Five area study centers at Michigan State University were awarded more than $7 million in grants to advance international education. The competitive, four-year grants sought by elite universities in the U.S. are funded by the U.S. Department of Education under Title VI of the Higher Education Act.

“MSU has a tradition of excellence in international education,” said Steven Hanson, Associate Provost and Dean of International Studies and Programs. “These awards reflect the strength of MSU’s global engagement and place MSU in an elite group of universities for international education and language study.”

The International Business Center was reaffirmed as a Center for International Business Education and Research (CIBER). MSU is one of only 17 universities to be designated a CIBER university in this funding cycle. “Our CIBER agenda is designed to be far-reaching, high-impact, and aligned with the rich ‘world-grant’ traditions of MSU,” said Tomas Hult, IBC Director.

Three centers received grants under the Foreign Language and Area Studies Fellowships Program, and the Center for Language Education and Research (CLEAR) received a Language Resource Center award. MSU’s African Studies Center and the Asian Studies Center were each awarded grants, again designating them as National Resource Centers (NRCs). The NRCs support a variety of programs that continue to internationalize the curriculum and student experience on campus, encourage foreign language study, and develop area study resources for the community.

These include more than 1.5 million active users on globalEDGE; more than 12,000 companies nationwide (including some 1,900 companies in Michigan); more than 500 faculty trained at community colleges across 44 U.S. states (including faculty at 24 of 28 community colleges in Michigan); and thousands of business scholars who benefit from MSU’s consistent top ranking in producing international business research.

For example, through the Michigan Export Growth Program, IBC has provided customized market research reports to over 150 small- and medium-sized businesses in Michigan, giving them the valuable information that they needed to begin or expand their exports to foreign markets.

In contract with the Michigan Economic Development Corporation (State of Michigan), IBC completed the third annual Michigan Exporting Benchmarking Study, assessing past, current, and forecasted future international trade involvement by Michigan companies.

From webinars, to workshops, to seminars, to customized training, to exporting advice, IBC is making businesses competitive globally.
Serving as the worldwide headquarters of the Academy of International Business for its 11th year, the International Business Center saw nearly 1,100 members representing 46 countries meet for AIB's Annual Meeting in Vancouver, Canada, in June 2014.

With conference orchestration by MSU’s Tomas Hult (AIB Executive Director and Fellow) and Tunga Kiyak (AIB Managing Director), Klaus Meyer from the China Europe International Business School served as the 2014 Program Chair. The conference was a resounding success filled with engaging sessions and speakers on the theme, “Local Contexts in Global Business.”

The opening plenary featured this year’s AIB Fellows’ International Educator of the Year award recipient, Daniel M. Shapiro, Dean and Lohn Foundation Professor, Beedie School of Business at Simon Fraser University.

The 2014 World Investment Report was introduced by James Zhan and Hafiz Mirza, representing the United Nations Conference on Trade and Development (UNCTAD), at one of the most highly attended sessions of the conference.

The AIB Fellows’ Eminent Scholar award plenary session honored Richard P. Rumelt from UCLA. Professor Rumelt delivered the keynote speech, “Diversification, Good Strategy and Bad Strategy: Implications for International Business Research.” The AIB Fellows’ International Executive of the Year award was presented to Dominic Barton, Global Managing Director of McKinsey & Company.

The 2014 JIBS Decade Award, honoring the most influential JIBS article published ten years earlier (2004) was presented to Gary Knight, a Ph.D. graduate of Michigan State University, and Tamer Cavusgil, a former professor at MSU, for their article, “Innovation, Organizational Capabilities, and the Born-Global Firm.”
Focus on Community Colleges

The nation’s 1,200 community colleges educate about half of all U.S. undergraduates. Some 12 million students take credit and non-credit courses at community colleges annually. Four of ten of these students work full time while going to school, and six of ten attend part time. And, MSU’s International Business Center is the long-standing leader in internationalizing business curricula at the nation’s community colleges.

International Business Education Index (IBEX)
International Business Institute for Community College Faculty
Advanced International Business Institute for Community College Faculty
Foreign Language Institute for Community College Faculty
International Business Institute “On the Road”
globalEDGE Resources for Community Colleges
White Papers on Community Colleges
Dissertations on Community Colleges
International Internship Directory
Online Course Modules

Since 1995, MSU’s International Business Center has worked closely with community college faculty, administrators, and students from around the country - most notably by hosting the biennial International Business Institute for Community College Faculty (IBI).

This year, in collaboration with IBC’s strategic partner – Community Colleges of International Development (CCID) – the center designed, launched, and planned a lineup of new programs designed specifically for two-year college faculty, most notably an “On the Road” version of the IBI offered at community colleges around the country.

In 2014, IBI “On the Road” workshops have been offered Merced College (California), Tulsa Community College (Oklahoma), and in conjunction with the Community Colleges for International Development Summer Advance conference (held in Baltimore, Maryland). More than 50 faculty from a dozen states attended, and the slate of locations for 2015 is already set (see more at http://ibc.msu.edu).

The 11th Biennial IBI will be offered in East Lansing May 31-June 3, 2015.

Global Knowledge

In international business, MSU’s Broad College is consistently among the top 10 research institutions for scholarly publications in the top 27 business journals (e.g., International Business Review 2010; Journal of International Business Studies 2005; Management International Review 2014). MSU is one of 62 members of the prestigious Association of American Universities. The Broad College of Business is accredited by AACSB and is a member of the Global Business School Network. The Broad College is also ranked No. 16 in graduate and No. 22 in undergraduate education by U.S. News & World Report.

Tomas Hult – Fellow, Academy of International Business
Strategic Collaboration – MSU, Leeds University, Uppsala University
World Leader in International Business Research
Jagdish and Madhuri Sheth Foundation
Byington Marketing Speaker Series

In 2014, the college’s scholarly research across fields and journals was captured in revisions to the global leader in international business textbooks, a trade book on global supply chains, and an academic book on PLS statistical analysis:

The cogwheel globe symbolizes the interconnectedness of the world's countries and people. It is used on the cover of the trade book, *Global Supply Chain Management*, by Tomas Hult, David Closs, and David Frayer (all MSU faculty). GSCM was published in 2014 by McGraw Hill.