

SUMMER 2018

Global Connections

KAY AND YVONNE WHITMORE GLOBAL MANAGEMENT CENTER / CIBER





PHOTO Brandon Wegrowski PROGRAM Global Marketing LOCATION Tower Bridge, London

COVER Vanessa Redden PROGRAM Experience Design & Management LOCATION Lauerbrunnen, Switzerland

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KAY AND YVONNE WHITMORE
GLOBAL MANAGEMENT CENTER

Excutive Director	Bruce Money
Managing Director	Jonathon Wood
Business Manager	Lisbeth Hopper
International Coordinator	Mark Kay Lloyd
Program Coordinator	Vanessa Redden
PR & Marketing	Cordell Cox
Event Coordinator	Madison Small
Designer	J Lyman Ballif
Office Assistants	Camden Carter Tanner Wegrowski

CONTACT

Global Management Center
360 Tanner Building
Brigham Young University
Provo, Utah 84602
801 422 6495
gmc@byu.edu

LETTER FROM OUR DIRECTORS

OUR DEAR FRIENDS,

The past year has seen growth and changes for the Marriott School, including a name change to the Marriott School of Business. Many times name changes such as these symbolize a renewed commitment to providing the best education for our students. This commitment is echoed in the realm of international business where we are passionate about our motto “Learn, Go, Become Global.” Always present in our decisions is the desire to help our constituents truly “Become Global.”

Allow us to highlight a select few projects we that have been engaged as we move people along the continuum to “Become Global”:

- **Global Management Certificate:** The certificate program—our highest level of academic achievement in international business—continues to attract seekers of global competency.

- **Global Business and Literacy Minor:** This program continues to grow, with over 100 students participating from more than 50 majors across campus and speaking a variety of languages.

- **Study abroad:** The Marriott School continues to send the largest number of students from across BYU on study abroad programs—several hundred undergraduates and graduates—to all corners of the world: Asia-Pacific, India, Europe, Africa, and South America.

- **Project-based programs:** Of our some 15 programs that go abroad, we are seeing an increase in hands-on projects for students to accomplish while abroad. This gives them real-world experience to leverage in job interviews and their subsequent careers.

- **Internships:** Global internships are not without challenges to execute. However, we are looking for ways to connect students to more international internships.

- **Student scholarships:** We continue to work on providing access to programs for as many students as would like to participate, especially those who may not have the resources. The Cardon International Scholarship (CIS) program remains strong as we work to develop job placement in other countries to help these students.

- **Faculty development and involvement:** More faculty than ever are engaging in International Business through research, conference presentations, text book creation, and mentoring students on international projects. Through Center funding, numerous BYU faculty members participate in development trips abroad where they also become more global and then bring their new experiences into the classroom.

- **Strategic Partnerships:** BYU continues to be involved

in the local International Business community. Highlighted in this report is a new project with the World Trade Center that benefits local companies and increases export opportunities.

- **Case competitions:** As a center we send students to compete in competitions and continue to host our collegiate level and high school level business language competitions. These competitions help students develop a level of polish and poise valued by recruiters.

Increasingly, companies are looking for cultural competence, 360-degree thinking, intellectual curiosity, global insight and global communication. We continue coaching the students on how to unpack their experiences and leverage their global learning for future opportunities. This involves helping students learn to highlight these skills gained through global experiences on resumes and in interviews.

We are honored as U.S. News and World Report continues to rank BYU as a top-20 institution in the country for both undergraduate and graduate International Business. We are lucky to work with students who are highly invested in contributing as global citizens and professionals.

We express thanks to the Whitmore family and the U.S. Department of Education for their invaluable support. Through their support and our designation as a CIBER (Center for International Business Education and Research)—one of only 17 such centers in the country—BYU is an anchor for the community at large when it comes to International Business.

We have now wrapped up the final year of a 4-year CIBER grant cycle. As we await the announcement of the results of the competition, we are hopeful to be selected to continue as a CIBER school for 4 more years. Nevertheless, we are focused on continuing to innovate and improve International Business education in the Marriott School. If you would like to know more about how you might help us continue to develop global leaders, please don't hesitate to be in touch.



Bruce Money
Executive Director

Bruce Money



Jonathon Wood
Managing Director

Jonathon Wood



strategy ~and~ spanish



Not even a blizzard could prevent seventeen student teams from competing at the seventh annual High School Business Language Competition hosted by the Whitmore Global Management Center at the BYU Marriott School of Business.

