



globalconnections

kay and yvonne whitmore global management center/CIBE

2014 In Review



globalconnections

kay and yvonne whitmore global management center/CIBE

| | |
|--|--|
| EXECUTIVE DIRECTOR | Bruce Money |
| MANAGING DIRECTOR | Jonathon Wood |
| CONTENT DIRECTOR | Naomi Stanfield |
| DESIGNER | David Bradley |
| CONTRIBUTING WRITERS, EDITORS & PHOTOGRAPHERS | Rachael Bradley Lisbeth Hopper Angela Marler Allison Oberle BYU Photo Laura Ricks Caroline Smith Spencer Wright |
| COVER PHOTO | Temple of Heaven Beijing, China |

ALL COMMUNICATION SHOULD BE SENT TO
Global Management Center
360 Tanner Building
Brigham Young University
Provo, UT 84602
PHONE: 801-422-6495 EMAIL: gmc@byu.edu

FIND THIS AND PAST ISSUES OF
globalconnections ONLINE AT
gmc.byu.edu/about/newsletter

◀ PHOTO BY KEVIN ALLEN, FINANCE. STUDENTS AT KEHL-STEINHAUS (EAGLES NEST), BERCHTESGADEN, GERMANY, DURING THE EUROPE BUSINESS STUDY ABROAD.



Letter from the Director

I'm a new face as director of the Global Management Center, but I have been connected with the GMC for eleven years as a BYU faculty member. I've been teaching and doing research in international business for a total of twenty years—it's my passion. I want to thank Erv Black and Lee Radebaugh, the past directors for their visionary service. I also acknowledge the continued generous support of the Whitmore family to make many of our initiatives and programs possible.

In the past year we achieved several milestones:

Federal designation as a Center for International Business Education and Research (CIBER). This designation accompanies a generous grant from the U.S. Department of Education which will help fund various new initiatives. The award continues to keep BYU on the map as one of the premier international business schools in the country.

Student international experiences. During 2014, 226 students departed Provo for 16 different study abroad programs, blanketing the globe to learn more about international business on the ground. Still more students enrolled in exchange programs with partner business schools in Brazil, China, Peru, and Hong Kong.

Business language case competitions. BYU is recognized as a leader in foreign language in international business education. We invited eight universities to crack a case using only Chinese or Spanish. Partnering with Skullcandy, we also sponsored the High School Business Language Competition, for high school students to create a marketing plan for the Hispanic community in Spanish.

Global Management Certificate. The certificate continues to increase in popularity. The additional business classes, language requirements, and study abroad are a step above a minor and send a strong signal to employers that a student is serious about a global business career.

Funding and Mentoring Students. Fourteen MBA stu-

dents were awarded Eccles Foundation awards to recognize their commitment to an international career and to help fund a study abroad program of their choice. The Cardon International Scholarship benefited 12 new students from around the world—almost doubling from the previous year.

Outreach to strategic partners. We continue to cosponsor, with University Colorado Denver, the Rocky Mountain CIBER, a network of forty-three universities in the western United States interested in international business education. We also support and participate in several important globally-minded organizations, including the World Trade Association of Utah, the Consortium for Undergraduate International Business Education (CUIBE), and the Network of International Business and Economics Schools (NIBES).

Looking forward, there are four exciting initiatives which will help prepare Marriott School students to be leaders in the global economy and BYU's sponsoring institution.

Expand study abroad programs. We will sponsor new study abroad programs for MBA students to Latin America and Europe, the latter with a specific focus on real estate finance and management in world capitals. Students will have the chance in our new Global Supply Chain study abroad to follow for a month a specific product completely through its design, production, and marketing while visiting the various countries involved. We also have plans to increase the number of shorter, two-week programs we offer in order to make international experiences more affordable.

Increase student exchange possibilities. We are partnering with universities in England, Spain, Italy, and China so our students can spend an academic term abroad.

Break new ground in the Business Language Case Competition. We will add Arabic to the business language competition, which currently includes Spanish, Portuguese, and Chinese.

Internationalize more BYU faculty. Our goal is to increase the number of Faculty Development in International Business (FDIB) programs we cosponsor with other CIBER schools to send our professors abroad to gain firsthand global experience. We also have allocated increased funding for faculty to pursue research projects abroad and present their international findings at conferences.

As you read this report about the activities of the Global Management Center, we hope you become motivated to help move the mission forward.

Sincerely,

A handwritten signature in dark ink that reads "R. Bruce Money".

Director, Kay and Yvonne Whitmore
Global Management Center

GLOBAL CONNECTIONS 2014

CONTENTS

◀ **University of Cambridge.**
By Kylie Chenn, Business
Strategy. Photo taken
during the Cambridge
Student Exchange
Program.

5 New Directors

The Global Management Center is under new leadership.
Meet the directors and staff and see what they have to offer.
MEET THE CENTER'S STAFF | PAGE 7 & 8

13 Faculty Development

Marriott School professor leads expedition to China to ob-
serve opportunities and challenges of the country's economy.
SEE THE CENTER'S 2014 GLOBAL FOOTPRINT | PAGE 17-20

30 Retaining CIBE Status

BYU awarded more than 1.1 million to continue its work as
a Center for International Business Education and Research.
LAST YEAR'S CIBE LANGUAGE CONFERENCE | PAGE 24

35 2014 In Pictures

SEE WHAT "BECOMING GLOBAL" MEANS | PAGE 11

IN THIS ISSUE

3 DIRECTOR'S LETTER

STUDENT

- 15 LEARN, GO, BECOME
GLOBAL
- 16 ALYSSA BLAKE
- 21 DAVID OSBORNE
- 22 ECCLES SCHOLARS
- 29 GLOBAL COMMUNITY
- 31 GLOBAL MANAGEMENT
STUDENT ASSOCIATION

CENTER

- 7 MEET THE STAFF
- 23 HIGH SCHOOL
COMPETITION
- 27 CENTER NEWS
- 33 WTA OF UTAH EVENTS
- 44 CIBE BOARD

CINQUE TERRE, ITALY.

By Kevin Allen, Finance.
Photo taken during
the Europe Business
Study Abroad.





NEW DIRECTORS

The Whitmore Global Management Center was founded as a place where undergraduate and graduate students can find the training and experiences in international business they need to take on an ever increasing global market. This year the center welcomed two new leaders, Bruce Money and Jonathon Wood. With over 30 years of combined experience and their passion for international business they will continue to drive the center's success.

Money, the center's director, received a bachelors from BYU, MBA from Harvard and a PhD in Marketing from Irvine. Some of his research interests include international business-to-business marketing and the measurement/influence of national culture. He is published in several reputable journals and is currently the Fred Meyer Professor of Marketing and International Business at the Marriott School, he has also taught at University of South Carolina.

Money has received seven outstanding professor awards, taught in more than 50 executive education programs and has traveled to several countries as a visiting professor. Prior to his academic career Money worked 10 years as a professional in marketing of financial services and directed several international projects including VP of Sakura Bank.

Money is well prepared as the center's director to lead the charge to prepare students for international business. He has led 11 international study programs with students—5 graduate trips with EMBA and 6 undergraduate programs. Money's career has seen him in nearly 50 countries.

Jonathon Wood
Manageing Director

Favorite international city: Budapest
Favorite international dish: Chinese dumplings
Foreign languages spoken: French
Favorite foreign film: War of the Buttons
Favorite cultural visit: Giant's Causeway (Ireland)
Favorite international experience: Listening to live music in Belfast
Favorite foreign musical group: Solas
Favorite foreign author: Victor Hugo

Bruce Money
Executive Director

Favorite international city:
Favorite international dish:
Foreign languages spoken: Japanese
Favorite foreign film:
Favorite cultural visit:
Favorite international experience:
Favorite foreign musical group:
Favorite foreign author:



Lisbeth Hopper

BUSINESS MANAGER

Favorite international city:

Paris, France

Favorite international dish:

Baked brie with lingonberries

Foreign languages spoken:

Danish and German

Favorite foreign film:

Babette's Feast

Favorite foreign artist:

Carl Bloch

Lisbeth Hopper is the accountant for BYU CIBE. She attended the University of Utah and Bellarmine University in Louisville, Kentucky. In 1996 she earned an MBA from Regis University in Denver, Colorado. Her education includes language training in German and Latin. Hopper's experience includes twenty years in commercial banking and finance with responsibilities in portfolio management, commercial underwriting, compliance, and personnel management and development. Prior to entering the financial industry, she worked for Brown-Forman, a beverage company in Louisville, Kentucky, with responsibilities in marketing, budgeting, and distributor development in a four state region.

