



CENTER FOR INTERNATIONAL BUSINESS EDUCATION AND RESEARCH (CIBER)



CIBER Welcomes New Outreach Director, Suzanne Dove

Suzanne Dove joined the UW-Madison CIBER in January 2007 as Director of Outreach. Ms. Dove also is responsible for business outreach for the Center for World Affairs and the Global Economy (WAGE), a key partner of CIBER. She was recently elected to the Executive Board of the Madison International Trade Association (MITA).

Ms. Dove returned to her hometown of Madison, Wisconsin from the Washington, D.C. area, where she worked for several years. Since 2001, she served as a Senior Analyst for the U.S. Government Accountability Office (GAO) on the International Affairs and Trade Team. Prior to her time at the GAO, she spent three years at the World Bank working on poverty reduction and economic management issues for Latin America and the Caribbean. A fluent Spanish speaker, Ms. Dove received a PhD in Political and Administrative Science in 2002 from Universidad Autónoma de Barcelona in Barcelona, Spain. While in Spain, Ms. Dove also conducted research on free trade issues in Europe and Latin America for the Escuela Superior de Administración y Dirección de Empresas (ESADE). She holds a Masters degree in Public Administration from New York University and completed her undergraduate degree in European Cultural Studies at Brandeis University.



*2006 International Programs
Photo Contest Winner, "Plitvice National Park (Croatia)."
Photo by Sarah Smith, Spring
2006 Copenhagen participant.*

SPRING 2007

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UW System Faculty Explore Business Development in China and India

The Wisconsin CIBER co-sponsors two annual Faculty Development in International Business (FDIB) programs that bring faculty to China and India. The China FDIB is organized by the University of Colorado CIBER, and the University of Connecticut coordinates the India program. These programs are designed for faculty from business, foreign languages, and international studies to gain first-hand experience in these regions and to observe their phenomenal rates of growth.

The China trip brought 25 participants to Hong Kong, Shanghai and the Pearl River Delta to visit Chinese and foreign companies doing business in those regions. Two of these participants, UW-Oshkosh Management Professor Kim Dedee and UW-Barron County Business and Economics Professor Sidney Konell, were sponsored by the Wisconsin CIBER. Site visits included Baosteel – the largest Chinese steel company; Shanghai GM; Yantian International Container Terminals – a leading deep-water container port; and several universities and museums.

According to Professor Konell, the variety of activities was excellent. “I was worried that I would suffer from information overload when I looked at the itinerary, but that never happened. The pace was just right.” Konell has already drawn on his China FDIB experience in his Economics courses, integrating examples of how an economy moves from being highly controlled to market-driven.

Participants in the India FDIB enjoyed a similar set of activities in a different market. UW-River Falls Computer Science Professor Anthony Varghese and Susan Huber Miller, director of the Wisconsin CIBER, were among the 18-member group that was hosted by the Management Development Institute (MDI), a premier business school located in Gurgaon, a suburb of Delhi. Participants heard from experts on India’s history, media, foreign policy and social stratification, as well as the booming information technology sector and the challenges the country faces related to poverty and population growth.

For Professor Varghese, being situated in Gurgaon was eye-opening. “We visited sophisticated office buildings, the kind one might see in Silicon Valley, and saw oxcarts on the street below. The contrasts were amazing.” The group visited Hero Honda - the world’s largest two-wheeler manufacturer; Gen-Pact – a global provider of business and technology services; and GIVO – a leading garment manufacturer

Participants in the 2007 India FDIB outside the Management Development Institute in Gurgaon, India.



China FDIB participants visiting Tongji University in Shanghai.

“We visited sophisticated office buildings, the kind one might see in Silicon Valley, and saw oxcarts on the street below. The contrasts were amazing.”

that exports a major portion of its production to the United States, Canada, Europe and the Middle East. Varghese plans to incorporate what he learned from the FDIB experience—particularly aspects of India’s software development and outsourcing services—into his classroom.

