In early June, we organized and hosted two programs. In East Lansing, the 9th Biennial International Business Institute for Community College Faculty brought together community college faculty from across the country including, for the first time, from one of the nation’s Tribal Colleges, while in Vancouver, British Columbia, business college administrators from around the world gathered for a colloquium on accreditation and self-assessment organized by the Center as part of the NAFSA conference. Later in June, approximately 1,000 Academy of...
International Business members attended the annual meeting in Nagoya, Japan, where our staff had the pleasure of working with host school Nanzan University and program chair Shige Makino to organize a highly successful conference around the theme of “International Business for Sustainable World Development.”

As the students returned to campus and the leaves changed color, we turned our focus almost entirely to globalEDGE.msu.edu, which underwent its largest-ever revision and update in September. In lieu of the old regions sections, we now offer extensive information on nearly a dozen trade blocs around the world. We improved our search features and greatly enhanced the social networking capabilities of the site, allowing users to connect with us via Facebook, Twitter, LinkedIn, and multiple RSS feeds. We also added easy-to-understand tips for doing business around the world and an extensive export tutorials section where we address commonly-asked export-related questions. As always, globalEDGE remains the number one source on the internet for “international business resources” (Google, December 2011).

For the College, too, 2011 was a very good year. A number of rankings continue to solidify the Broad College of Business’s place as one of the top schools for international business education and research in the United States. Michigan State University was ranked first in a recent study published in the International Business Review, and U.S. News and World Report ranked the Broad College’s full-time MBA program 12th nationally in international business, while ranking supply chain management/logistics 2nd in the nation. The undergraduate international business program has also been recognized as one of the top 25 programs nationally, having been ranked 24th by U.S. News and World Report, while the undergraduate business program in its entirety climbed from 28th in the 2010 rankings to 24th in 2011 and to 14th among public institutions.

The college’s supply chain program rose from 2nd to 1st in the nation, beating out the Massachusetts Institute of Technology’s program. While the national CIBER program received a 55% cut in funding at the federal level, the MSU International Business Center remains excellently positioned; for example the Center was awarded a contract as the statewide provider of training and technology services associated with a $1.5 million federal award to the State of Michigan under the U.S. Small Business Administration (SBA) State Trade Export Pilot (STEP) program. As 2011 draws to a close and 2012 inches closer, we look forward to further expanding our research, training, outreach, and education efforts.

Sincerely,

Tomas Hult, Director
Irem Kiyak, Associate Director
Sarah Singer, Assistant Director
FOR THE PAST YEAR, THE GLOBALEDGE TEAM HAS WORKED tirelessly to redesign globalEDGE.msu.edu. The fully redesigned site was completed in time to be publicly showcased at the annual AACSB meeting, where Dean Stefanie Lenway and IBC Director Tomas Hult presented the revamped site for the first time.

The new design enhances the interactivity and usability of the site, and it increases the emphasis on materials that are fully developed by the globalEDGE team, such as a new export tutorials feature and a section highlighting various trade blocs around the world, similar to the existing countries, states, and industries sections. The redesigned site also features additional maps, interactive rankings, an easier-to-use resource directory, and more social media connections.

In response to the consistent popularity of the states, countries, and industries sections, globalEDGE has added additional maps and interactive rankings, allowing users to focus on the information that is most useful to them. The next generation of globalEDGE also has a greater focus on social media; for example, in the new “Get Connected” portal, users have access to blog posts, business reviews, and newsletters and can comment on blogs and follow globalEDGE on Twitter, Facebook, and/or LinkedIn.

globalEDGE continues to expand its resources and improve its website in order to remain the premier resource for relevant, up-to-date international business information and resources: the source for global business knowledge.
With the hiring in January 2011 of Jade Sims, Outreach Specialist for Business and International Trade, the International Business Center has stepped up its outreach efforts to the local business community.