Hoper is a native of Denmark and is fluent in Scandinavian languages. She is president of the Danish Rebuild National Park Society of Utah, serves as a volunteer at BYU's Language Training Center, and provides genealogical research service to patrons of BYU's Harold B. Lee Library. Hopper has taught international finance as a volunteer in Colorado high schools and in other community organizations, where her responsibilities included classroom instruction, curriculum development, lesson planning, student testing, and evaluation and student relations.



Above: Bruce Money and students participating in the 2010 Asia Business Study Abroad visit Google China.

All business is global, whether you are prepared for it or not. It is inevitable and everyone needs to be internationally savvy.

-Bruce Money, Global Management Center Director

His experience has deeply rooted his passion for global business, "all business is global, whether you are prepared for it or not. It is inevitable and everyone needs to be internationally savvy," Money said.

Wood, the center's managing director, received his bachelors in Marketing & International Marketing as well as an MBA from BYU. After several years in radio advertising and event marketing in Salt Lake City and Seattle. He made his way back to BYU to manage the logistics, marketing, and strategy of BYU's student performing groups as they traveled around the world. Throughout 14 years, 36 tours, and 47+ countries he built relationships and worked on joint projects with royalty, ambassadors, festivals, national performance companies, and foreign universities.

His experiences drive his belief in the importance of all students having international experiences. "One of the most intrinsic joys I have

had working at BYU is seeing students have a transformative international experience and being part of helping them experience that change," he said.

The combination of Money and Wood's academic and administrative skills and extensive international and business experience will take the center to new heights. Money and Wood are passionate about importance of global business and it drives their desire to solidify and enhance BYU as a leader in international business education.

Wood summed it up when he said, "Through the Whitmore Center, students can find invaluable international experiences, experiences that will open up doors and opportunities they never knew existed. We want the majority of students to know who we are and what we do as a center. They are the future, and the future is international business."



From top to bottom: Bruce Money and students at Samsung's Research and Development Headquarters in Seoul, Korea. Jonathon Wood with BYU's 2006 Folk Dance Tour of the Baltics at the Hill of Crosses in Šiauliai, Lithuania. Over 400,000 crosses have been placed since the 1800s as a monument of peace and independence even while occupied to the Soviet Union. Jonathon Wood and BYU's Contemporary Dance Theatre at the Taj Mahal on their 2012 Concert Tour of India.



Laura Ricks

PROGRAM COORDINATOR

Favorite international city:

London, England

Favorite international dish:

Falafel

Foreign languages spoken:

French

Favorite foreign film:

Life is Beautiful

Favorite foreign artist:

Piet Mondrian

Laura Ricks is the International Program Coordinator for the BYU CIBE Global Management Center. Her responsibilities include managing all study abroad and student exchange programs as well as the CIBE Business Language Case Competition and the High School Business Language Competition. She received a bachelor's degree in English and Ethnic Studies from the University of Utah in 1994.

Laura's professional experience includes more than ten years in business management, event planning, marketing and advertising, and feature writing. She worked with the Salt Lake Olympic Organizing Committee's Creative Services as a manager on projects including the Olympic medals and official commemorative book. She also worked as a copy editor and advertising sales assistant for the Salt Lake Tribune and Deseret News, and planned events for Barnes & Noble. Laura's passion for international education was sparked during her time living abroad in London, which she says radically changed her worldview and inspired her to think globally. She began sharing these interests with students when she co-directed BYU's Paris Study Abroad Program in 2010, and she continues using her experience and expertise in international and cultural issues with students since joining the Global Management Center team in 2013.

Retaining *CIBE* Status

BYU awarded more than \$1.1 million to continue its work as a Center for International Business Education and Research.

BYU was selected as 1 of 17 schools to receive the grant. The grant will continue to support:

- 10 Business Study Abroad Programs
- 9 exchange programs to top business schools around the world.
- Language case competitions.
- Outreach programs to the community and other colleges.
- faculty research.



The U.S. Department of Education awarded Brigham Young University a four-year grant of more than \$1.1 million to continue its work as a Center for International Business Education and Research. The CIBER grant allows BYU to work with students, faculty, the community and other CIBER schools to increase global awareness of international business.

"We feel very privileged to have the grant renewed," says Bruce Money, director of the Kay and Yvonne Whitmore Global Management Center. "It shows that we are an important player in international business and that BYU has distinctive strengths and capabilities not found in other schools."

BYU was selected as one of 17 schools to receive the grant, down from 35 schools in the last grant cycle. BYU has been a CIBER school since 1990, and the funds provided by the grant have been essential in shaping the GMC and BYU's global business mindset. The grant will continue to contribute to the 10 business study abroad programs currently offered, as well as introduce new programs to Ghana and Jordan along with new global supply chain focused experience.

Jonathon Wood, GMC associate director, says the grant is a vote of confidence from the government, recognizing the worth of BYU's current and future international efforts.

"We are excited for the opportunity to continue building our network with other universities and to use this grant to expand our programs to reach more people," Wood says.

In addition to study abroad programs, the grant also sponsors exchange programs to nine top business school around the world, language case competitions where students can prove both their understanding of business concepts as well as language, outreach programs to the community and other colleges, and faculty research. All these programs are designed to train the BYU community to be global leaders.

"The grant allows students and faculty to be hands-on participants in the global economy," Money says. "When students have that chance, transformational things happen."

A full-page photograph of a man in a grey suit, white shirt, and dark tie, looking upwards and to the left. The background is a clear blue sky with a few silhouettes of people in the distance. The text is overlaid on the left side of the image.

***“The grant allows
students and faculty
to be hands-on
participants in the
global economy.
When students
have that chance,
transformational things
happen.”***

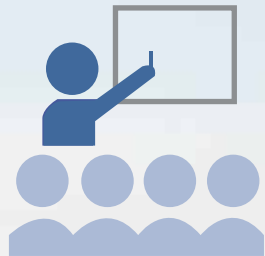
-Bruce Money

Becoming Global

Today's business executives cannot treat the global market as a luxury item; the global market is more crucial to business success than ever before. The Whitmore Global Management Center provides the global education and training necessary for Marriott School undergraduate and graduate students to take on the global market. The center provides 3 main pillars to internationalize domestic students: International Business Courses, International Exchange and Study Abroad Programs, and the Global Management Certificate – the equivalent of a business minor. Both international business classes and experiences feed into the Global Management Certificate, which is the highest form of academic achievement in international business that the Marriott School awards. To receive the certificate students must demonstrate experience in three areas; (a) foreign business language competency; (b) international business coursework; (c) and an international business experience.