To receive information on how to apply for the January 2008 FDIB trips to China and India, please email uwmadisonciber@bus.wisc.edu or check the CIBER Web site, www.bus.wisc.edu/ciber, in fall 2007.



Advisory Board Member Profile: Nancy Ballsrud

In order to deliver high-quality business outreach and educational programming, CIBER relies on the strength of its advisory board. Nancy Ballsrud has been a member of the CIBER board for more than four years. Ms. Ballsrud is Vice President and Assistant Treasurer of Cargill, based at the Cargill headquarters in Minneapolis. She serves as Regional Treasurer of Latin America and also as head of Global Treasury Services, Cargill's cash management and operational area. Ms. Ballsrud recently spoke with CIBER about her work with Cargill and provided some advice for students interested in pursuing a career with a similarly global nature.

Q: How long have you worked for Cargill? For which region or regions are you responsible?

A: I have worked for Cargill for 31 years, joining right after getting my MBA in Finance from UW-Madison. I have worked in Treasury for 16 years and took on the Global Treasury Services role in 2004. For all treasury issues (funding, foreign exchange, acquisitions, etc), I am responsible for Latin America. For cash management and operations, I have global responsibility, including North America, Latin America, Europe, Africa and Asia/Pacific.

Q: What are some examples of differences in business or cultural practices that you have encountered?

A: One key difference is how teams communicate and work together in different regions. In Latin America, teams generally bring a lot of energy and ideas to the table when tackling an issue. There is lots of heated and passionate discussion. Coming up with a solution or compromise can sometimes be a challenge. In contrast, tackling a similar issue in Asia/Pacific will be far more calm and organized, with people deeply listening to each other and pondering others' thoughts and input. Progress will be slow but sure, with consensus built along the way.

Q: Do problems sometimes arise with employees or customers due to language or cultural differences? What skills do you rely on to meet these challenges?

A: I sense sometimes that employees in the U.S. with little exposure to foreigners can be a bit judgmental of those not terrifically fluent in English. Oddly, the U.S. person often turns to using idiomatic phrases or colloquialisms that they THINK will improve understanding when it actually has the opposite result.

Also, each country and region does business at its own pace. Some quickly get to the point while others

proceed far more slowly. Problems can occur when you approach things at an inappropriate pace. I always tell my U.S. colleagues to use straight, non-slang English when speaking with a non-native English speaker—and to speak slowly. I also work to research business norms and customs in advance of doing business in a given country to help improve effectiveness and communication.

Q: Did you have any international experiences prior to beginning your career (e.g., exposure to other languages and cultures or work experience)? If so, how did you gain this experience?

A: I spent time in Europe prior to graduating and had studied three languages in college. But my significant exposure came when I was transferred to Brazil four years after joining Cargill. My earlier language studies helped me attain fluency in Portuguese quickly and this enabled me to deeply interact with colleagues who were not fluent in English. Living for three years in a Latin culture ultimately led to my current, broader responsibilities.

Q: What international experiences and/or skills do you feel are important for students to gain before seeking a job? What do you believe is the best way for them to gain that experience or those skills?

A: I think that having a chance to live in another country for a minimum of several months is highly beneficial. I encourage that this experience be in a country where English is not a dominant language. Having to learn a language well enough to survive is a great confidence builder and really helps someone look at things from a different perspective. It also forces you to be flexible, essential in my mind to really embracing an international mindset.

Q: What types of global knowledge, experiences and skills can help set students apart from their peers when seeking jobs or promotions?

A: I'd encourage students to be curious about what is happening in the world, to try to understand how politics and business intersect in various countries, to cultivate relationships with people of other nationalities to explore differences. And, read The Economist magazine!



After addressing members of the Madison Committee on Foreign Relations, Speaker Tom Lippman (center) posed for a picture with CIBER Outreach Director Suzanne Dove (second from left) and UW-Madison AIESEC students Lynn Parins, Brett Borkan, Ariane Strombom, and Danielle Smith.