While the snow fell outside, high school students from around the state gathered in the Tanner Building to showcase their Spanish skills. They presented their plans to market *Thread Wallets'* traditional elastic wallets and newly released phone cases to the local Hispanic community.

Some participants were native Spanish speakers, while other students developed language skills through their school curricula. The competition provided students of all backgrounds with the chance to use their Spanish in a real-world setting.

"I'm so grateful my students had this opportunity," says Jen Guiver, a Spanish teacher at Orem High School. "The competition shows my students that being bilingual and bicultural can impact their ability to make a difference in the world."

One of Guiver's students, sophomore Angela Torres, grew up speaking Spanish. While she isn't sure if a career in business is right for her, she believes the language competition will help prepare her for whatever she chooses to do.

Students had three weeks to research the target consumers through surveys and interviews. A panel of judges scored the teams based on language ability, presentation

skills, and marketing strategy. The judges were impressed by the students' overall creativity and awarded the highest marks to those groups who excelled not only in language ability but also in understanding Hispanic culture.

Between presentations, the teams had the opportunity to network with students from other schools. Fast-paced conversations in Spanish echoed through the atrium as students bonded over their shared interests.

A team from Skyline High School took first place, winning a prize of \$600. Second place and \$300 went to a team from Taylorsville, High School, and third place and \$100 went to a team from Wasatch Academy.

Senior Tawana Aversa of the winning team from Skyline High School is in the process of looking for jobs and applying to colleges. She also participated in the competition last year and has already reaped the benefits.

"I've gotten jobs and internships because of the business experience I gained through this competition," Aversa says. "This experience also inspired my goal to one day start my own research company."

The High School Business Language Competition is part of the Global Management Center's initiative to increase international business and language fluency among students, faculty, and the community. The GMC is one of seventeen Centers for International Business Education and Research (CIBER) in the country. †



First Place: Taylorsville High School



A young high school student fields questions completely in Spanish.

OPPOSITE: All 17 High School teams and coaches gather, Marriott School, Provo

TOP: Two students present in Spanish, Marriott School



The Language of Business

TEACHING INDUSTRY AND CULTURE SPECIFIC LANGUAGE COURSES

Corina Selene Cuevas-Pahl has spoken Spanish her entire life, but when she found out that BYU Marriott offered a business language course in Spanish, she signed up.

“Even though I knew Spanish, I had little to no experience discussing business in Spanish,” says Cuevas-Pahl, who graduated in April 2018 with a bachelor’s degree in business management. “I knew the class was part of the Global Management certificate, and I wanted more than anything to boost my confidence in my business Spanish vocabulary.”

Boosting confidence in business language is what these BUS M 596R language classes are designed to do. “The classes started in 1990 as part of the Global Certification process,” explains Jonathon Wood, managing director of BYU Marriott’s Whitmore Global Management Center, which facilitates the classes.

“Many people think we have the classes because we have such a large returned missionary population,” he says. “But we have them because we teach international business, and to be a top international business school, you need to offer these classes. If we didn’t have them, we wouldn’t be teaching

business in the right way.”

However, while the classes aren’t catered to returned missionaries, they are certainly well attended by them. “We go into our new business classes, and we ask how many of the students have just come home from missions,” Wood notes. “A lot of the students—maybe 85 percent—raise their hands.

“Then we ask them to keep their hands up if they can talk about marketing or make a sales call or talk about return on investments,” he continues. “Every hand drops. A lot of them think they’re fluent—and they are in religious language and even common language sometimes. But when it comes to talking in the boardroom, they don’t get that on their missions. They get that here.”

In the past five years, 932 BYU students have taken classes in what Wood calls the “basic” languages: Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Turkish. In addition, many others have completed business language requirements in less-commonly taught languages, such as Hungarian, Polish, and Thai.

Course materials emphasize not only business concepts but also conversation, literacy, presentation techniques, résumé

writing, interview skills in the foreign culture, and expanded business vocabulary. “The benefits from these courses can jump-start anyone’s marketability in the globalized world,” Wood says. “BYU is well-known in the higher ed community for our language depth and breadth.”

In fact, BYU Marriott’s Global Management Center is one of only seventeen Centers for International Business Education and Research (CIBER) nationwide. “The CIBER program was created by Congress to increase and promote the nation’s capacity for international understanding and competitiveness,” explains Wood. The business language classes help the center achieve that distinction.