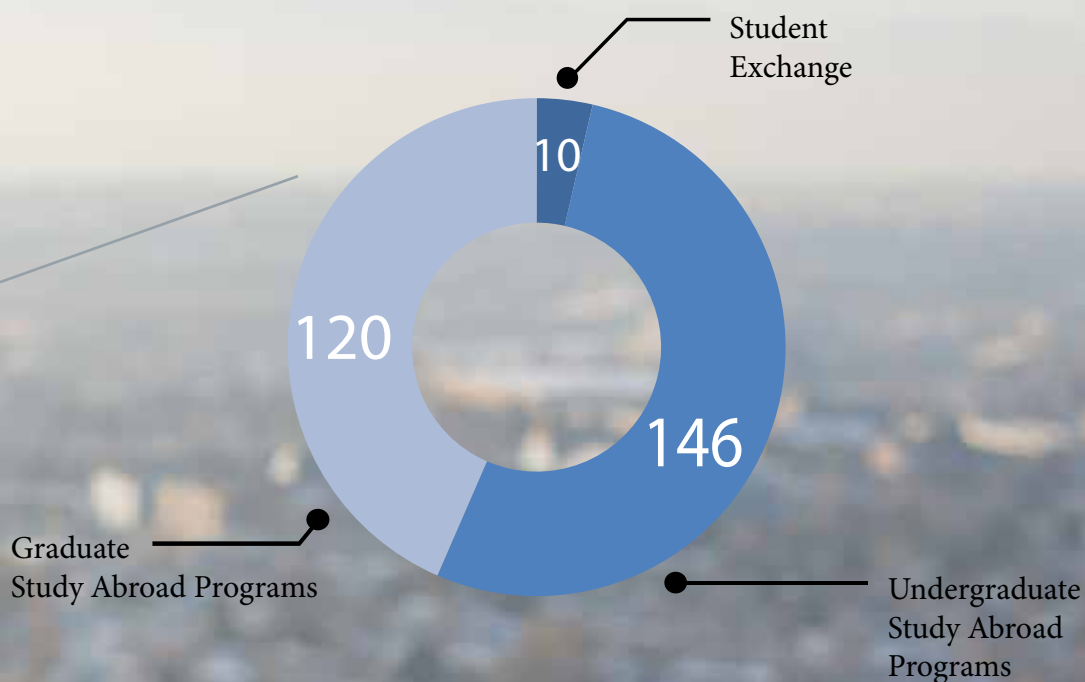
of International Business Classes Offered



70

of students who participated in International Experiences

276



102

of Global Management Certificate Graduates



Faculty Development

Professor Leads Trip to Explore China's Economy

Marriott School professor Tom Foster led an expedition to China in January to observe opportunities and challenges the country's exploding economy is confronting.

"These trips benefit both faculty and students," Foster emphasizes. "It gives professors first-hand experience which they can share with the students. Instead of just things they've read about—now they've actually experienced it."

As part of the 2014 Faculty Development in International Business program sponsored by the University of Colorado Denver, faculty members

from colleges and universities across the country spent ten days getting an in-depth look at China's economy and culture. The group began the trip in Hong Kong and went to Shenzhen, Kunming, and Chongqing, then to Yichang and Wuhan. The cities they visited all have been impacted by China's current five-year plan.

In 1953 China began implementing five-year plans to improve the economy. The current plan—twelfth overall—began in 2011 and seeks to transition the economy from production to consumption and develop population inland and in rural areas. Foster noted both positive and negative results of the newest initiative.



“I was able to see a difference in the development,” he said. “We visited universities that are growing as a result of the expansion. In Kunming, however, they have a number of apartments and buildings that have been built, but there’s no one living there.”

During the tour, participants toured companies like Ford Motor, Huawei Technologies, and Walmart, along with one of the most powerful dams in the world.

“My favorite part was the Three Gorges Dam on the Yangtze River,” Foster says. “It generates 5 percent of China’s electricity. It also has huge docks where ships are able to go through, and it reduces the number of floods—something that has been a real problem in the past.”

HONG KONG, CHINA



Learn, Go, Become Global

Finance Students Set Sail for Real-World Experience

Katalin Bolliger's first trip outside of the United States was just the experience she wanted—eight thousand miles away from campus and surrounded by tigers and elephants. But despite the new locale, she felt at home while meeting with CFOs to value corporations during the spring 2014 International Investment Internship.

"Visiting companies and asking questions was just the next step from what we did every day in the Tanner Building," says Bolliger, a June 2014 finance graduate.

One of the first of its kind in the nation, the four-week internship took sixteen students to Taiwan, Singapore, Hong Kong, South Korea, and Thailand and introduced them to the research that goes into investing in Asia.

Finance professor Bryan Sudweeks and adjunct faculty member Jim Seaberg organized the trip because this type of research is invaluable to investors, who often see only one side of the companies they are interested in.

"Seeing things on the ground makes all the

difference in the world because you're getting tangible, primary research about an investment opportunity," says Seaberg, who owns an investment firm. "You need to see that environment to know whether making the investment will be a good decision."

Before packing their bags, students got experience managing an investment fund with a \$1.2 million portfolio in Finance 415. They also received a list of Asian companies to research from four Utah-based asset management companies. The students then split into teams to scour industry and annual reports for background information on each company.

Once overseas, teams began their primary research by asking each company's management about earnings, margins, competitors, products, and anything else that needed clarification. As they talked with employees and saw production lines in action, they noted any discrepancies between publicly available materials and what they saw on-site.

"The most beneficial part of the trip for students was the chance to interact with management," Sudweeks says. "This is real-world stuff; it's not just reading out of a book."

After jetting home, teams reported their findings to the Utah firms. Kurt Brown, principal and partner at Alta Capital in Salt Lake City, says the presentations will help investors make informed decisions.

"We were genuinely impressed with the depth of information, the quality of the research they had done, and the insights they had on the companies they researched," Brown says. "Their work is definitely on par with what a professional organization in our industry would do."

For the students, Bolliger says, the study abroad continues to pay dividends.

"We got to work hard, gain experience, and hold the tail of a tiger," she says. "It was exactly what I was looking for in an international experience."

During the International Investment Internship, sixteen finance students travelled around Asia to gather data for Utah-based firms.



Global Ambassadors are business study abroad alumni who are current students passionate about international business and culture. They promote internationalism by marketing study abroad programs and hosting international events within the Marriott School.