The Michigan Export Growth Program (MEGP), one of the cornerstone projects of the 2010-2014 CIBER grant, has taken on an increased importance in the Center’s work, serving over 30 Michigan businesses and organizations in 2011. MEGP projects have ranged from finding new markets for high tech security systems to exploring regulations and supply chains in order to get Michigan fruit and vegetable exports to market.

MSU-IBC co-sponsored the 2011 National District Export Council (DEC) Leadership Forum in Washington, D.C., April 11-12, 2011. This program, which was designed for DEC chairs, vice presidents, and executive secretaries, featured a plenary session on national policy positions, discussions on how to implement DEC strategies, resources for DEC leaders, and sessions focused on DEC best practices in areas including outreach, fundraising, and Export University. Sponsoring CIBERS also discussed ways in which they partner with DECs to disseminate information about their resources to the international business community.

Also this year, the International Business Center was awarded a one-year contract (pending annual renewal) as the statewide provider of training and technology services associated with the Michigan Economic Development Corporation’s (MEDC) export program. Part of the IBC’s role includes a statewide benchmarking study of Michigan businesses that participate in or are interested in exporting. Through the MEDC program, Michigan companies with fewer than 500 employees can qualify for financial assistance for export-related activities; the program’s goal is to increase Michigan’s export sales, increase the number of companies that export, and introduce current exporters to new foreign markets and buyers. The funds are being awarded through a $1.5 million federal award to the State of Michigan under the U.S. Small Business Administration (SBA) State Trade Export Pilot (STEP) program.

In partnership with Automation Alley, Michigan’s largest technology business association, executive training programs for Michigan businesses are again a strongpoint of IBC’s outreach programs. The “Building Globally Focused Strategic Plans” program was implemented at Automation Alley’s Novi facility September 22nd and October 6th to a pilot group of sixteen area executives. Our anonymous follow-up poll indicated that we “exceeded” the expectations of the entire group, and efforts are underway to organize additional events early next year.

IBC’s agreement with the U.S. Department of Commerce Foreign & Commercial Service was renewed in 2011. This agreement allows the International Business Center to serve as the local affiliate for the Department, in partnership with the Grand Rapids U.S. Export Assistance Center (USEAC). This unique arrangement solidifies the working relationship between the two units, which have enjoyed close ties for a number of years.

IBC worked with MSU’s Center for Community & Economic Engagement in 2011 in a number of community development initiatives, including a federal grant application and assisting with the implementation of a CEEED export promotion program.

IBC worked with the Prima Civitas Foundation and its community development initiatives, including community and business needs assessment.

Helping Michigan Businesses Grow Globally

“The International Business Center is doing path breaking work with its annual summer institutes for community college business faculty. By helping community college students nationwide learn how to do business globally, the Center is contributing to President Obama’s National Export Initiative by helping create critically needed jobs in the short-term and rebalancing the national economy in the longer-term.”

Doug Barry
International Trade Administrator, U.S. Department of Commerce
The Global Business Club of Mid-Michigan provides a forum for networking and sharing ideas about how to make U.S. companies, specifically local businesses, more competitive in the global market. This year, workshop and luncheon presentations focused on exporting and international trade opportunities for local companies. Global Business Club programs expanded in 2011 to include more in-depth pre-luncheon workshops on topics related to the keynote address.

February 17, 2011
“Ag Exporter of the Year: Zeeland Farm Services, Inc.”

Following a workshop on “Market Opportunities in Canada and Basic Export Guidelines” that included a panel discussion specifically focused on exporting to Canada, Dan Meuwissen, Feed Ingredients Division Manager from Ag Exporter of the Year-winning Zeeland Farm Services, offered a keynote address to kick off the first Global Business Club of 2011. His talk focused on tools, lessons, and advice on exporting, he credited much of the company’s international export business to listening to what customers need and finding a way to fulfill those needs.

March 24, 2011
“Global Opportunities for Michigan Manufacturers”

Chuck Hadden, President and CEO of the Michigan Manufacturers Association, discussed challenges and global opportunities for Michigan manufacturers as the keynote speaker at the March Global Business Club. The half-day program focused on export financing and getting paid. The initial presentation focused on export financing, while later presentations detailed managing counterparty risk and managing foreign currency risk.

