

# GLOBAL MANAGEMENT CENTER

BYU MARRIOTT SCHOOL | *Center for International Business Education and Research* | SUMMER 2007

## School Forges Exchange Deal with Mexican University

The Marriott School recently reached an agreement allowing students and faculty to participate in a foreign exchange program with the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).

According to the written agreement, the program aims to “promote and expand international understanding, development, and friendship by stimulating and supporting educational, professional, and intercultural activities and projects among students and staff.”

“ITESM is always looking for academic programs and universities that can offer the international competition we

look for,” says Jesús Aguilar Gonzalez, public relations coordinator for the ITESM international programs office. “BYU is recognized as one of the ten best universities for accounting and finance; these are the kinds of important things we look for to ensure that our alumni receive an excellent education.”

The university, located in Monterrey, Mexico, has worked to become one of the premier international business schools in the country and now adds BYU to its list of international affiliates. ITESM hopes to send its first students to Provo in fall 2007.

“Academic preparation with an international focus is an advantage that businesses look for in new recruits,” Gonzalez says. “Therein lies the importance of learning business on an international level—it offers to the student a different vision of how to conduct business and at the same time look for new



alternatives that permit national development.”

Under the agreement, course credits completed by exchange students are fully transferable to their home institution. The number of exchange students can vary from year to year, and they may apply to any academic program at their host institution. Living expenses are not provided, but arrangements can be made for visiting students to stay in the host institution’s residence halls or with local families. Marriott School students interested in applying must take a Spanish placement test and register for language courses accordingly.

Apart from student and faculty exchange programs, the agreement also allows both schools to send as well as receive visiting scholars for research and teaching purposes and launch cooperative research projects, exchange lectures, conferences, and seminars.

—TODD BLUTH

### GMC Names Eight Eccles Scholars

The Kay and Yvonne Whitmore Global Management Center named eight students as this year’s Eccles Scholars at the Global Management Certificate dinner 12 April.

This year, the Eccles Scholarship was awarded to second-year MBA students to help them as they start their careers in international business. In the future, the award will be given to first-year students to help defray the costs of their education.

Eccles Scholars will receive full tuition scholarships and opportunities to

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## From the Director

This has been an excellent year so far. Naming the center in November 2006 was very memorable. Everyone loved meeting the Whitmore family, learning about the legacy of Kay Whitmore, and meeting many of the people who touched and were touched by the Whitmores across the years. It is truly an honor to be a part of the Kay and Yvonne

Whitmore Global Management Center.

The relationships with our partner universities are strengthening. During winter 2007, we hosted two students and a faculty member from XISU University in Xian, China. Professor Guo, our visiting faculty member from XISU, taught the business Chinese class, through which he helped one of our students successfully apply for two semesters at XISU beginning in September. The student will be the first from BYU to study at XISU University as part of our exchange program. Also in the fall, we will welcome a student from Fundação Getulio Vargas (FGV) in São Paulo, Brazil, and another student from Monterrey Tech (ITESM) in Monterrey, Mexico. We hope to have at least one student from BYU attend Monterrey Tech this fall and look forward to BYU students going to FGV in the future. We see these and other exchange programs as excellent opportunities for students who are pursuing the Global Management Certificate.

In addition to the Global Management Certificate, graduate students in the MBA program are now able to receive a minor in interna-

tional business. This is the third minor approved by the MBA program, besides the strategy and entrepreneurship minors.

The summer study abroad programs are in full swing. In fact, I am writing this letter from thirty thousand feet above some place between Los Angeles and Lima, Peru. I am traveling with a group of executive MBA students who will visit companies in Rio de Janeiro and São Paulo, Brazil; Buenos Aires, Argentina; and Lima, Peru. Other EMBA groups are spending nearly three weeks in Asia and in Europe, and other groups of undergraduate and graduate students are spending anywhere from a few weeks to nearly a semester in Asia, Europe, and Africa.

These outstanding experiences are a part of the third leg of the stool of internationalization (foreign business language fluency, a strong international business curriculum, and a menu of foreign experiences). Foreign experience options include global consulting projects, internships, foreign business excursions, and study abroad programs.

As we widen the options available to students, we will see more and more of them take advantage of these marvelous opportunities to broaden their international capabilities and enable them to compete more effectively in a global environment.