Global Ambassador Highlight

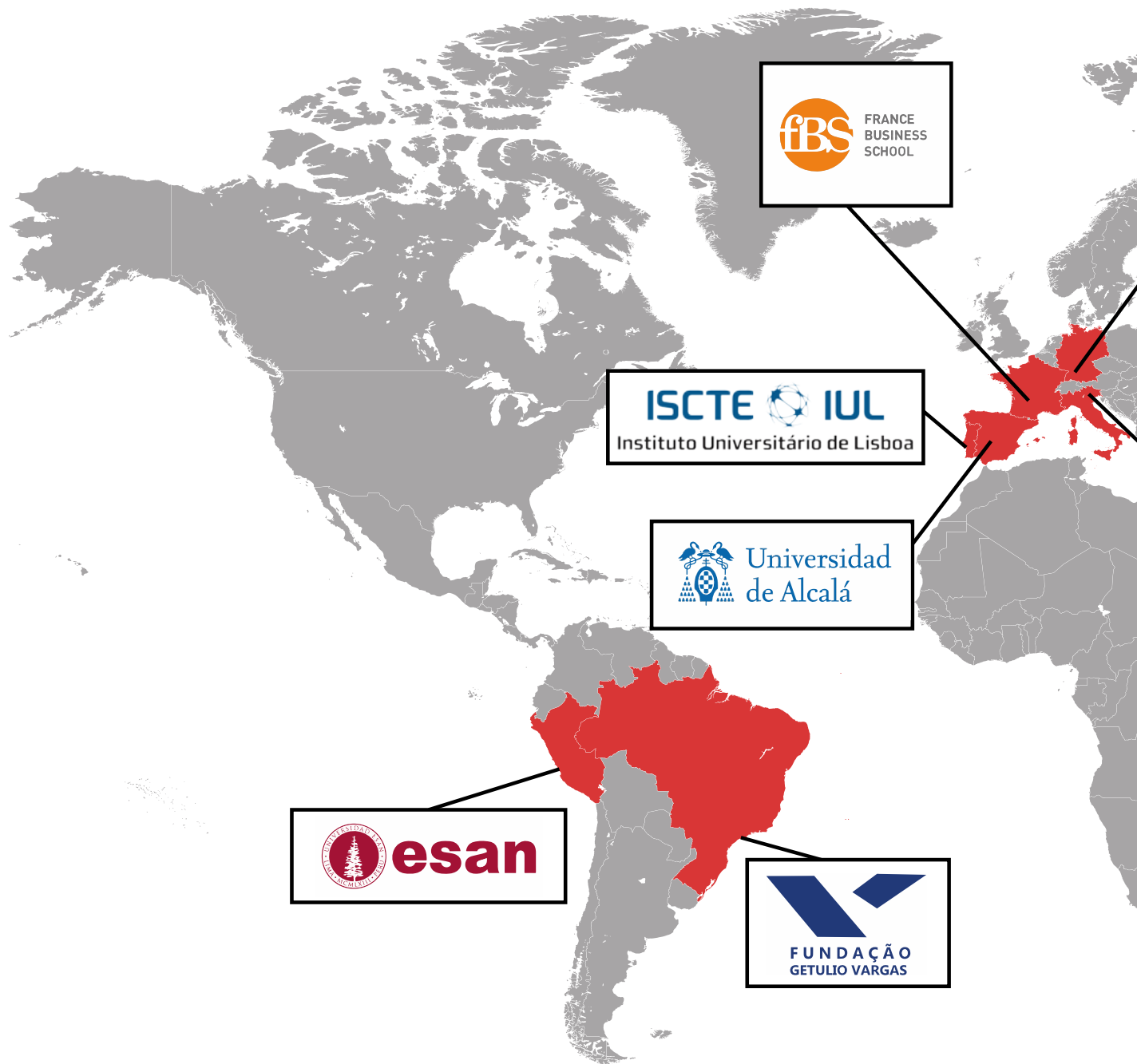
Major: Public Relations

Hometown: Charlotte, NC

Program: Europe Business Study Abroad

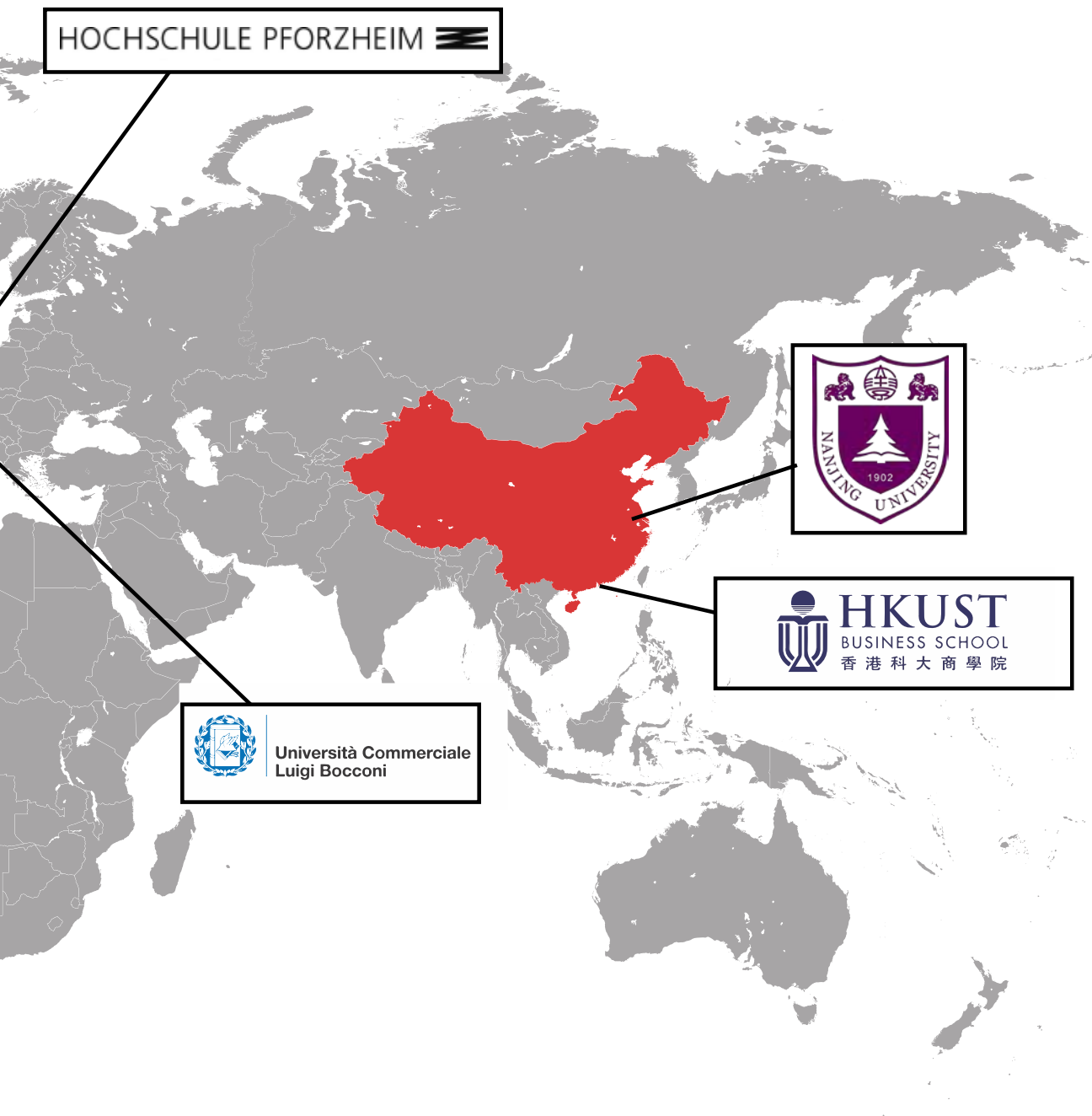
"This past summer I traveled to eight different countries with the Europe Business study abroad. I saw the Swiss Alps and the Coliseum.; watched the Eiffel Tower sparkle and rode the rides of an Austrian carnival; walked through a former prison camp in Germany and a World War II museum in Belgium; toured BMW and Ray Ban and saw the products being made firsthand. I learned from professionals at Credit Suisse, Nestle, Luxottica, and Ducati to name a few. Not only did I visit the places that are talked about in textbooks, I witnessed all different levels of international business. This international experience enhanced my education in a way that is impossible to experience on campus. It sets me apart in job interviews and opens up doors for opportunities that I never knew existed. It is an investment with a return that is worth more than any dollar amount."

Student Exchange Programs



The Marriott School forms partnerships with business schools around the globe in order to expand its international network. The Student Exchange Program (SEP) was established in 2006 between the Marriott School of Management and three universities in China, Mexico, and Brazil. Today, SEP has expanded to include universities in France, Germany, Italy, Spain, Peru, Portugal, Hong Kong, and mainland China.

The Student Exchange Programs are unlike traditional study abroad programs where a student travels with a BYU professor and a group of BYU students. During the Student Exchange Program individual students immerse themselves with local and international students on a foreign campus for a semester independent of any BYU professor or other BYU students.