More importantly, the classes help BYU students. “I almost wish there were more levels offered,” says Cuevas-Pahl. “I would have taken more. I felt like it really prepared me for real-life situations where I would use my Spanish in a business setting. The class helped me gain a stronger competitive advantage compared to my peers when I started looking for full-time employment.” †



Eccles Scholars *Back Row:* Adam Trone, Davidson Oliveira, Brian Ciccotelli, Seth Law, David Tensmeyer, Ryan Carroll, Shawn Merrill, *Front Row:* Reenu Selva Raj, Maria Camila Camargo, Fernanda Sayavedra, *Not Pictured:* Amanda Spencer

ELEVEN STUDENTS AWARDED ECCLES HONOR

BYU Marriott recently recognized eleven first-year MBA candidates as Eccles scholars, an award presented by the school’s Whitmore Global Management Center. Each recipient was awarded up to \$9,000 of financial aid for schooling expenses, international projects, and global career exploration.

“We are confident these BYU Marriott MBAs will go forth to serve in ways and places that reach far beyond Provo and the borders of the United States, which is the intention of the award,” says Bruce Money, Whitmore Center executive director. “They deserve our warmest congratulations. The Eccles scholarship program continues to be a blessing to our students, BYU, and the global Church.”

The 2018 Eccles scholars are Maria Camila Camargo, Ryan Car-

roll, Brian Ciccotelli, Seth Law, Shawn Merrill, Davidson Oliveira, Reenu Selva Raj, Fernanda Sayavedra, Amanda Spencer, David Tensmeyer, and Adam Trone.

A committee of faculty members interviewed applicants and selected the top eleven candidates based on their academic performance and their trajectory toward a global business career.

The Eccles Scholars Award is funded by the George S. and Dolores Dore Eccles Foundation. The foundation was created in 1960 to ensure that the Eccles family’s 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.†

GMC Hosts National Language Case Competition



Mentors from the community give valuable international business advice to participants.



First Place Arabic Team: BYU

Tucked along the happy valley mountainside, Brigham Young University students often refer to their academic home as the “Provo bubble.” But opportunities to mingle with other students from beyond the bubble often arise, including the recent Business Language Case Competition at the BYU Marriott School of Business.

Hosted by the school’s Global Management Center (GMC), the competition is open to universities throughout the country and unique in that students are graded not only on the content of their cases and the power of their presentations but on the finesse of their foreign language skills. This year, BlenderBottle, a Utah-based company that markets cups and bottles with portable whisks for mixing shakes, sponsored the event.

“It was an honor to work with BYU on this year’s competition,” says Michael Sorensen, BlenderBottle’s marketing director. “The whole event was professional, organized, and well executed. I was impressed with the caliber of the students and their presentations.”

Ten teams competed in either Chinese, Spanish, or—for the first time—Arabic. Students rolled into Provo from Indiana

University, the University of Rhode Island, the University of Washington, the U.S. Military Academy at West Point, and BYU, which placed first in both Arabic and Chinese and second in Spanish. After receiving BlenderBottle’s case in the team’s respective language, students had one week to work on their solutions and presentations.

The problem? How to prevent competitors in foreign countries that lack strict IPs from producing lower-priced counterfeits and cutting into BlenderBottle’s market share.

“This case was interesting because it’s a current case—it’s happening right now,” says Kate-Elizabeth Hardcastle, a BYU Marriott experience design and management senior who helped plan this year’s event.

The day before the competition, students toured BlenderBottle’s new state-of-the-art facility where they conversed with a company employee involved in marketing and international partnerships. The teams then enjoyed lunch at Sundance, instruction on résumé enhancement, and time to mingle with their competitors.

From talking politics in the Middle East to comparing notes about “unique” aspects of university culture (i.e., BYU’s coffee-free

PHOTOGRAPH Persnikity Prints LOCATION Marriott School



campus and West Point’s twelve-point GPA), students bonded over their different perspectives and experiences.

“I think that the most fun was at the competition, interacting with the other schools and sharing stories and ideas,” says Matt Johnson, a pre-management junior who competed on BYU’s Spanish team. “That was probably our biggest takeaway—the friend group that we now have across a couple of the universities rather than just having another case under our belts.”

But having another case under one’s belt is no small feat.