Sincerely,

Lee H. Radebaugh, Executive Director  
Global Management Center/CIBER

## Eccles Scholars

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participate in international consulting projects, either through a field study with Marriott School faculty, through a study abroad experience, or in an international internship.

“Each year we select outstanding MBA students seeking the Global Management Certificate as Eccles Scholars,” says Lee Radebaugh, director of the Kay and Yvonne Whitmore Global Management Center. “The award recognizes their achievements in international business, commitment

to global management education, and excellence in the classroom.”

This year’s recipients are Moroni Cebros, from Chihuahua, Mexico; Rodrigo Ri-

beiro, from Sao Paulo, Brazil; Joshua Tomsik, from Pleasant Grove, Utah; Juan Pablo Villar, from Santiago, Chile; Jennifer Wagner, from Oklahoma City, Oklahoma; Jason Larsen, from Sandy, Utah; Rebekah Ellsworth, from Roanoke, Virginia; and Josh Mason, from Idaho Falls, Idaho.



Moroni Cebros

For Cebros, this award highlights the generosity he has observed throughout his BYU experience. “I really appreciate the award,” Cebros says. “When I came to BYU I was surprised to find a lot of people who want to help those who are just starting their careers. Our family has been

greatly blessed by this culture of helping out others.”

Cebros is waiting to hear back from several companies with which he has inter-

viewed. The Eccles Scholarship will help Cebros, his wife, and their two children with probable relocation expenses.

Though he started with an engineering degree in Mexico, Cebros always had a mind for business. He paid for his undergraduate work by starting a used-car business with his brother, which often required him to transport cars between cities all night. “I always had the intention of doing business,” he says. “And I believe if you are successful in the professional setting, it enables you to serve better in the church and to achieve some important family goals.”

The scholarship is provided by the George S. and Delores Dore Eccles Foundation, which was founded in 1960 by George and Delores Eccles to sustain their tradition of supporting and enriching educational, medical, cultural, and social development in Utah.

—ARIE DEKKER



## GMC Hosts Global Category at Business Plan Competition

In conjunction with the Center for Entrepreneurship's annual Business Plan Competition (BPC), the Kay and Yvonne Whitmore Global Management Center hosted the BPC Global Category for internationally oriented business plans. At an event held 30 March, the first- and second-place teams were awarded \$4,000 and \$1,000 respectively.

This year's first place team, Our-Business.org, is a nonprofit organization that utilizes text message advertising to help entrepreneurs expand into new markets around the world. The Our-Business.Org team consists of professionals Ed Murphy and James Gentry from Seattle and BYU students Aaron Aisen, an MPA student from Washington, D.C.; Alexia Green, a Middle East studies/Arabic major from Salem, Utah; Hani Modhoun, an international studies major from the Gaza Strip; and Russ Prause, a finance banking major from Phoenix.

Winning second place was The Global Development Group, represented by Andrew Van Noy, a sociology major from Littleton, Colorado. The Global Development Group seeks to provide quality American medical supplies, equipment, and services to the Romanian medical industry. "I see The Global Development Group expanding and capturing a large portion of the medical supply and device market in Romania," Van Noy says. "We are confident that The Global Development Group will be successful in breaking into this market because there is not currently an American company servicing this nation."

More information regarding the Business Plan Competition can be found at [bpc.byu.edu](http://bpc.byu.edu).

—RUTHY DRAPER

## Management Society Adds New Chapters in Mexico and South Korea

In a move reflecting the growing influence of the Marriott School across the globe, the BYU Management Society recently opened two new chapters in Monterrey, Mexico, and Seoul, South Korea.

The society marked the opening of its new chapter in Monterrey with a dinner and keynote address from Marriott School Dean Ned C. Hill.

Seventy-five people attended the event, held 30 November 2006 at Cintermex, a well-known business complex in Monterrey. Following dinner, Dean Hill spoke on maintaining integrity in business practices. Scott Grow, area president for The Church of Jesus Christ of Latter-day Saints, attended the event along with several other dignitaries and area businessmen.

The new chapter, only the second in Mexico, will cover the outlying communities of Saltillo and Reynosa, as well as the city of Monterrey itself. The Management Society also maintains a chapter in Mexico City.