Study Abroad Programs



ACCOUNTING

England
France
Belgium



RECREATION MANAGEMENT

England
France
Belgium
Germany
Austria
Switzerland
Italy
Iceland



EMBA EUROPE

Italy
England
Austria
France
Czech Republic



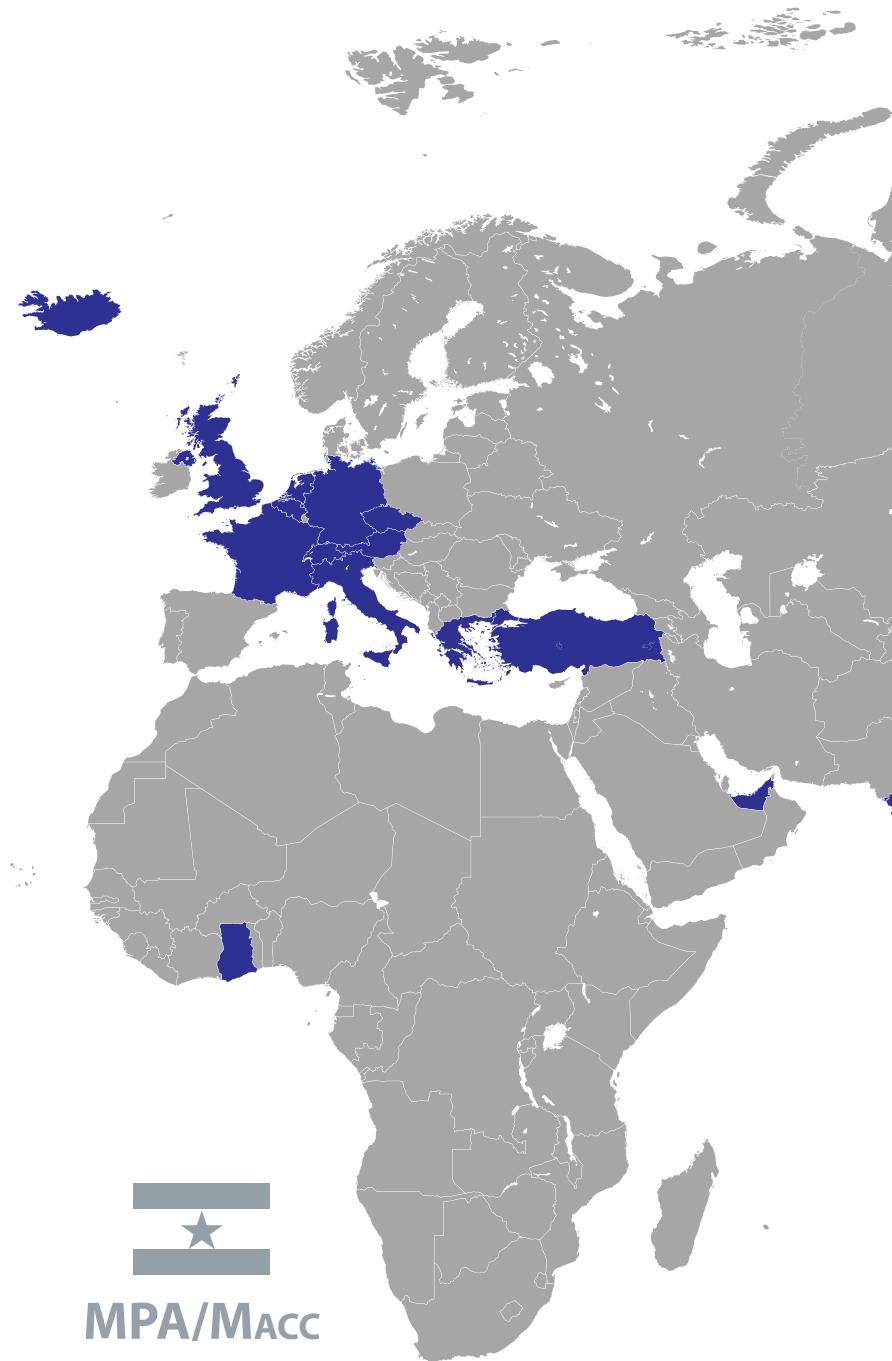
EUROPE

England
France
Belgium
Netherlands
Germany
Austria
Switzerland
Italy



MPA/MACC

Ghana





GLOBAL BUSINESS

England
Germany
Italy
Greece
Czech Republic
Cambodia
China

The Global Management Center offers many study abroad programs that give students the opportunity to study international business in a foreign country. Students visit businesses ranging from large, multinational corporations to small entrepreneurial ventures. They gain an understanding of cross-national business strategy through discussions with international professionals and government officials. The Marriott School offers study abroad programs that range from general business to discipline specific.



EMBA ASIA

China
Thailand
Cambodia



ASIA INVESTMENT

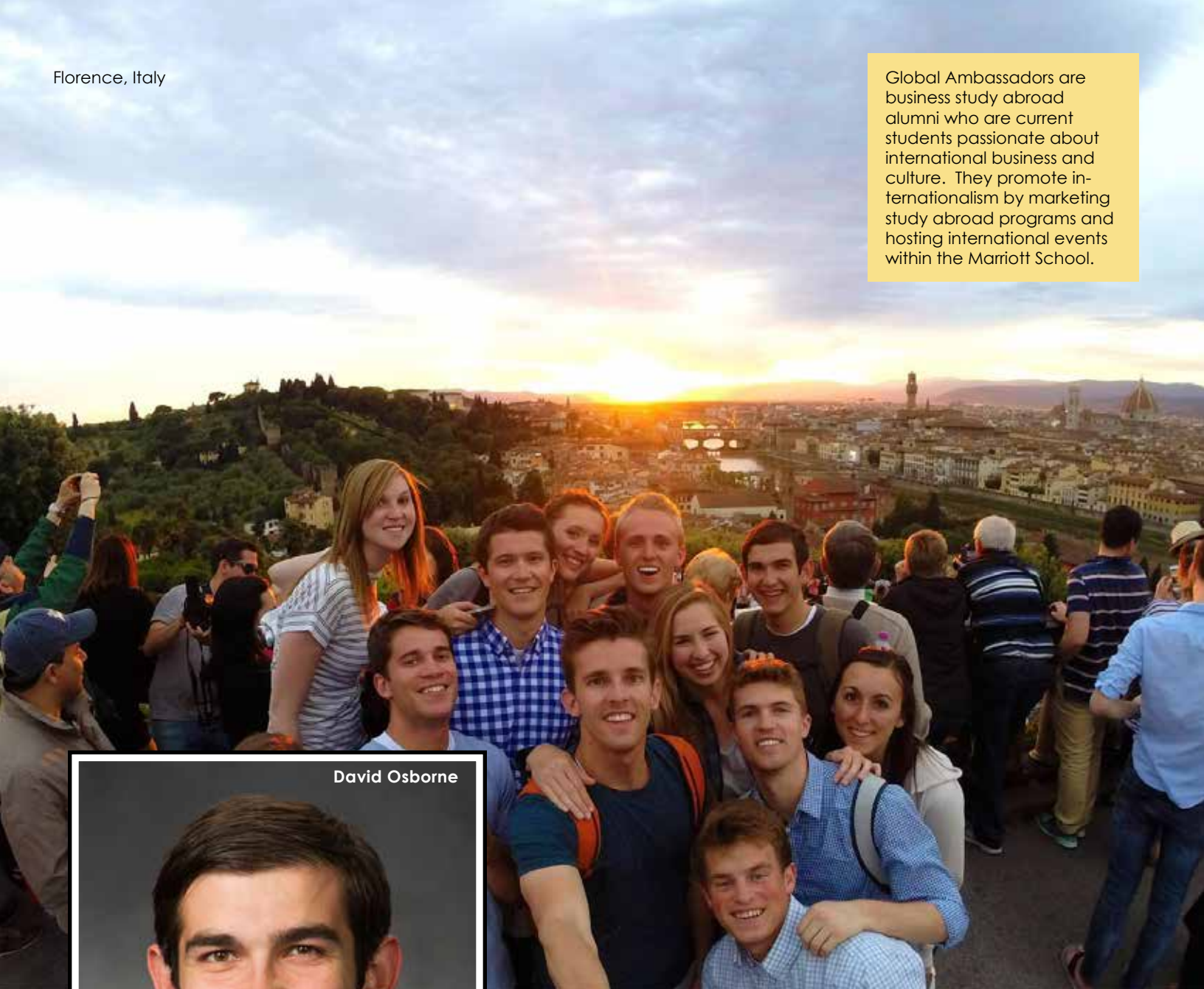
Singapore
Thailand
Hong Kong



MBA MIDDLE EAST & INDIA

India
United Arab Emirates
Turkey

Global Ambassadors are business study abroad alumni who are current students passionate about international business and culture. They promote internationalism by marketing study abroad programs and hosting international events within the Marriott School.



David Osborne



Global Ambassador Highlight

Major: Business Strategy & Statistics

Hometown: Salt Lake City, UT

Program: Global Business Study Abroad

“The global business study abroad has been the best part of my BYU experience thus far. I was able to experience the Vatican, watch Shakespeare at the Globe, cruise the Greek Isles, eat gelato four times a day in Italy, and climb the Great Wall of China all while learning about global business and the world economy. I learned about these topics as we met with Barclay’s Bank, BMW World Headquarters, the United Nations in Rome, and Wal-Mart among many other global corporations. It was eye-opening and gave me fantastic experiences, new best friends, and a changed perspective on the world that I wouldn’t trade for anything.”