April 13, 2011
“Global: It is a Two-Way Process”

John Satykiel, President and Chief Executive Officer of Spartan Motors, addressed critical aspects required for successful international trade as keynote speaker at the April Global Business Club. Prior to the keynote, the morning’s agenda was devoted to foreign trade zones and international financing, including an overview of Port Lansing/Foreign Trade Zone #275 and how this new trade zone status is laying the groundwork for large economic growth and benefits for the mid-Michigan region.

May 10, 2011
“The Canada-Michigan Relationship and the State’s New Economy”

Canadian Consul General Ray Norton, Ph.D., addressed aspects of the Canada-Michigan relationship as keynote speaker at a joint session of the Global Business Club of Mid-Michigan and the Lansing Regional Chamber of Commerce. He outlined the benefits of the new international trade crossing bridge proposal, stressing the region’s projected international trade growth over the next 30 years and the need for a 21st century infrastructure to be built to support this growth and to meet the needs of the state’s new economy.

May 12, 2011
“Targeting Customers Around the World”

The final Global Business Club offering of the May 2011 session at the Capital Area IT Council and offered panel discussions on intellectual property protection abroad and China’s technology landscape. The keynote speaker, Pedro Moya, Manager of Online Sales at Google, addressed online tactics for targeting customers around the world, outlining four concrete steps to internationalization: find demand, measure and refine.

September 7, 2011
“International Business Development”

Peter Walters, Chairman of the Board of Guardian Industries, kicked off the Global Business Club of Mid-Michigan’s 2011-2012 season before an audience of approximately 70 local business executives and faculty, including many members of the CIBER advisory board and Dean Stefanie Lenway. The presentation highlighted the opportunities, as well as the challenges, that international business presents, with a focus on the differences between joint ventures and, for example, wholly-owned factories. His experiences in Russia, India, and Venezuela were especially enlightening for the audience.

September 14, 2011

The Global Business Club of Mid-Michigan sponsored the only Michigan stop for The Global Business Club of Mid-Michigan’s 2011-2012 season before an audience of approximately 70 local business executives and faculty, including many members of the CIBER advisory board and Dean Stefanie Lenway. The presentation highlighted the opportunities, as well as the challenges, that international business presents, with a focus on the differences between joint ventures and, for example, wholly-owned factories. His experiences in Russia, India, and Venezuela were especially enlightening for the audience.

November 17, 2011
“Key Issues in Expanding Your Business to Emerging Markets”

In a program jointly coordinated with the Lansing chapter of the United Nations Association, Tony Kayyed presented a keynote address aimed at encouraging local companies to “go global,” by highlighting the success of area companies that have already profited from global growth. These companies range from pizza box and prosthetics manufacturers to one exporting dog exercise equipment. His talk addressed topics including intellectual property protection, the importance of language, and the need to invoice and collect in the local currency.

Why Now?” as they rallied Michigan businesses to President Obama’s National Export Initiative. Almost 100 individuals from Michigan businesses, government, and academia were present for the presentations, roundtable discussions, and networking opportunities.
The undergraduate international business program has also been recognized as one of the top 25 programs nationally, having been ranked 24th by U.S. News and World Report, while the undergraduate program in its entirety climbed from 28th in the 2010 rankings to 24th in 2011 and to 14th among public institutions. The U.S. News annual undergraduate business ranking is solely based on results from a survey of deans and senior faculty members at all Association to Advance Collegiate Schools of Business (AACSB)-accredited undergraduate business programs.

The timing of the undergraduate international business ranking is especially opportune, coming on the heels of the just-approved International Business Minor (previously the Broad College offered an International Business Specialization). The undergraduate program has continued to internationalize in other ways, as well, with over 1600 international students enrolled in the Broad College in the 2011-2012 academic year and the continued strength of study abroad programs. Nearly 400 undergraduate students participated in study abroad in 2011, selecting from over three dozen business programs, as well as from many of Michigan State's non-business programs.