“I’ve never been in any sort of competition like this before, and it was definitely a challenge,” says Arabic victor Clara Cummings, a senior majoring in Middle Eastern studies and Arabic. “It’s taught me how to work hard under stressful circumstances on a short timeline. It was so rewarding to see all our hard work come to life during the presentation.”

Winning teams walked away with \$2,000, while second-place teams won \$1,000, and third-place participants received \$500 to split between teammates.

“The competition gave me great applicable practice and, most importantly, confi-

dence in myself to pursue an international career where I can use my language skills,” says Seth Anderson, an economics senior on BYU’s Chinese team.

However, Anderson and his peers aren’t the only ones who reaped benefits from the event.

“Several recommendations aligned with current strategies of our company, and several provided new insights and creative strategy that we had not considered,” says Sorensen. “I fully expect we’ll execute on recommendations from this competition—in part or in whole—in the years ahead, and hope to be able to participate again in the future.”

Whether bonding with fellow undergrads or marketing BlenderBottles internationally, this year’s competition helped all involved to “burst” from the Provo bubble in purely positive ways. †



First Place Spanish Team: Indiana



First Place Chinese Team: BYU

TOP: All the competitors from across the country together with Blender Bottles, Marriott

the WORLD is our CAMPUS

BYU Marriott School's Global Management Center (GMC) offers up to twelve study abroad options that take place throughout the summer. From Europe to Asia to Africa, students travel abroad to study everything from marketing to experience design to accounting.

This year's Global Marketing Study Abroad—the only GMC trip that travels all over the globe—took students from the snowy Swiss Alps in Switzerland to the tallest building in the world in United Arab Emirates. They also stopped in London to visit Big Ben and toured new models of BMWs at BMW World in Germany.

"There's no timeline to the motto 'enter to learn, go forth to serve,'" says Tanner Wegrowski, a pre-business student who went on the trip this year. "Taking this motto to heart and traveling abroad, while still studying through BYU Marriott, gave me an enhanced perspective of the world."



In preparation for the trip, students attended a weeklong intensive class and received a term paper assignment to complete after the study abroad. While traveling around the world, students toured a number of companies including BMW in Germany, Google in Milan, and General Mills in Dubai. After company visits, students enjoyed visiting some of the most famous tourist attractions around the world.

"I feel fortunate to share these learning experiences with the students," says Ryan Elder, a BYU Marriott marketing professor who helped lead the trip. "Laughing out loud while riding camels, jumping fully clothed into an Austrian lake, and staring in awe as a lion chased hyenas away from prey created a bond that we plan to maintain throughout life."

In addition to visiting companies and popular tourist attractions, the group's world travels offered many cultural experiences. The students were able to visit Dubai during Ramadan, an Islamic celebration that includes a fast from sunrise to sunset. During this time, food is not to be seen in public, and all restaurants are closed.

"This was a great experience for the students to learn about a variety of religions and the importance of understanding different cultures from around the world," Elder says.

Though some students opt out of study abroad experiences because of the expense, Wegrowski notes that the many benefits make the adventure well worth the cost.

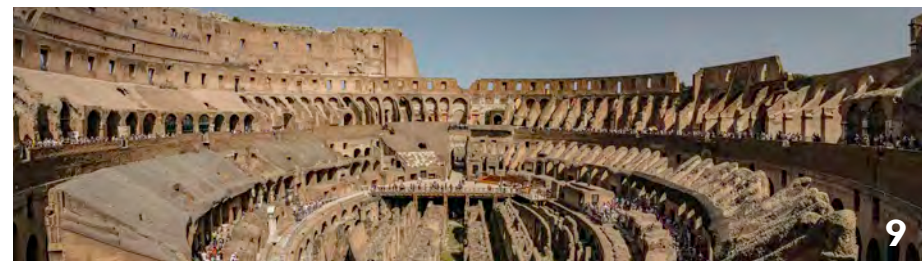
"The same business concepts that would take me weeks and even months to grasp in class have become clear to me in single interactions with the leaders who taught us in their offices around the world," he says. "Provo is a great place to learn, but it's only a small portion of BYU's world campus. You have to go global." †





open possibility.