Above: The 2014 Eccles Scholars are (pictured from left to right): (front) Stephanie Conran, from Half Moon Bay, Calif.; Chetan Prasad, from Chennai, India; Minting “Christine” Chen, from Guangzhou, China; Boubacar Barry, from Conakry, Guinea; Alex Bang-Jian Liu, from Taichung, Taiwan; Daniel Hass, from Renton, Wash.; (back) John Peterson, from Draper, Utah; Candace Jones, from Kingwood, Texas; Joshua Baker, from Stevensville, Mont.; Nathan Mortenson, from Tempe, Ariz.; James Pace, from Manila, Philippines; Travis Sabin, from Highlands Ranch, Colo.; Landon Davis, from Highland, Utah; and Ryan Hanson, from Shelly, Idaho.

Globally Focused MBA Students Receive 2014 Eccles Scholars Award

The BYU Global Management Center recently named 14 first-year MBA candidates as Eccles Scholars and awarded each recipient \$9,000 to aid with schooling costs, international projects and global career exploration. “We hope these students will be ambassadors for both BYU and the Marriott School,” says Erv Black, former Global Management Center director. “This award gives them opportunities to see what international business is like and will help them jump-start their international careers.”

The Eccles Scholars Award is funded by the George S. and Dolores Doré Eccles Foundation. The foundation was created in 1960 to ensure that the Eccles’ philanthropic work would continue beyond their lifetimes. The foundation supports many projects and programs, particularly in education, at nearly every college and university campus throughout the state of Utah.

High School Business Language COMPETITION



Skyline High School.
1st place winners of
the competition.

H

igh school students from across the state assembled at Brigham Young University to put their Spanish skills to the test in the 2014 High School Business Language Competition.

The event featured 15 teams which spent the day competing and learning about the importance of foreign language skills in business. It was co-hosted by the Marriott School of Management and the University of Colorado Denver and sponsored by the Whitmore Global Management Center, Skullcandy and the Center for the Study of Europe at BYU.

"This competition gives students an amazing opportunity to develop their language and presentation skills," says Laura Ricks, GMC international program coordinator. "It gives them a practical application for everything they're learning. I was impressed by how much expertise they showed in Spanish."

Teams presented business plans to a panel of judges for marketing Skullcandy Crusher Headphones to the Hispanic community in

Utah. Made up of native and non-native speakers, the teams had just over a month to prepare for the competition. Skyline High School's Alessandro Gazani and his team, Prosegur, spent hours and hours getting ready for the event.

"We put in a ton of effort and preparation to get ready for it," Gazani says. "It was a great experience and it was rewarding to be recognized for all that hard work."

After three rounds of intense competition, Prosegur took home the \$600 first-place cash prize, followed by Skyline's Sintra team which received \$300 and Orem High School's Descanso team came in third and walked away with \$100.

Seth Hawkins, a volunteer judge at the event, was impressed by the language abilities and presentation skills of the participating teams.

"It was interesting to see the different and effective presentation styles and what they did with the product," Hawkins says. "Their language skills are very advanced and they did a great job."



TOP left to right: (1) Students in between rounds of presenting. (2) Group shot of participants and their coaches. BOTTOM left to right: (1) Judges listening to the finalists present. (2) Key Note speaker Eric Riddle, Program Manager over Product Development at Skull Candy.

BUSINESS LANGUAGE



BYU Hosts CIBER Business Language Conference

Leading language researchers and professionals discussed ways to improve college-level language instruction at this year's CIBER Business Language Conference, held in Park City, Utah.

Sponsored by schools in the CIBER network, the conference was hosted by the Marriott School of Management's Whitmore Global Management Center and included presentations from professors around the country. Topics included using technology in the classroom, helping students apply language skills to specific business environments, and adjusting teaching for heritage speakers.

"BYU is well recognized in the nation for the quality and number of language programs offered, which helped with hosting the conference," says Cynthia Halliday, managing director of the GMC. "We received very positive feedback from many attendees about the good quality and flow of the presentations."

The range of languages discussed at the conference included Spanish, German, Japanese and Arabic, among others.

Maggie Nassif, administrative director of the National Middle East Language Research Center at BYU, spoke at the conference about her experience facilitating students performing internships in Jordan. She says the conference was valuable to her since she is developing an Arabic immersion program.

"It was helpful to hear about their successes and difficulties when I am doing similar work," Nassif says.

Nassif, who has extensive work experience in the Middle East, says the conference's focus on teaching methods will help promote understanding of other cultures and propel the United States to compete in a global marketplace.

"Even in areas like the Middle East, where people speak English, it's important to know the thought process of that area," Nassif says. "If you take the time to learn about language and culture and how they affect the business landscape, you will connect with people in ways that they can trust."

CONFERENCE

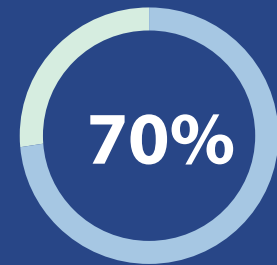


PARK CITY, UTAH

“ If you take the time to learn about language and culture and how they affect the business landscape, you will connect with people in ways that they can trust.”

- Maggie Nassif, administrative director of the National Middle East Language Research Center at BYU

BYU Foreign Language Prowess



70% of students speak a language in addition to their native tongue. In total, BYU students speak 111 languages.

32%
BYU

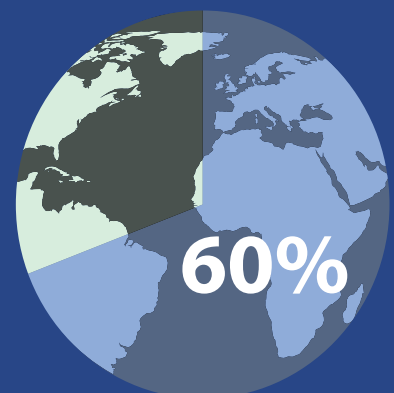


8%
National
Average*



Enrollment in foreign language classes by BYU students is 4X the national average.

*Source: MLA.org



BYU student body can speak with more than 60% of the world's population.

UNIVERSITÀ BOCCONI

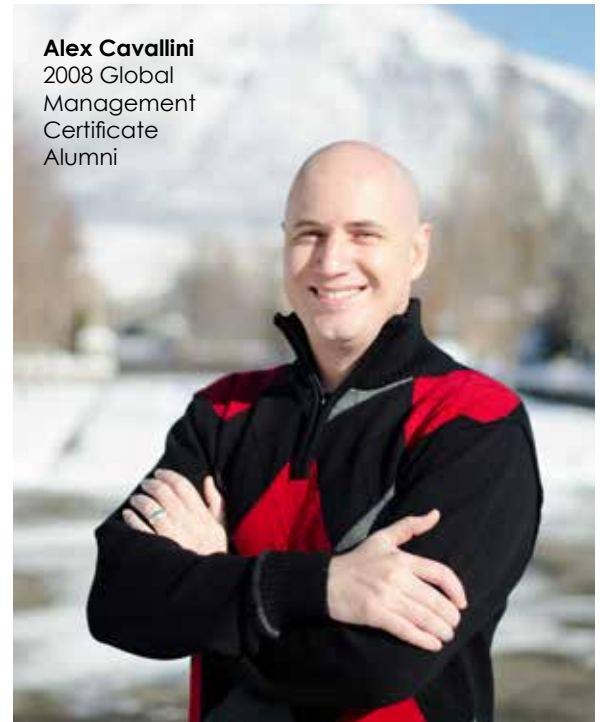
GLOBAL BUSINESS EDUCATION EXTENDS TO MILAN, ITALY

The BYU Global Management Center is continuing to extend its reach across the globe with the creation of a new partnership with Università Bocconi in Milan, Italy. Università Bocconi was founded in 1902 and is considered one of Europe's leading educational institutions in Economics, Management, Finance, and Law. Bocconi's modern urban campus lies in the heart of Italy's bustling business and finance city. Bocconi has bilateral agreements with about 200 top-ranked partner schools worldwide and exchanges more than 1200 students every year. The business school was ranked 8th in Europe according to the Financial Times European Business School Rankings 2013.