The Management Society hopes that the new Monterrey Chapter will open doors in the area for BYU and increase the Marriott School's visibility.

"We want people to know that we are very serious about growing this chapter and becoming part of the business community," Camarillo says. "We've noticed that once people get the vision of what we are trying to achieve, they want to be part of it as well. We want to help build a new generation in Mexico—one with high ethical and moral standards."

Professor Jim Stice and Director of MBA

Recruiting Tad Brinkerhoff spoke at a meeting marking the opening of the Seoul Management Society Chapter, the third chapter to open in Southeast Asia. About sixty people attended the November 2006 meeting, which focused on MBA recruiting and employment. The opening of the Seoul Chapter marks a significant step in establishing credibility for the Marriott School in a region that has historically had little business interaction with BYU.

"We are going to take the time to develop a high level of credibility in the Korean business community, developing networks among BYU supporters as well as alumni," says Yong-in Shin, chapter president. "We have already set up an employment web site so students in the U.S. can check for employment opportunities."

Brinkerhoff said many Korean alumni need a way to network and support each other in career development, and the Seoul chapter will help them to do so while at the same time reaching out to the community.

Dean Merrill J. Bateman created the BYU Management Society in 1977 as a means of networking among alumni and friends of the Marriott School. Today, the organization operates twenty-four chapters across the world and boasts more than six thousand members. The society strives to advance professionalism and high ethical standards in business while providing members with opportunities for career advancement and continuing education.

—TODD BLUTH



# Rocky Mountain CIBER Promotes International Business Education



The Marriott School shared its international business knowledge with other regional schools at the annual Rocky Mountain division of the Centers for International Business Education and Research (RMCIBER) conference, held in Las Vegas 30 November–2 December 2006.

“RMCIBER is an effort between several schools in the Rocky Mountain region,” says Jacob Hill, CIBER liaison for the Marriott School’s Kay and Yvonne Whitmore Global Management Center. “We work together with the schools in the region to support them in international business education. The RMCIBER Conference helped us spread our knowledge to others.”

There are thirty-one CIBER schools throughout the nation, all of which receive federal grant funds to conduct research and create new avenues for international business education in the United States. As the only CIBER schools in the Rocky Mountain region, BYU and the University of Colorado at Denver and Health Science Center serve as co-chairs on the RMCIBER steering committee that also includes Idaho State University,

Montana State University, BYU–Idaho, Metro State University, the University of Nevada–Las Vegas, and Utah Valley State College.

At the conference, these schools networked and exchanged ideas not only amongst themselves, but also with smaller schools that were exploring the addition of an international business perspective to their curriculum.

“The CIBER program provides a great platform for us to learn from the successes of our peer institutions,” says Professor Chris Fawson, dean of international affairs for Utah State University. “We look to institutions that are involved in CIBER programs and have had success in bridging the gap between conceptualization and implementation of an international business curriculum.”

The conference received enthusiastic reviews from attendees who participated in workshops covering topics such as study abroad programs, international internships, and consulting projects. Many said they planned to implement what they learned at the conference into their teaching or business programs at their schools.

In one popular activity, participants roleplayed as management and workers at the Randomia Balloon Factory, which highlighted how cultural differences can create misunderstanding and undermine business productivity. Participants learned to be more sensitive to subtle cultural values that dictate relationships between employees and supervisors.

“As a college executive team we came away from the CIBER conference with a better understanding of internationalization opportunities and a unified commitment to internationalization initiatives,” Fawson says.

—TODD BLUTH

## Center Spotlight

In a little more than a year with the Kay and Yvonne Whitmore Global Management Center, Program Coordinator Heather Eastley has attended workshops in Las Vegas, Nevada; San Diego, California; and Columbus, Ohio. In May, she attended a conference in Argentina, where she trained members of BYU Management Society Chapters from Brazil, Argentina, and Chile.

When not away on assignment, Eastley handles the budget, manages the office, and assists the director with a variety of projects.

Eastley graduated from BYU in Latin American studies and is considering doing graduate work



in either exercise science or international development education.

Eastley grew up in Provo and loves living near the mountains. She enjoys hiking, mountain biking, and distance running, which she fell in love with as a study abroad student in London. Since then, she has completed a half and a full marathon. She also likes ballroom dancing, singing, and playing guitar, for which she hopes to write her own music someday.

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