exports looking at 2010 in review and the impact those exports can have in 2011.

A mission call can change a couple's life, name, responsibilities, and maybe even its country. But for Michael Hoer, Global Management Center Advisory Board member, his mission was hardly a change.

Before presiding over the Taiwan Taichung Mission with his wife, Laurie, Hoer worked as president and managing director for Continental Grain's Asia Division. The skills Hoer acquired in nearly thirty years of working in China, Japan, Singapore, Hong Kong, and Taiwan made it an easy transition from division president to mission president.

"In business you inspire and motivate, help people focus on their purpose, and help them set goals and make plans," Hoer says. "All of those things are applicable on a mission."

Since his first call to Taiwan as a nineteen-year-old missionary, Hoer has made Asia a part of his passion and his work. While pursuing his undergraduate degree at BYU, he was selected in 1979 as one of the first seventeen students in America to study in China after relations were normalized.

"Going to China then was kind of like going to North Korea today," Hoer says. "Lots of people go to China now, but in those days, China was considered a scary place where nobody wanted to go."

Hoer graduated from BYU with a BA in Chinese in 1980, earned his MBA from BYU in 1982, and then returned to China to help organize one of the country's first business management schools. But the initial salary was not the motivating factor.



Michael Hoer speaking at a church meeting after returning from his mission to Taiwan.

"I am very proud to hold the record for the lowest starting salary of an MBA graduate," Hoer jokes. "The unique opportunity interested me more than the salary."

Hoer's career has skyrocketed since. In nearly thirty years he has progressed from an international consultant at Andersen's Consulting (now Accenture) and Schlumberger to chief financial officer in Japan and Singapore to head of all Continental Grain operations in Asia.

Hoer joined the GMC advisory board in 2005 with a commitment to support BYU students in their pursuit of global careers.

"BYU has something to offer in international business, and in many cases, I feel like it's underutilized," he says. "I am happy and willing to make any contribution that I can to help students have better international business connections and opportunities, especially in Asia."

Before he left for his mission in 2007, Hoer sponsored multiple trips for faculty and placement officials to visit a number of companies in Hong Kong and Beijing, in hopes they would consider hiring BYU graduates.

Hoer has since returned from his mission and now consults global firms, often traveling between locations in Asia and his home near Salt Lake City, and continues to serve on the GMC Advisory Board.

"I would love to see BYU graduates have more opportunities to use their language in foreign countries," Hoer says. "Experiences overseas are unique and open your eyes to different ways of thinking. There are also fantastic opportunities for strong members of the church to help build the kingdom in developing countries. It's a twofold advantage. I can't think of anything more worthwhile or exciting."

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