Student exchanges allow students to immerse themselves in the languages and cultures from around the world. There is no better way to learn the vernacular and customs of a country than by living and interacting with locals there.

This has increased the number of student exchange opportunities for BYU students to nine.

The BYU Global Management Center is excited to foster this new relationship with Bocconi and is building other university partnerships worldwide.



Alex Cavallini
2008 Global
Management
Certificate
Alumni

GLOBAL MANAGEMENT CERTIFICATE ALUMNI

A DIFFERENT PERSPECTIVE

Global Management Certificate classes helped Alex Cavallini look at the world from a different perspective, augmenting his previous work experience in Europe and South America. Cavallini received his bachelor's degree in manufacturing engineering from BYU in 2006 followed by dual master's degrees in technology and business administration in 2008 from BYU. As senior product manager at FamilySearch International, Cavallini helps develop business and product plans for the software industry. Cavallini and his wife, Adriane, live in Provo with their four children. He enjoys playing soccer, assisting with Boy Scouts of America, and tutoring local high schools students in science, engineering, technology, and math.



GLOBAL MANAGEMENT CERTIFICATE ALUMNI

SOCIAL ENTREPRENEUR

PricewaterhouseCoopers and Goldman Sachs are only some of the impressive names on Cameron Patch's résumé. A 2007 graduate of the Marriott School's business management program, Patch returned to BYU to earn an executive MBA in 2014. He is currently COO and CFO of Elevati, a social entrepreneurship company aimed at creating digital ventures in areas such as adoption, fertility, pregnancy, and foster care. His company has an office in Pune, India, where Patch works with technology teams to help shape and execute their business strategy. Patch lives in Rexburg, Idaho, with his wife, Ester, and their two children. He enjoys sharing his expertise as an adjunct professor at BYU Idaho, where he teaches business.



Cameron Patch
2007 Global
Management
Certificate
Alumni



Marc de Schweinitz
2008 Global Management
Certificate Alumni

GLOBAL MANAGEMENT CERTIFICATE ALUMNI

DEVELOPING GLOBAL MARKETING STRATEGIES

When he's off the clock, Marc de Schweinitz enjoys catching waves. At work, he helps people surf the web. Schweinitz earned an MBA from BYU in 2008, propelling him to a position at Google. Schweinitz is responsible for partnering with business-to-business manufacturing and e-commerce companies on digital advertising strategies. He credits the Global Management Certificate program with giving him insight into global business that helps him develop successful global marketing strategies. Schweinitz and his wife, Fernanda, live in Ann Arbor, Michigan, with their four children.

THE CARDON INTERNATIONAL SPONSORSHIP PROGRAM



The Wilford A. Cardon International Sponsorship (CIS) program was initiated and founded by Wilford A. Cardon, Partner of the Cardon Oil Company as well as other members of the National Advisory Council at the Marriott School of Management. The program was initiated to help international students 1) increase their knowledge of business and 2) to better prepare them for leadership roles as they return home to develop careers, build their local economies, and strengthen the communities in their native countries or region.

Since the initiation of the program in 1986, 272 students from countries in Africa, Asia, Europe, Latin America, and the Pacific Islands have participated in the CIS program.

The Global Management Center introduces three of the many remarkable students who are a part of this program.

“

The goal of studying and obtaining a master degree in the United States seemed to be something far beyond my reality and ability, especially considering that I came from a very simple family and was the first person in my family to earn a bachelor degree. The Cardon International Sponsorship program provided the means to make that great dream become true.

-Mateus Grahl
MBA Graduate 2015

”

Global



MOSCOW, RUSSIA

NIKOLAY MAKAROV

Born in Moscow, Russia, Nikolay Makarov followed the footsteps of his parents and graduated from one of the top engineering universities in Russia. While earning his chemical engineering degree he started a small business with friends and created several websites and promotional ads for clients. Makarov realized his love for marketing as he served as a volunteer representative for his church. After his volunteer service, he dove into the marketing field as a marketing manager for a small IT business and then moved to Morinda, an international network marketing company. He enjoys staying active, showing his creativity through photography, and cooking delicious food with his wife.

Community

KIGALI, RWANDA

YVONNE NSABIMANA

A native of Rwanda, Yvonne Nsabimana personally experienced the Rwandan Civil War that took the lives of about a million people, including her father and many members of her extended family. Her husband is a survivor of the Hotel Rwanda. Her father, who was Chief of Staff of the Rwandan Armed Forces, was shot down in the plane that carried Rwandan President Juvenal Habyarimana and Burundi President Cyprien Ntaryamira. Her family relocated to Brussels, Belgium where Nsabimana braided hair to help finance her education. Nsabimana earned her undergraduate degree in Belgium and then moved with her husband to culturally rich New Orleans, Louisiana to further their education. When Hurricane Katrina hit the city in August 2005, they were forced to move to Utah. Since then, she has been working in the Facilities Management sector.



RIO DE JANEIRO, BRAZIL

LEONARDO ROCHA

An economics, politics, and history connoisseur, Leonardo Rocha is a native of Rio de Janeiro, Brazil. Rocha studied at the Federal Rural University in Rio de Janeiro and received a B.A. in business. After further his studies at the Ludwig von Mises Institute in economics, he held a leadership role as an account manager at Santander Bank. Rocha spent the next seven years in various finance positions with IBM in Brazil. Besides work, Rocha enjoys spending time with his wife, Marianna, and is the proud father of Sarah and David.



Global Management



Bowling Night Opening Social

Recruit new members
at bowling night.

Anita Loise Hummel

Learn about import/
export business.

Adobe Visit

On-site visit

Mocktail Party

Learn international etiquette
when attending a cocktail
event where alcohol is present.

January

February

February

March

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 professionals, 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.

Closing Social

Closing social event: enjoy international games and food.

Expat Panel

Learn from expats with their spouse to understand how an expat package works at company, how to obtain work overseas, and how to keep a strong family unit in a new country.

International Video Night

Watch international YouTube marketing videos and short clips. Network with fellow club members and recruit new club officers.

April

August

December

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. These meetings are open to the public.

- December-** Luncheon with BioFire Diagnostics
- September-** WTA Scholarship Golf Tournament
- July-** Internationalization of Products Luncheon
- June-** Innovation and International Outreach: Successful Collaborations with Global
- May-** The Transatlantic Trade and Investment Partnership (TTIP) - The U.S.
- APRIL-** Lunch with US Translation Company
- MARCH-** The International Impact of 3-D Printing and Implications
- FEBRUARY-** International Protocol Seminar
- JANUARY-** Why Trade Shows are Worth the



Such skills are very important for success in international relations.

VP-Engineering of Invent-a-part;

of International, and Michael Lundwall, VP-Engineering of Invent-a-part;

ers: Al Walker - Executive Director at Utah

or of Political Science, BYU.