THE KAY AND YVONNE WHITMORE GLOBAL MANAGEMENT CENTER



PHOTO

JOURNAL



- 1 Global Marketing, Bangkok, Thailand, Brandon Wegrowski
- 2 Ghana Accounting, Ghana, Africa
- 3 Europe Business, England, Ryan Skalla
- 4 Global Marketing, Dubai, United Arab Emirates, Brandon Wegrowski
- 5 Global Marketing, Rome, Italy, Brandon Wegrowski
- 6 Global Finance Investment Internship, meeting with AB Foods in London
- 7 Africa Business, Malawi, Africa, Ian Wilkey
- 8 Global Finance, London, England, Tanner Wegrowski
- 9 Experience Design & Management, Rome, Italy, Vanessa Redden
- 10 International Accounting, Meeting with Criteo
- 11 Experience Design & Management, Cinque Terre, Italy, Anneliese Johnston
- 12 Europe Business, Athens, Greece

Our Global Footprint

As you enter Brigham Young University you can see a sign that reads, “The World is Our Campus.” In the Marriott School we take that quite literally.

Students and faculty get out their passports, pack their bags, and rack up the frequent flyer miles. Whether they are engaged in faculty-led study abroad programs, research, student exchange programs, internships, field studies projects with multinational firms, social innovation projects, or doing research for a business they want to start, they are engaged in learning about international business. Remember, the world is our campus.

In the Global Management Center, we have adopted the phrase Learn, Go, Become Global. And they do go.

COUNTRIES OUR STUDENTS VISITED IN 2018

- Australia

Austria

Belgium

Botswana

Cambodia

Canada

China

Columbia

Croatia

Czech Republic

Egypt

England

France

Germany

Ghana

Greece

Hong Kong

Hungary

Iceland

India

Italy
- Japan

Jordan

Malawi

Mexico

Netherlands

New Zealand

Oman

Peru

Poland

Portugal

Russia

Scotland

Singapore

Slovakia

Slovenia

South Africa

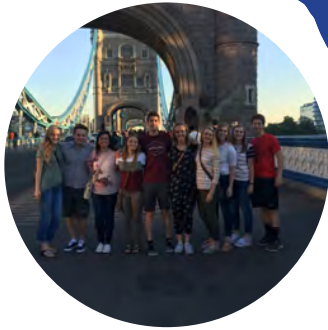
Switzerland

Thailand

United Arab Emirates

Vietnam

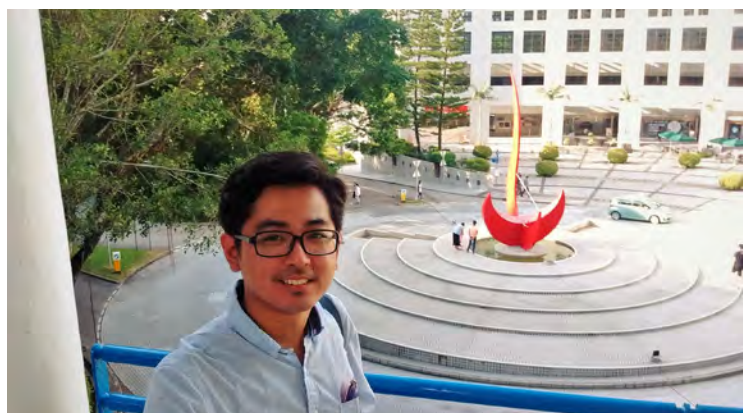
Zambia





DEAN'S LIST WHILE ON FOREIGN EXCHANGE

How One Student Made an Indelible Impression While Studying in Business in Hong Kong.



One of our own students, Hanqing Zhao, had the honor of making it on the Dean's List at *The Hong Kong University of Science and Technology* business school during the 2018 winter semester. Hanqing was studying in Hong Kong as part of the Marriott School Student Exchange Programs offered through the GMC. Students receiving the Dean's List achieve a Term Grade Average (TGA) of 3.7 or higher with 12 or more credits. What an honor it is to have such great representatives like Hanqing to represent our school and university. Wendy Cheung, Program Manager was very complementary of our students, "Your students have certainly excelled in their academics at HKUST and it was definitely a pleasure to host them!" Our faculty and staff, also as an extension of our students both together in unity, represent our school bearing the name of the university and business school. †

Traveling, Teaching, and Creating Global Leaders

PROFESSOR SPOTLIGHT SHAD MORRIS



Shad Morris and his family love to travel. Maybe they all caught the travel bug, or maybe they just conveniently grew to love it as Morris' career has taken him to over sixty countries.

As an associate professor of organizational behavior and human resources, Morris specializes in international business. He is constantly looking for new ideas to teach to students and believes sharing leads to innovation.

"I get to go all over the world, conduct research, and share it with organizations," Morris says. "Then I come back into the classroom and express what I've learned to my students."

