

## About Michigan State University & The Broad School

Founded in 1855 as the pioneer land-grant university, Michigan State University is one of 62 institutions in the prestigious Association of American Universities. MSU is a member of the Big Ten Athletic Conference, and one of the largest and most diverse universities in the United States. The university offers a curriculum of more than 200 programs to some 47,000 students. A leader in study abroad programs, MSU also offers about 300 foreign language and 800 internationally-oriented courses and has students from more than 130 countries and all 50 U.S. States.

Michigan State University's Eli Broad College of Business, which includes the Eli Broad Graduate School of Management, is consistently ranked among the top business schools in the world, with more than 6,000 students currently enrolled in undergraduate, MBA, masters, doctoral and executive development programs. The school has been accredited by AACSB (Association to Advance Collegiate Schools of Business) International since 1953. The school is named after billionaire Eli Broad, the son of Lithuanian immigrants and a 1954 alumnus.

*We advance knowledge and transform lives.*



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U.S. Department of Education  
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Developer of the world-leading  
globalEDGE web resource  
Headquarters of the Academy  
of International Business  
A national leader in study  
abroad and internships

**MICHIGAN STATE  
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MICHIGAN STATE UNIVERSITY'S

# INTERNATIONAL BUSINESS CENTER

*Cultivating the World Grant Ideal*

The International Business Center (IBC) in The Eli Broad College of Business at Michigan State University was designated in 1990 as a National Resource Center by the U.S. Department of Education (i.e., a Center for International Business Education and Research). Our mission is to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international business and trade. We focus on three areas: Knowledge Development, Knowledge Deployment, Cultural Competitiveness.



## *Knowledge Development – We develop pioneering global knowledge!*

Knowledge development refers to research that produces leading-edge global knowledge. IBC develops innovative global knowledge through rigorous research with practical relevance. Our focus is always on how to improve the international competitiveness of organizations. We have leading expertise in emerging markets, exporting, global strategy, and global supply chains and also cover most other areas in international business and trade.

IBC maintains the annual Market Potential Index for Emerging Markets, published since 1996. MSU has a world-leading international faculty (Management International Review, 2004), editorial influence (Journal of International Business Studies, 2005), and multiple Fellows of the Academy of International Business ([aib.msu.edu](http://aib.msu.edu)). At MSU, IBC draws on more than 75 business and 170 interdisciplinary colleagues to conduct research and mentor doctoral candidates. MSU has produced the 6th most Ph.D.'s in business since 1960 (METF, 2003), and our doctoral students rank #5 in the world in total citations (Academic Assessment Services, 2004).



## *Knowledge Deployment – We deploy globalEDGE knowledge worldwide!*

Knowledge deployment refers to offering leading-edge development programs and products. IBC is a strategic partner with the U.S. & Foreign Commercial Service and the International Trade Center of Mid-Michigan. IBC also organizes the Global Business Club of Mid-Michigan, serves as the world headquarters of the Academy of International Business, and strategically cooperates with the U.S. Department of Education, U.S. Department of Commerce, U.S. Central Intelligence Agency, U.S. Chamber of Commerce, and U.S. Department of State.

For faculty and advanced students, IBC provides a variety of grants, seminars, scholarly collaboration, and industry connections. IBC has been a national leader in community college programming for two decades. For professionals, IBC offers a variety of programs. For example, the pro bono Michigan Export Growth Program helps businesses “go international.” The world-leading [globalEDGE.msu.edu](http://globalEDGE.msu.edu) resource has information, data, and tools on international business. And, the globalEDGE Business Review reaches tens of thousands of executives with the latest information.



## *Cultural Competitiveness – We nurture global mindsets for the world’s culture!*

Cultural competitiveness refers to instilling leading-edge global knowledge into business and society. We develop and deploy global knowledge that helps businesses, public policy makers, academics, and students achieve maximum personal value and benefits by being a part of the global marketplace. The collection of IBC’s programs and products (such as those for businesses, community college faculty, and minority-serving Institutions – HBCUs, Latin American, Tribal) exemplify the wealth offered to business and society.

IBC also provides leadership in professional global communities such as the Academy of International Business (including AIB-L) and globalEDGE Network. Established in 1959, the Academy of International Business has members in more than 80 countries, with IBC being its headquarters since 2004. The globalEDGE Network (est. 2001) includes professionals from most countries. IBC also serves as the “web hub” for all the international business grantees (CIBER and BIE programs) of the U.S. Department of Education – more than 80 universities.