2014 WTA EVENTS

network, and expand international trade and commerce.
raise funds for local students pursuing an education in international business. Scholarships will be awarded based on outstanding achievement and merit.
the Pharma, Healthcare and Personal Medicine Sectors – Example Blackrock Microsystems Presenter: Florian Solzbacher, President and CEO.

al Partners- Luncheon

S. Free Trade-Luncheon

s for Utah Companies, Organizations & Individuals

- The World Trade Association and the Energy and Geoscience Institute Energy Research Triangle.
- An engaging presentation and discussion of TTIP and its effects on European economies and Utah companies. Presenters: Jared Egget, Founder and President, VP of Ensign Group, Dr. Earl H. Fry, Professor, Research Triangle. Presenters: David Utrilla, Founder and President, VP of Ensign Group, Dr. Earl H. Fry, Professor, Research Triangle.
- Learning appropriate protocol skills essential to avoiding cultural mistakes when hosting and conducting international business and diplomacy.
- A panel discussion about the lessons of exporting from the outdoor retailer expo.
- Panel discussion and demonstration on 3-D printing. Presenter: Ryan Streams – Analyst at Utah Energy, Research Triangle.
- Panel discussion and interpretation in the 21st century. Presenter: David Utrilla, Founder and President, VP of Ensign Group, Dr. Earl H. Fry, Professor, Research Triangle.
- A panel discussion about the lessons of exporting from the outdoor retailer expo.

e Effort



International Summit

2014 IN PICTURES



Oxford Seminar **KYLIE CHENN, BUSINESS STRATEGY** Students went on a two-week experience to Oxford University Saïd Business School where they learned the skills, theory, and practice of social innovation, responsible entrepreneurship and ethical leadership.



2-11

Business Visits Around the World

(CLOCKWISE FROM TOP LEFT)

2. **FLOWER MARKET, AMSTERDAM, NETHERLANDS**
BY CHELSEE WOZNAK, ADVERTISING
3. **DISNEYLAND PARIS, FRANCE**
BY ALY ZOLLINGER, RECREATION MANAGEMENT
4. **WALMART DISTRIBUTION CENTER, BEIJING, CHINA**
BY BRADY JOHNSON, SUPPLY CHAIN MANAGEMENT
5. **CAMBODIAN MARKET**
BY JAMES CHRISTIANSEN, BUSINESS MANAGEMENT
6. **BMW FACTORY, MUNICH, GERMANY**
BY BLAKE HANNESSON, BUSINESS MANAGEMENT
7. **SPIELHOFER CHEESE FACTORY, ST. IMIER, SWITZERLAND**
BY BRYAN SHUMWAY, MARKETING
8. **BARILLA HEADQUARTERS, PARMA, ITALY**
BY BLAKE HANNESSON, BUSINESS MANAGEMENT
9. **EMIRATES STADIUM, LONDON, ENGLAND**
BY BRYAN SHUMWAY, MARKETING
10. **DE SIMONEHOEVER, AMSTERDAM, NETHERLANDS**
BY BRIAN SHUMWAY, MARKETING
11. **DUCATI FACTORY, BOLOGNA, ITALY**
BY BLAKE HANNESSON, BUSINESS MANAGEMENT





10

Business Executive Panel BUSINESS LANGUAGE CONFERENCE

From left to right: Noel Gouff (Business Development, Control4), Michael Hoer (Former President, Continental Grain Asia), and Waldo D. Galan (Former Managing Director, Ford International Business development) answering questions about the impact foreign language skills had on their careers.



11

Future CEO's BUSINESS LANGUAGE CONFERENCE

The winners of the High School Business Case Competition were invited to give their presentation to over 100 business language teachers from high schools and universities around the nation.



Judges and Competitors BUSINESS LANGUAGE CASE COMPETITION

Teams came from Bryant University, American University, Indiana University, Emory University, University of Rhode Island, University of Washington, University of Nevada - Las Vegas, and Brigham Young University. Judges are Spanish- and Chinese-speaking Business Professionals from Utah.

13

Networking

BUSINESS LANGUAGE CASE COMPETITION

During the competition, judges were restricted from talking to the teams or inquiring about their university to prevent any risk of bias.

However, after the final round teams and judges were given an opportunity to talk and network.



Disneyland Paris

BY MIKYLA ARRINGTON,
RECREATION MANAGEMENT

A group of Recreation Management Study Abroad students enjoy a business visit to Disneyland Paris. Relationships formed on these trips are cherished for a lifetime.





Hang Gliding BY BRYAN SHUMWAY, MARKETING

Students enjoying some extracurricular activities while on the Europe Business Study Abroad. Hang gliding is a great way to appreciate some of the beautiful landscapes of Interlaken, Switzerland.



16

Abrão

BY ASA CLEMENTS,
ECONOMICS

A church in Abrão, a little village on Ilha Grande, which is an island located off the coast of the state Rio de Janeiro. In the past the island was used as a holding area for new immigrants (much like Ellis Island). More recently during the military dictatorship of the 70's it was used as a prison for political enemies and crooks alike. However since the 1990's it has become solely a tourist destination.

17-20

(CLOCKWISE FROM TOP LEFT)

17. QUEEN'S GUARD, LONDON ENGLAND, BY JAMES CHRISTIANSEN, BUSINESS MANAGEMENT

18. OXFORD UNIVERSITY, ENGLAND, BY KYLIE CHENN, BUSINESS STRATEGY

19. CROWDED STREETS, BEIJING, CHINA, BY JAMES CHRISTIANSEN, BUSINESS MANAGEMENT

20. ELEPHANT RIDING, PHNOM PENH, CAMBODIA, BY CAROLINE HATCH, BUSINESS STRATEGY



21

Biking In Amsterdam

BY BROOKE PULSIPHER,
ACCOUNTING

Amsterdam, Netherlands is considered one of the most bicycle-friendly cities in the world. According to the *New York Times*, the number of bicycles outnumbered the amount of citizens in the city.



21

Mardasson Memorial

BY KEVIN ALLEN,
FINANCE

Students visiting the Bastogne War Museum in Belgium. The memorial honors over 76 thousand American soldiers who were wounded or killed in the battle of the bulge.



2014 CIBE Advisory Board Members

Manuel Amorim

Chief Executive Officer, Abril Educacao,
Brazil

Mark Baker

Director, Global Partnerships at The Shingo
Institute, Huntsman School of Business, Utah
State University

L. Todd Budge

Chairman, Tokyo Star Bank, Ltd.

Milton Camargo

Managing Director, Abril Educacao
Learning Systems

Dennis Bromley

Dean, Business School, Salt Lake
Community College

Michael Thompson

Associate Dean, Marriott School, BYU

Lisa Cox

President, World Trade Association of Utah

Lew Cramer

President, World Trade Center of Utah

Reed Dame

Chair, NAC International Committee
Woodgrain Millworks, Inc.

David Fiscus

Director, Utah Commercial Service

Michael Hoer

Former Managing Director, ContiGroup
Companies

Jeff Jones

President at JMax Asociados SC

Young-Kee Kim

Executive Vice President and Chief Relations
Officer, LG Electronics Group, South Korea

Kay King

Principal, Podesta Group

Franz Kolb

Director, International Trade and
Diplomacy, Utah Governors Office

Spencer Magleby

Associate Dean, College of Engineering, BYU

Al Manbeian

Managing Director, GPS Capital Markets,
Inc. Corporate Foreign Exchange

Bruce Money

Executive Director, Whitmore Global
Management Center, BYU

David Neeleman

Founder, Azul Linhas Aereas Brasileiras,
Brazil

Alan Perriton

Retired Executive in Charge of Strategic
Alliances and New Business Ventures,
General Motors Asia Pacific

Jerald T. Pratt (Jerry)

Executive Director, Debt Capital Markets,
CIBC World Markets, Canada

Jeffrey Ringer

Director, Center for International Studies, BYU

Sandra Rogers

International Vice President, BYU

Scott Sprenger

Associate Dean, College of Humanities, BYU

Claudio D. Salerno

Director, Commercial & Operations,
UniFarma S.A., Argentina

Brett Scharffs

Associate Director, International Center for
Law and Religion Studies, BYU

Dr. Yong-In S. Shin

Executive Vice President, Samsung
Electronics Co.

Stephen Sloan

Founding Partner and Managing Director,
Cogent Partners

Gordon Smith

Associate Dean, J. Reuben Clark Law School,
BYU

Jorge Tejada

Public Sector Head, Banco Nacional de
Mexico

Bryan Thompson

Director Human Resources, Latin America,
Procter & Gamble

Jonathon Wood

Managing Director, Whitmore Global
Management Center, BYU

Ritch Wood

Chief Financial Officer, Nu Skin
International



LEARN, GO, BECOME
GLOBAL