External parties are also recognizing the college's strengths in this area, with a number of rankings continuing to solidify the Broad College of Business's place as one of the top schools for international business education and research in the United States. For example, the 2010 Businessweek specialty rankings, based on a survey of corporate recruiters, ranked the Broad College 23rd in global competition; separately, Michigan State University was ranked first in a recent study published in the International Business Review. The study, conducted by Len Trevino et al. (2010), ranked academic institutions and scholars in international business based on publications between 1996 and 2008. U.S. News and World Report has also ranked the college's full-time MBA program 12th nationally in international business, while ranking supply chain management/logistics second in the nation; at the intersection of supply chain management and international business, the Broad College of Business is the world leader.

The full, interactive Lodging Market Potential Index is available online at http://globaledge.msu.edu/resources/lmpi/. The authors also plan to create a Global Lodging Market Potential Index.
The Academy of Marketing Science is an international, scholarly, professional organization whose mission is dedicated to “promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world.”

The highlight of these special sessions was the question and answer session with marketing gurus. Organized by Tomas Hult and facilitated by Richard Lutz, this session allowed conference attendees to interact with some of the world’s most respected marketing academics. The distinguished panel included Rajan Varadarajan, Jagdish Sheth, A. “Parsu” Parasuraman, V. Kumar, Rohit Deshpande, George Day, Ruth Bolton, and Stanley F. Slater.

Other special anniversary sessions included “Learning from Journal of the Academy of Marketing Science Editors,” which Professor Hult participated in as the journal’s current Editor-in-Chief, and “Contributions of the Sheth Foundation to the Marketing Discipline.”

The Academy of Marketing Science annual conference, which celebrated the organization’s 40th anniversary, at the historic Biltmore Hotel in Coral Gables, Florida, in May 2011. With co-chair O.C. Ferrell, Professor Hult planned the conference theme around “The Sustainable Global Marketplace” and organized several special anniversary sessions focusing on the organization’s historical contributions to marketing as well as advancing knowledge on contemporary issues in the field.

Dr. Hult was asked to speak on behalf of the U.S. Department of Education and represented the Centers for International Business Education and Research (CIBER) and Business and International Education Program (BIE) grant programs. Other distinguished speakers included members of the European Parliament and European Commission, ministers from various countries, CEOs, and university presidents.

His workshop on “Business Cooperation / Cooperation in a Global Perspective” examined the need for closer cooperation between higher education and the work world, an issue which transcends European borders, remaining high on the political agendas of many countries. Levels of cooperation between institutions of higher education and the world of work vary across countries and even within countries. The workshop presented examples of and approaches toward stimulating university-business cooperation from several parts of the world.
In early June, the International Business Center hosted 37 community college faculty members representing 15 U.S. states for the 9th Biennial International Business Institute (IBI).

The conference provided participants with an extensive overview of the field of international business, featuring case studies and examples of how to integrate international business into the curriculum. In addition, participants had multiple networking opportunities that allowed them to share ideas with faculty from across the nation. The conference also featured keynote speakers, including Doug Barry from the U.S. Department of Commerce who focused on business ideas, product innovation, and global sales. Other sessions and speakers highlighted the increasing importance of BRIC countries and associations that work to support internationalization in community colleges, along with numerous break-out and question-answer sessions.

Many participants admitted to arriving with limited prior knowledge of international business or trade, and the institute served to strengthen their knowledge base in these areas and provided many participants with concrete ideas, resources, and contacts to develop their own international business courses. The participants found this wide range of topics very valuable and applicable to their own college. As one participant noted on their evaluation, “This Institute has given me not only specific knowledge and info on international business but also the enthusiasm to bring it to life in our college.”

In addition to the MSU International Business Center, the 2011 IBI was sponsored by the Centers for International Business Education and Research at Colorado, Florida International, George Washington, Illinois-Urbana Champaign, Georgia State, Miami, Memphis, Pennsylvania, Pittsburgh, Purdue, South Carolina, Temple, Texas, Texas A&M, Washington, and Wisconsin; the Center for Advanced Studies and International Development (CASID) and the Center for Gender in Global Context (GenCen) at MSU; MSU University Outreach and Engagement; Lansing Community College; The League for Innovation in the Community College; and NASBITE International.