Morris wants his students to understand international business principles because he believes that globally minded business professionals are more successful, not only in their careers but also in their lives in general. Original cases, videos, and games supplement his lectures to provide experiential learning opportunities for his students, helping a more global mindset to BYU Marriott, and improve his teaching methods.

ott, and improve his teaching methods.

Morris researches how to overcome international, cultural, and geographical barriers to get organizations to collaborate and build off of each other's knowledge. This research shows that organizations can innovate more if they copy each other. Researching development to help emerging markets grow is Morris' passion.

As part of his research, Morris took a developmental leave in 2016 and moved his family to China for six months where he was a visiting professor in Shanghai.

"Having international experiences has been transformative for my kids, and I know similar experiences will do the same for my students as well," Morris says. "If anyone has the chance for a developmental leave, they should jump at the chance."

Before he became a professor, Morris worked for the World Bank. He traveled the world conducting research, consulting, and assisting global organizations to help their people. After leaving the World Bank, Morris was on the faculty at MIT's Sloan School

of Management, Samsung's SKK Graduate School of Business in Korea, and the Ohio State University before landing his current position at BYU Marriott. Morris is grateful for the opportunity to contribute to BYU's mission.

"Students here are engaging, bright, and hungry to learn and do what's right," Morris says. "A lot of BYU Marriott students have also served missions, so they're extremely cause driven. They've lived in places all over the world, they are able to relate to people from different cultures, they've seen a broad range of problems, and they want to help. They are here to learn how to create a better society." †



Two BYU Professors Author New Textbook: **INTERNATIONAL BUSINESS, 1ST EDITION**

By Shad Morris and James Oldroyd

International Business provides modular learning that enables instructors to give their students a unique and engaging learning experience. This course integrates a streamlined content approach with dynamic whiteboard animations and instructional videos designed for in- or out-of-class use. The content includes current topics and high-interest examples that are relevant to the business world.

STUDENT TESTIMONIALS

Experience Design & Management



Hannah
FRONK

This study abroad to Europe and Iceland taught me to look for the beauty in the world all around you. It was amazing how much interest we took in exploring a small, vacant village in the West Fjords of Iceland, when I have never taken the time to explore the streets of the city in which I live. This trip taught me to appreciate all forms of natural beauty in the world- every area of this earth has its own UNIQUE WONDER. I also discovered that the best way to travel (and live for that matter) is to live in every moment. Who knows the next time that I will get to savor another chocolate croissant or Polish donut? JUST EAT IT. This study abroad brought about way more benefits than I could have ever imagined. One of these benefits was increased confidence in my ability to travel, be more curious and adventurous, and build lasting relationships. I learned a lot about how I interact with various individuals and connect with people of different cultures. There is so much that I have in common with the wonderful Europeans I met, despite the language and cultural barriers.

Europe Business



Tanner
WEGROWSKI

I went on the Global Marketing Study Abroad because I wanted exposure to international business outside the classroom. I wanted to experience the blend of culture and business first hand so I could prove to employers that I am familiar with how to conduct business across borders, not just how it looks on the pages of a textbook. My experience expanded my understanding of people and how they interact, making me a more competitive candidate for employment in a world where all business is global business. I have also become more attune to my responsibilities as a global citizen and compassionate in my dealings with those who have differing perspectives or backgrounds than my own.

Global Finance & Investing Internship



Juan
CAMARGO

GFI² was an opportunity for me to experience the Asset Management Field internationally while exploring Europe. After 8 countries, 3 temples, 25 companies, 50 hours in a bus, and around 80 hours of mentorship and learning, I would say that the most valuable part was traveling with and receiving mentorship from a former emerging markets investor and a current real estate developer and investor. This experience cleared the path to my future career and opened my eyes to hundreds of opportunities. It strengthened my commitment to improving conditions for citizens across the globe, and allowed me to see businesses with a perspective impossible to achieve in a classroom setting. All this while standing at historical locations and walking around architectural wonders.