Saudi Arabia Expert Visits Madison

Tom Lippman, an author and journalist who specializes in Middle Eastern affairs and American foreign policy, visited Madison this past March to discuss Saudi Arabian affairs with students, faculty and members of the Madison Committee on Foreign Relations. Mr. Lippman is one of the country's foremost analysts of U.S.-Saudi affairs and relations between the West and Islam. Throughout the 1990s, he covered foreign policy and national security for the Washington Post, traveling frequently to Saudi Arabia and other countries in the Middle East. Currently he is an adjunct scholar at the Middle East Institute in Washington, D.C.

Mr. Lippman spoke to the academic and business communities about the historical developments that brought

Saudi Arabia to where it is today. "When you travel to Saudi Arabia," he said, "you are immediately struck by what I call the 'Riyadh-Phoenix Syndrome.' You encounter a city that looks like Phoenix and is incredibly modern. But Saudi Arabia is very deceptive—what you see is not what you get." Mr. Lippman spoke about the rapid process of modernity in Saudi Arabia, which has taken place over the last 70 years. "They got from here to there without the usual process of 'enlightenment'—the industrialized working class is all imported labor." According to Mr. Lippman, the United States has been very closely involved in this process since the 1930s. The first U.S. oil exports from Saudi Arabia began in 1939, but were interrupted at the onset of World War II. The war helped this bilateral relationship to develop even further, however, as the United States recognized the

strategic importance of maintaining an ally—and thus, an air base—in the Middle East. A strong alliance between Saudi kings and U.S. presidents, as well as between major U.S. corporations working with Saudi business leaders, has continued into the present day.

Mr. Lippman also responded to questions from the audience about the ongoing conflict in the Middle East and the particularly volatile manifestations that have emerged recently in parts of the region. For example, he discussed how strife between Sunni and Shi'ite Muslims might affect U.S. oil interests in Saudi Arabia, and reflected upon the political impasse that affects the Israeli-Palestinian dispute. Finally, he described how the U.S. government is perceived in the Middle East and summarized some steps that might help modify these perceptions.

Office of Corporate Relations Links Business Community to University Resources



Pursuing global opportunities is an enticing proposition for small- and medium-sized companies, but it requires a comprehensive understanding of international markets, including legal and regulatory differences and cultural norms, among other factors. The UW-Madison Office of Corporate Relations (OCR) serves as a linkage between Wisconsin firms' needs and the university's ability to provide these resources.

Acknowledging the mutual importance of building a strong relationship between the university and the Wisconsin business community, UW Chancellor John D. Wiley established the OCR in 2003 following a recommendation by the Chancellor's Task Force on University-Business Relations. The OCR is led by Charles Hoslet, who previously served as director of state government relations for the campus. Hoslet, a member of the UW-Madison CIBER Advisory Board, described the OCR's efforts to serve as a resource to the business community as "the Wisconsin Idea in action."

According to Hoslet, recruitment is traditionally the biggest issue for companies—and there is an increasing need for graduates with international experience. Yet with more than 20 offices on the UW campus involved in student recruitment, employers may be unaware of how to find graduates with the right credentials. "We help companies understand what different depart-

ments do and we broaden the range of schools or colleges across campus for them to consider working with," said Hoslet.

As more companies seek to expand overseas, they will likely confront unfamiliar challenges such as differences in laws, regulatory environments, culture and language. Whether a company wants to chat with a business professor who regularly visits China, explore opportunities for their employees to learn new languages, or recruit graduates with information technology experience in a particular overseas setting, the OCR can direct that company to resources across a broad range of UW departments.

In addition to linking firms with potential employees and expertise on campus, the OCR also connects the various university activities that exist to sustain start-up companies. The office both consults with people interested in starting companies and advises early-stage entrepreneurs and businesses. A \$5 million grant from the Kauffman Foundation, awarded in December 2006, will help the OCR to expand these efforts. "The grant will allow us to expose students across campus to entrepreneurship and spur additional entrepreneurial activities," said Hoslet. To learn more about the OCR, visit www.ocr.wisc.edu.

