



## CIBER Advisory Board Meeting Beneficial Exchange



Professor Cavusgil welcomes the Advisory Board

On March 23, the CIBER Advisory Board met in MSU's Kellogg Hotel and Conference Center for an update on the activities of MSU-CIBER and to exchange ideas for future projects, improvement of current ones, and issues on the education of students both on campus and in eLearning.

Dr. S. Tamer Cavusgil, Executive Director of MSU's CIBER, opened the meeting with a warm welcome and an introduction of each member. After brief comments from Associate Dean Elvin Lashbrooke about the dean's search in The Eli Broad College of Business and the progress on the new Executive Development Center, Dr. Patricia Paulsell, Director of Business Languages, MSU CIBER and Associate Dean of the College of Arts and Letters, opened up discussion with the group about foreign languages for business. She stressed the need for business languages since the traditional high school and college language courses emphasize reading literature.

Dr. Paulsell mentioned that business Chinese and Russian have been dropped because of under enrollment.

German and French are experiencing low enrollment, which is reflecting the trend in high schools.

Some of the resources coming from CIBER efforts are; a video called "Language-Doorstep to Opportunity" for students and parents to view, a CD Rom for Mandarin Chinese and a new virtual resource center that incorporates useful sites on the web for specific languages. The German site is publicly available and the Spanish site will be completed this summer. Also, an advanced level textbook (on business languages) has been written in 4 volumes, and is highly regarded and widely used.

Two new faculty members shared with the board their research efforts in international business. Dr. Frank Rothaermel, Department of Management, presented his unique view as a person born and raised in Germany and now working in the U.S. He mentioned the opportunities in the U.S. and his research on why some firms succeed while others fail. Dr. Brent Adamson, Department of Linguistics and Languages, filled the board in on his research which focuses on helping businesses and business students understand the cultures of other countries.

Dr. Adamson also mentioned a new study abroad program to Germany and a work abroad program in Stuttgart, Germany. The board members agreed that study abroad experiences for students is an important aspect of their education and has tangible benefits in the business world.

Dr. Bruce Magid, Director of MSU Global, described the initiatives that MSU is taking in the eLearning field. He feels MSU will be a global leader and that CIBER and The Eli Broad College of Busi-

ness will have a major role in implementing groundbreaking programs.

Dr. Tomas Hult, International Business Center Director, posed the question: What makes MSU unique? It has one of the premier CIBERs in the country, produces top scholarly leaders in international business, and has a website that gets 900,000 hits a month, reaching out to businesses and academia nationwide. The meeting ended with a demonstration of the alpha version of globalEDGE, a new global knowledge web portal. Michael Reed, Systems Analyst, demonstrated the various features and gave an overview of what will be available on the site. Irem Kiyak, Assistant Director, International Business Center, spoke about the need for the knowledge portal and fielded questions about it.

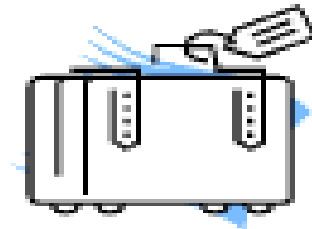
The Advisory Board then engaged in a brainstorming session about the new eLearning initiatives of MSU-CIBER, including the proposed Global Management Certificate program, scheduled to be launched next fall.

The meeting adjourned with all feeling the goal of the meeting was accomplished and it was a beneficial interchange between the business community and CIBER. Thanks to all those who worked hard to make the meeting a success!



Dean Lashbrooke addresses the Board

## Study Abroad Scholarships



MSU-CIBER is proud to report that it has awarded scholarships to some 40 Broad College students, in support of their participation in summer 2001 Study Abroad programs. A total of \$11,500 was awarded, with individual scholarships ranging from \$200 to \$500. The winners were selected from a pool of over 70 applicants. Non federal funds were used for these scholarships.

Scholarship winners will be participating in a variety of Study Abroad programs, including "Doing Business in Mexico," in Monterrey, Mexico; "Studies in the Global Marketplace," in London, England and Dublin, Ireland; Czech Republic, Ireland and the Netherlands; "Business Internship," in Istanbul, Turkey; and "Business in Norway! Service Management: The Scandinavian Approach," in Stavanger, Norway.

MSU-CIBER offers study abroad scholarships on a competitive basis for qualified business students going abroad on Fall, Spring, or Summer Semester programs. Applications are available in the International Business Center, Room 7, Eppley Center. The application form is also available for download from the Study Abroad Programs web pages on the CIBER website:



<http://ciber.bus.msu.edu/studyabroad/>

## March IB Forum Focuses on Canada



John Lang, Consul and Senior Trade Commissioner, Canadian Consulate General of Detroit, discussed the mutually beneficial relationship that Canada and the U.S. have as economic partners at the International Business Forum in March. Consul Lang discussed economic trading and investment opportunity in Canada in his presentation, "The Canada-U.S. Economy: A Study in Integration."

Mr. Lang began by explaining what the consulate does. It promotes trade and helps small Canadian companies do business in the U.S. It also protects and advances Canadian interests and builds awareness of Canada and Canadian values.

