

# INTERNATIONAL BUSINESS INSTITUTE FOR COMMUNITY COLLEGE FACULTY

## Professional Development Webinar

MSU INTERNATIONAL BUSINESS INSTITUTE (IBI) ON THE ROAD  
FACILITATED BY GW-CIBER ■ HOSTED BY BRIDGEVALLEY COMMUNITY COLLEGE

### AGENDA

Friday, March 19, 2021

9:00 – 9:15AM

#### Welcome and Introductions, CIBER Network & its Resources

- **Peter Soscia**, Vice President, Academic Affairs - Bridge Valley Community College
- **Anna Helm**, Director - GW-CIBER & Associate Teaching Professor of International Business, GW School of Business
- **Ahmet Kirca**, Director, International Business Center (CIBER) & Professor of Marketing and International Business - MSU Broad College of Business

9:15 – 9:30AM

#### Globalization at Community Colleges & The Importance of a Global Mindset

- **Ahmet Kirca**, Director, International Business Center (CIBER) & Professor of Marketing and International Business - MSU Broad College of Business

Professor Kirca will present the latest IBEX Report that provides a snapshot of the International Business Education at Community Colleges. His presentation will also emphasize why developing a global mindset should be a major priority in curriculum development in community colleges.

9:30 – 10:30AM

#### Developing an IB Course: Topics, Texts, Formats

- **Ahmet Kirca**, Director, International Business Center (CIBER) & Professor of Marketing and International Business - MSU Broad College of Business

10:40 – 11:30AM

#### Experiential Education: Bringing Industry into the Classroom

- **Sarah Scott**, Director of Education Abroad - MSU Broad College of Business  
TOPIC: Study Abroad and Internships Abroad
- **Erkan Kocas**, Assistant Director for International Trade Research, International Business Center (CIBER) – MSU Broad College of Business  
TOPIC: Company Consultancy Projects

Sharing experiences and best practices for designing and implementing experiential education practices.



International Business Center  
Broad College of Business  
MICHIGAN STATE UNIVERSITY



**11:40AM - 12:30PM**

### **Business Keynote Panel**

- **Peter Soscia**, *Vice President, Academic Affairs - Bridge Valley Community College (Moderator)*
- **Srini Matam**, *President - Toyota Motor Manufacturing West Virginia, Inc. (TMMWV)*
- **Stephen Spence**, *Director, International Division - West Virginia Development Office*
- **Mike McCown**, *Owner - Industrial Bolting Technologies, Inc.*

West Virginia business leaders make the case for expanded international business education and express the need for students to possess international trade knowledge, cultural understanding, and a global mindset.

**12:40 - 1:30PM**

### ***globalEDGE* tools and resources: [globalEDGE.msu.edu](http://globalEDGE.msu.edu)**

- **Erkan Kocas**, *Assistant Director for International Trade Research, International Business Center (CIBER) – MSU Broad College of Business*

With over 5000 quality resources, *globalEDGE* delivers a comprehensive research tool for academics, students, and businesspeople. *globalEDGE* provides tools and resources to efficiently research nearly any international business question you may have and can be used to prepare your class or serve as a research tool for students.

**1:40 - 2:30PM**

### **Resources and Strategies for Teaching International Business**

- **Erkan Kocas**, *Assistant Director for International Trade Research, International Business Center (CIBER) – MSU Broad College of Business*

This interactive session covers many free and low-cost interesting resources (websites, blogs, podcasts, videos, etc.) and ways of utilizing them in a classroom setting. Helpful for providing international examples in an introductory course or creating a new IB course.

**2:30 - 3:00PM**

### **Wrap-up**

Next steps, resources as you move forward, evaluation