The Business of Global Business Education

As part of the 2011 NAfSA Conference in Vancouver, British Columbia, MSU-IBC organized and sponsored a colloquium on internationalizing business education with the theme “The ‘Business’ of Global Business Education: Challenges and Opportunities for Accreditation and Self-Assessment.” This program, which was attended by nearly 90 participants from business schools across the U.S. and the world, explored how accreditation and assessment are changing and what that means for the international aspects of business education internships, language education, study abroad programs, research partnerships, and more. By attending, participants were able to gain insight into successful internationalization strategies at business colleges and learn how the business school can be a driving force behind internationalizing an entire campus.
The Academy of International Business 2011 Annual Meeting had great attendance once again as it hosted about 1000 members in Nagoya, Japan, for a program focused on the theme of “International Business for Sustainable World Development.” The 2011 Program Chair, Shige Makino, put together a very exciting and professionally rewarding program with the help of his track chairs and his Program Assistants, Ngan Cheung (Kent) Hui and Yina Mao, while host school Nanzan University was instrumental in making AIB’s first ever trip to Japan possible.

Some of the highlights of the program included the Fellows’ Opening Plenary Session featuring two distinguished guests: Mr. Fujio Cho, chairman of Toyota Motor, winner of the 2011 International Executive of the Year Award, and Dr. Richard Nelson, Professor Emeritus of Columbia University, winner of the 2011 Fellows’ Eminent Scholar Award. Additionally, the Women in the Academy of International Business (WAIB) celebrated its 10th anniversary. Another special session, The Asian Business School Deans Forum, chaired by George Yip, welcomed the deans of five leading business schools in Asia: The National University of Singapore, Hitotsubashi University, Korea University, Nottingham University Business School China, and The Chinese University of Hong Kong. The deans were invited to share their views on the internationalization of business schools in Asia, opportunities, and the future agenda.

Emily Trexlar
Student
Girl waiting for a balloon
Athens, Greece 2011
Business & Government Representatives

Bruce Leech, Founder and Former CEO, Victoria E. Jones, Diversity Officer VP, Michelle DeJonge, Tim Daman, CEO and President, Lansing Richard Howard, Acting CEO, Lansing Economic Publisher, The Greater Lansing Chris Holman, Vice President, Finance, William Hamilton, President, TechSmith President, Michigan Chuck Hadden, Shahriar Ghoddousi, Vice Chairman and CEO, Donald BertS Christopher D. Conner, Beth Chappell, President and CEO, Brand Manager, System Networking, Sandy Beall, Senior International Trade Specialist, Doug Barry, Ford Motor Company Nat Adamson, MSU - CIBER advisory Board and Senior VP, PNC Financial Services Managing Director, CrossCom International Apollo Group, Inc. Regional Chamber RHJ International Area Partnership, Inc. Business Monthly Ford Motor Company of Canada, Limited Manufacturers Association Johnson & Johnson Michigan Economic Development Corp. Lansing Community College

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ABOUT THE FEATURED PHOTOGRAPHY SINCE 1999, the MSU Office of International Studies and Programs, in cooperation with the MSU Alumni Association, has sponsored MSU Global Focus, an annual international photography competition for MSU students, faculty, and alumni. Every year winning images are chosen from hundreds of entries. The festival features images in two categories: images from the annual competition.

2011 ANNUAL REPORT EDITOR Sarah Bang SPECIAL THANKS Efthimios Hatzidakisbokos EXECUTIVE DIRECTOR Gene Hensel MATERIALS PHOTOGRAPHY Professional Photography from MSU Alumni- oriented programs by Tony Craft.

2012 Events Calendar


For additional details, contact the office of international studies and programs at ciberweb.msu.edu.

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P R I N T I N G

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