He went through the very different histories of the U.S. and Canada. The U.S. fought a war for freedom, but Canada just evolved. The U.S. has many checks and balances, but Canada has a Prime Minister who has the authority to call an election. Mr. Lang showed his good humor when he said that in the last election in Canada the ballots were counted by hand in just 4 hours.

Canada is Michigan's largest trading partner. The U.S. and Canada have the closest, most



Perry, Lang, Hult

job rich, and diverse relationship for trading of any two countries. He concluded that everyone should want to keep it that way.

## April IB Forum Topic Immigration Law



Cavusgil, Truitt, Hult

Linda J. Truitt is a shareholder practicing in Butzel Long's Detroit office. She is a graduate of Madonna College in 1982 and Detroit College of Law in 1988. Ms. Truitt's primary concentrations are in employer sanctions, labor certification and both immigrant and nonimmigrant visa matters for U.S. and foreign businesses. Prior to joining Butzel Long, Ms. Truitt was an associate at another major Detroit law firm, where her practice was concentrated in the area of immigration law. Ms. Truitt is a member of the Michigan Bar Association, the Detroit Metropolitan Bar Association and the American Immigration Lawyers Association.

Her presentation "Immigration Law in the 21st Century" gave detailed information on immigration laws and how they affect employers, foreigners, and business travelers. Since U.S. immigration laws are complicated and the U.S. is the most difficult country to enter, this kind of information is important for anyone bringing someone from another country for work, either temporary or permanent and for those involved in international business travel.

Her detailed knowledge was appreciated by the audience.

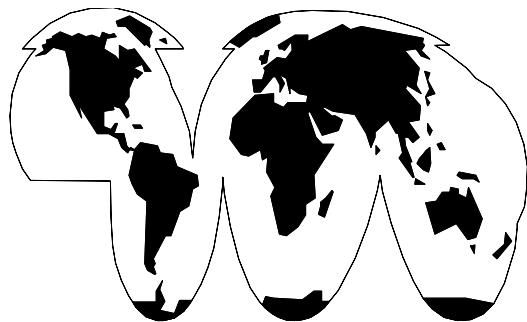
# Fall 2001 International Business Forum Schedule

**Tuesday, September 11, 2001**-World renowned Steelcase, Inc. will share the critical factors accounting for their international success at the opening lunch of the 2001-2002 forum.

**Thursday, October 11, 2001**-Tips to help business travelers maximize safety and minimize risks will be provided by Rad Jones of the Criminal Justice Department at MSU, former Secret Service Agent and Director of Security for Ford Motor Company.

**Thursday, November 8, 2001**-Watch for the posting on <http://ciber.bus.msu.edu/>

**Make your reservations with Bev Wilkins, Phone: (517) 353-4336 or Email [ibf@bus.msu.edu](mailto:ibf@bus.msu.edu).**



## 4th Biennial International Business Institute for Community College Faculty is Fast Approaching

Some 40 Business Faculty from the nation's two year colleges will be gathering in East Lansing, Michigan during the 19-24 of May for the 4th Biennial International Business Institute for Community College Faculty.

This year's cosponsors of this faculty development program include CIBERs at: Ohio State University, Purdue University, Texas A & M University, University of Florida, University of Illinois at Urbana Champaign, University of Kansas, University of Memphis, University of Pittsburgh, University of Washington, University of Wisconsin, National Association of Small Business International Trade Educators (NASBITE), and MSU's Office of the Vice Provost for University Outreach.

As usual, an intensive training program has been planned focusing on content, pedagogy, and resources. Interest in this year's program was high as we had to turn away some applicants.

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### MSU CIBER launches globalEDGE

A team at MSU CIBER has been working hard to design and prepare a new global business knowledge portal, globalEDGE. This site will feature a larger number of contributed commentaries on international business trends, a series of globalization diagnostic tools and additional second resources. Once complete, globalEDGE will also house the widely-acclaimed International Business Resources Index on CIBER Web. The alpha release (<http://alpha.globalEDGE.org/>) was presented to the CIBER Advisory Board in March.

Congratulations to the IT team which includes: Irem Kiyak, Michael Reed and graduate assistants Ryan Johnson, Tunga Kiyak, George Mountrichas, and Broad Scholars Amy Abraham, Ben Hsieh, and Michael Schmidt.

# International Alumnus Honored



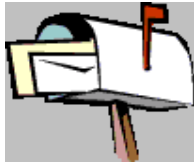
Tekin Ertan (left) receiving his award from Keith Williams (right)

At the 2001 International Awards Ceremony sponsored by International Studies & Programs and held on April 11, 2001 a Broad College graduate was honored. Professor Tekin Ertan, a 1965 MBA was bestowed with the Joon S. Moon Distinguished

International Alumni Award. Mr. Ertan currently serves as assistant director of the School of Tourism and Hotel Management, Bilkent University in Ankara, Turkey.

Previously he was the general manager of the Hotel Bulvar Palace in Ankara, a landmark institution in Turkey. We were all very pleased to see Mr. Ertan be honored in such a way as he has made such a significant contribution to the MSU Alumni Association in Turkey, serving as its Vice President for many years.

Two of Mr. Ertan's three children are also Broad College graduates. His son, Kerim, received his MBA degree and his daughter, Defne, received her Bachelors degree in Hospitality Management. Congratulations are in order to Mr. Ertan. Thank you for all you do for the Spartans!



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