CIBER Hi-Tech and Biotech Grant Recipients: Summer 2006-Spring 2007

In 2005, CIBER launched the Hi-Tech and Biotech Trade Show Travel Grant program in conjunction with the Wisconsin Department of Commerce – International Division. Since summer 2006, the following Wisconsin companies received support from CIBER to attend trade shows that assist their expansion into new markets.

Cell Line Genetics, LLC received travel support to attend a meeting of the International Society for Stem Cell Research, held in June 2006, in Toronto, Canada.

Quintessence Biosciences, Inc. received travel support to attend a cancer research symposium held in November 2006, in Prague, Czech Republic.

OMNNI Associates received travel support to attend Tissue World Asia 2006, held in November 2006, in Shanghai, China.

Ad-Tech Medical Instrument Corporation received travel support to attend the 6th Asian & Oceanian Epilepsy Congress, held in November 2006, in Kuala Lumpur, Malaysia.

Prodesse, Inc. received travel support to attend the 17th European Congress of Clinical Microbiology and Infectious Disease, held in March 2007, in Munich, Germany.

SciLog, Inc. received travel support to attend the Inter Phex International Trade Show, held in April 2007, in New York, NY.

The following companies received travel support to attend the Bio International Convention, held in May 2007, in Boston, MA

Clonex Development, Inc.
Planet LLC
Stemina Biomarker Discovery

For more information on CIBER's Trade Show Travel Grant program, please email uwmadisonciber@bus.wisc.edu or visit the CIBER Web site.



WAGE Research Explores Outcomes of Entrepreneurship

When places like Silicon Valley experience an economic boom, other regions may covet similar results. What worked there, however, may not work elsewhere. Entrepreneurship may flourish amid various environments, but there is no “magic recipe” for success, says Anne Miner, executive director of the

Initiative for Studies in Technology Entrepreneurship (INSITE) at the University of Wisconsin-Madison and Professor at the School of Business. Miner and Brad Barham, chair of the UW-Madison Agricultural and Applied Economics (AAE) Department, lead a team of UW-Madison researchers who are working to understand the processes that influence the shape of entrepreneurship. The project encompasses six independent studies and is one of three multi-year projects selected for funding by the Center for World Affairs and the Global Economy (WAGE). Other UW-Madison faculty on the project include Jon Eckhardt, Gerard George, Sanjay Jain and Masako Ueda of the School of Business; Jeremy Foltz of AAE; and Gordon Smith of the Law School.

The INSITE-AAE project assumes that while factors such as entrepreneurial start-ups, commercialization of science, and venture-capital investment may help drive regional economic growth, each situation has a unique combination of characteristics that will affect the shape of economic development. “The fundamental premise of our work,” said Miner, “is that, to get a feeling for a special link to the role of entrepreneurship in regional growth, you have to go to a different level of analysis, which is to look at these processes and how they unfold.”

For her part, Miner is mapping the unintended consequences of efforts to encourage entrepreneurship—what she calls the “dangers of vicarious learning.” Other regions in the United States or across the globe, for example, might hope to replicate the success of Silicon Valley or North Carolina’s Research Triangle by emulating what those regions did. Subtle—or not so subtle—differences in state laws, governmental structures or local institutional support, however, may alter the results. Transporting ideas across international borders magnifies those differences and the chances of unintended outcomes. Cultural norms and dissimilar labor or intellectual property laws will influence if and how firms are created and whether they grow. At one point in France, for example, the country’s top scientists worked for the government, precluding

“We’re not going to be able to solve everything,” said Miner, “but policymakers deserve some research that has value when thinking about whether something is really a good thing to do for their region or whether they should be doing a slightly different version.”

them from starting new firms. Thus, efforts to expand the economy through entrepreneurship had different results than similar efforts in the United States.