Experience Design & Management



Vanessa
REDDEN

I went on the ExDM study abroad trip because I wanted to see the world, of course. I applied for fun, not sure if I would actually go, because I wanted to keep my options open. I took RecM 300 with Brian Hill and that class experience is what got me thinking more about ExDM as a future career. Going on this study abroad trip opened my eyes to the many opportunities and possibilities that came with pursuing ExDM. I enjoyed meeting with different international companies and venues that provide a wide range of extraordinary experiences for people. Along with business visits, I made some of the greatest memories. After this trip, I felt more confident in submitting my application for the ExDM program. This trip changed my academic course. It helped me to develop a passion for business and how it can be improved. I think that experience design is becoming more and more necessary to elevate any industry and the skill sets I learn will set me apart. I now have a better idea of what I would like to pursue for future internships and careers, either in the U.S. or abroad.

New International Market Selection Begins

BYU Students, World Trade Center of Utah Unite to Help Local Companies Increase Exports

As the school year began, Professors Shad Morris and Jim Oldroyd along with Jonathon Wood, Managing Director for the Global Management Center (GMC) met Derek Miller, CEO of the World Trade Center of Utah (WTC). Together they explored ways the Marriott School of Business could help the WTC accomplish its mission increasing exports by Utah Companies.

The meeting revealed an opportunity. As a free service to Utah businesses, the WTC provides international market analysis to help companies identify good target countries to increase export possibilities. However, the capacity of the WTC to help a large number of clients was limited by the smaller size of its staff.

This was a challenge BYU could solve. Students in the Introduction to International Business classes could take on the market selection analysis projects for these local companies while gaining real world experience to add to their resumes and thus also helping the WTC with its capacity constraint.

It was a simple substitution. A real-world project replacing a theoretical learning project. Students would research factors such as economic and political situations in countries that were potentially good targets for given export codes and categories. The project would culminate in a presentation to company leadership with insights and recommendations for target countries that could hold the key to increased sales and exports.

In addition to the project itself, the BYU students and professors spent time improving, streamlining, and automating the analysis tool created by the WTC to process the analysis of the countries. The WTC knew

the tool needed updating, but again didn't have the time or capacity to dig in to the details of the tool.

The project is now in its third semester, 30 companies have been or are currently being helped with in-depth research that holds tremendous potential for global growth. For example, Intermountain Farmers Association (IFA) requested an analysis searching for additional markets for their farmers to export. As a result of the findings, IFA leadership joined a Utah Governor's trade mission to Mexico where they found significant demand. IFA is currently rushing to complete preparations to begin exporting to Mexico. Although exact numbers are not yet known, this represents an increase in real dollars.

Professor Lee Daniels, instructor for the Introduction to International Business class summed up the goal of the project when he said, "Anyone can go out and collect data. The real key is how do you do the analysis on the data to make it meaningful and applicable to the company so that it will benefit them, and to make it meaningful for the students so that they feel that they're having an influence on the outcome."

The Global Management Center in the Marriott School of Business is one of 17 universities selected across the country as a Center for International Business Education and Research (CIBER). Jonathon Wood, explained, "This project is perfect for our mission as a CIBER. The students gain real experience, the World Trade Center is able to serve more companies, and the companies themselves gain faster, timely intelligence to compete more effectively in the global market."



An example of a part of a report the students generate for Utah companies. This one ranks potential companies based on economic and political stability, market potential, ease of doing business aggregated to an overall score.

LEARN
GO
BECOME

**The Global Management Center is committed to helping
BYU students and faculty carrying out the university's aim,
"The World is Our Campus."**



LOCATION Shibuya, Japan

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BRUCE MONEY
Executive Director, Whitmore Global Management Center of Utah

SHAD MORRIS
Associate Professor, Marriott School of Business, BYU

JIM OLDROYD
Associate Professor, Department of Management Marriott School of Business, BYU

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

MIKE ROBERTS
Assitant Dean and Director of Career Center, Marriott School of Business, BYU

SANDRA ROGERS
International Vice President, BYU

HARVEY SCOTT
Corporate Development Strategy, Redmond Inc.

GORDON SMITH
Associate Dean, J. Reuben Clark, Law School, BYU

RANDY SMITH
Managing Director, Undergraduate Programs Office

JORGE TEJEDA
Public Sector Head, Banco Nacional de Mexico

BRYAN THOMPSON
Vice President, Human Resources, Procter & Gamble

JONATHON WOOD
Managing Director, Whitmore Global Management Center, BYU

RICHARD WHITMORE
CFO, Storage & Software Defined Systems, IBM Systems

RITCH WOOD
Chief Financial Officer, Nu Skin International

VINCE WILDING
Associate Dean, College of Engineering, BYU

NELSON ZIVIC
Senior Director Human Resources, Newell Brands

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