

# INTERNATIONAL BUSINESS CENTER

## WHO WE ARE


The **International Business Center (IBC)** in the 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.

## OUR GOAL

The IBC positions the Broad College as the **top knowledge generator in international business research**, guiding MSU's path to thinking globally in more than 170 countries.

Beyond running MSU's international business minor and facilitating a global mindset of all Broad College students, IBC collaborates with Broad College faculty to secure grants for international research and outreach.

- Serves the State of Michigan as a **Regional Export Network (REN)**, and administers the successful Michigan Export Growth Program that has maximized global trade for more than 2,000 Michigan-based companies.
- Headquarters of the prestigious Academy of International Business, the leading association of scholars and business professionals in international business, with membership in over 90 countries.
- **Hub for integrating services** of the U.S. Department of Commerce, Michigan's District Export Councils, and the international trade services of the Michigan Economic Development Corporation (MEDC).
- **National leader** in faculty development in international business education for community colleges; having trained faculty in 44 states, IBC has benchmarked and impacted most of the nation's 1,200 community colleges.



**OUR MISSION IS TO PROVIDE SUPERIOR EDUCATION, RESEARCH, AND ASSISTANCE ON INTERNATIONAL BUSINESS AND TRADE.**

## OUR FOCUS

INTERNATIONAL BUSINESS AND STRATEGY

GLOBAL SUPPLY CHAIN MANAGEMENT

INTERNATIONAL MARKETING

CROSS-CULTURAL KNOWLEDGE

INTERNATIONAL PUBLIC POLICY

INTERNATIONAL ECONOMICS



## WHAT MAKES US DIFFERENT

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In 1990, the U.S. Department of Education designated the Broad College's IBC as a Center for International Business Education and Research - one of only 17 CIBERs in the United States and the only one in Michigan.

2

IBC's globalEDGE online knowledge resource ([globalEDGE.msu.edu](http://globalEDGE.msu.edu)) has been the Google top-ranked site for "international business resources" for more than a decade.

## CURRENT MEMBERS

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### Dr. Tomas Hult

Director, International Business Center

Dr. Hult has been IBC's director since 2001. He is Professor and Byington Endowed Chair, and among the most cited scholars in international business in the world. In 2016, he was named the #1 marketing professor worldwide by Academy of Marketing Science.

### 40+ Team Members

Includes 11 dedicated staff members with PhDs, masters, and/or bachelors/associate degrees and some 30 master and bachelor student interns and assistants.

### Corporate Partnerships

The IBC partners with numerous Fortune 500 companies and small- and medium-sized enterprises (SMEs), as well as academic organizations, foundations, and Federal and regional governments. Examples include:

Chrysler Foundation • East and West Michigan District Export Councils  
• Ford Foundation • Foster Swift • GM University • Lansing Community College • Lansing Economic Area Partnership • Michigan Business Network • Michigan Department of Agriculture & Rural Development  
• Michigan Economic Development Corporation • U.S. Department of Commerce • U.S. Department of State • U.S. Department of Education

## OUR REACH

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- **Globally**, globalEDGE has over 2 million active users (and 10 million total users) covering the world and its 196 accessible countries and more than 60 territories.
- **Regionally**, IBC's strategic partnership with the Michigan Business Network ensures the reach of IBC activities, globalEDGE Business Beat, and resources to Michigan's 83 counties.
- **Locally**, IBC's Global Business Club of Mid-Michigan provides monthly executive luncheons with C-suite speakers, and IBC's partnerships with the Lansing Chamber, MEDC, and MBN offers a collection of 20 education and networking opportunities annually.