Efforts to promote entrepreneurship also may change the very institutions providing the encouragement or the settings in which entrepreneurship takes place. Hypothetically speaking, a university might change its teaching or research focus to advance the development of start-up companies or, on a broader scale, policymakers might unintentionally provoke political unrest by supporting entrepreneurship in a country that generally discourages citizen autonomy. “That would be an unintended outcome where policymakers thought they were just promoting economic entrepreneurship but end up with a cultural change,” said Miner.

The UW team hopes its findings can assist policymakers, universities, and other institutions when they consider whether and how to promote entrepreneurship. “We’re not going to be able to solve everything,” said Miner, “but policymakers deserve some research that has value when thinking about whether something is really a good thing to do for their region or whether they should be doing a slightly different version.” The research also will contribute to an ongoing debate among policymakers and university faculty over the ways in which promotion of entrepreneurship may change institutions.

The UW-Madison CIBER will partner with WAGE during the 2008 academic year to present a conference through which the research team will share its findings with the business community.

Wisconsin MBAs Take 2nd Place in “Live” Case Competition



UW team members John Boldt, Eugene Yang, Tom Godfrey, and Andrei Cervoneascii accepting their awards for second place and “Best Presentation.” Pictured with team members are Case Competition judges Raffaele DeVito (far left), professor at Emporia State University, and Matt Murphy (far right), Cessna Aircraft Company.

The University of Wisconsin-Madison launched the inaugural CIBER International MBA Case Competition in 2005, which involved teams of MBA students from both domestic and international schools. The competition was met with great success and was held again in 2006, at which point the UW-Madison CIBER committed to hosting the event every other year. In the interim, the University of Kansas recently hosted a similar competition. Teams of MBA students from five U.S. universities participated in the KU CIBER International Business Case Competition, held March 2-3, 2007. MBA students John Boldt, Andrei Cervoneascii, Tom Godfrey and Eugene Yang were selected to represent UW-Madison. The competition was centered on a “live case,” presented by two managers from Cessna Aircraft Company. In 24 hours, teams devised a plan for penetrating the Chinese market, which they presented to four judges—including two from Cessna.

The UW-Madison team was presented with two awards for its case strategy: “Best Presentation” and second place overall. The Wisconsin team members distinguished themselves by beginning their presentation with a skit. According to team member Andrei Cervoneascii, “We decided to act out a short cell phone conversation that represented Cessna’s planes as a luxury item.” Cervoneascii said that the team appreciated the opportunity to network with team members from other schools after the competition concluded.

UW-Madison CIBER provided support for students’ participation in the competition. Other participating schools included University of Connecticut, Ohio State University, University of Washington (first place overall) and University of Kansas.

Business Undergraduates Compete in 3rd Annual Case Challenge



UW-Madison team members Taylor Brown, Giuseppe Infusino, Team Advisor Jeff Gehrke, Bob Thelen, and Micah Wickersheim participating in a site visit at a Honda plant near Columbus, Ohio, during the Case Challenge weekend.

Through a competitive selection process at UW-Madison, School of Business students Bob Thelen, Giuseppe Infusino, Micah Wickersheim and Taylor Brown were selected to represent Wisconsin at The Ohio State University’s Third Annual CIBER Case Challenge, held in November 2006.

The Case Challenge began on Thursday morning when the international business case was revealed to competitors. A grueling 24 hours followed as teams analyzed the case and prepared a solution for presentation. Although the team got little sleep, Brown added that creating and delivering the presentation was “so much fun that I barely even thought about it.” All teams presented to a panel of judges at the Friday morn-

ing preliminary round. Judging was conducted by international business scholars and executives from major multinational corporations, including IBM, Capital One, Limited Brands, Cintas, Ashland Chemical, JP Morgan and America Online.

Students’ participation in the event was made possible through support from UW-Madison CIBER. Other participating schools included Brigham Young University, Concordia University, San Diego State University, Singapore Management University, The Ohio State University, University of Auckland, University of Maryland, University of North Carolina at Chapel Hill, University of Southern California, University of Texas at Austin, and Temple University.



MBA students visiting the leading Chilean law firm of Guerrero, Olivos, Novoa & Errazuriz. The group's visit was hosted by Clemente Perez (bottom row, second from left), former director of Chile's National Environmental Agency (CONAMA Santiago Region).

MBA Students Travel to Dubai and Chile

At UW-Madison, more and more MBA students are incorporating an international experience into their degree programs. Both the Evening and Executive MBA programs now include a required international study tour as part of their curricula. For full-time MBA students, the Wisconsin CIBER recently began coordinating and supporting, in part, student-led tours. These trips are open to first- and second-year MBA students from all specializations. Trip leaders address the broad interests of group members by structuring a diverse itinerary that includes exposure to a range of different firms. The January 2007 trips brought students to Chile and the United Arab Emirates (UAE).

Organized by second-year MBA student Todd Wendrick, the eight-member Dubai group's itinerary included a presentation at the Dubai Financial Market, a tour of American

Dubai study tour participants meeting with Essam Al Tamimi, a prominent attorney, at Jumeirah Emirates Towers.

University in Dubai, a meeting with the U.S. Consul General, and several company site visits, including Dubai Internet City and the Jebel Ali Free Zone. Wendrick says he decided to initiate the trip after reading about Dubai in a magazine article. "I was in awe of the development going on there; this was a really unique travel and learning opportunity." Wendrick describes the visit to Dubai's premier real estate company, Nakheel, as one of the most memorable company visits. The group was briefed on several major Nakheel projects that are currently underway, including "The World," a set of 300 islands that together form the shape of real continents, built with sand reclaimed from the sea. In addition to hearing about development in Dubai, the group also experienced cultural aspects of the Emirates by touring Jumeirah mosque and visiting a Bedouin camp.



While Wendrick's group was in Dubai, 11 other students were touring Chile. Second-year MBA student Patrick Hammes organized company site visits for the group, which included meetings at Monda, Chile's leading asset management firm; Celfin, the country's leading investment bank; Microsoft - Chile; and Procter & Gamble - Chile, among others. Besides their meetings with executives, the group also spoke with representatives from the Chilean American Chamber of Commerce, the Central Bank of Chile, and Endeavor, a global non-profit organization supporting entrepreneurship in emerging markets. Between meetings, the group enjoyed a tour of Valparaiso, Chile's "cultural capital," visited the resort city of Vina Del Mar, and toured Nobel Prize winner Pablo Neruda's home. "Traveling with a group of students from diverse specializations is a nice supplement to our education," says Hammes.

2006-2007 CIBER Grant Recipients

CIBER awarded grants to support the following projects during the 2006-2007 academic year.

Gokcen Coskuner (UW-Madison School of Business, Ph.D. Student in Marketing) will present a paper on the role of political ideologies in influencing consumer behaviors and the responses of corporate cooptation of the organic food movement at a marketing conference in Milan, Italy.

Elizabeth Covington (UW-Madison Center for German and European Studies) received funding to develop and teach an international course, entitled "Greening Business, Involving Consumers," on the way Wisconsin businesses are dealing with environmental questions, partly in response to consumer involvement. This is part of a three-year program between UW-Madison and the University of Bonn on transatlantic environmentalism.

Dustin Cowell (UW-Madison Department of African Languages and Literature) received funding to help support the Arabic language residential section within the International Learning Community at UW-Madison, providing an opportunity for undergraduate students to immerse themselves in an Arabic-speaking environment.

Dorian Dorado (UW-La Crosse, Department of Modern Languages) will travel to Spain to attend a faculty development program on teaching Spanish for business.

Sanjay Jain (UW-Madison School of Business, Management and Human Resources) is conducting a comparative study of national initiatives aimed at developing stem-cell technology.

Moon Young Kang (UW-Madison School of Business, Ph.D. Student in Marketing) will present a paper on the role of social influences in consumer decision making at a marketing conference in Singapore.

Phillip Kim (UW-Madison School of Business, Management and Human Resources) is conducting a multi-country study of the relationship between the formation of new businesses and societal attributes such as social trust and quality of legal institutions.

Phillip Kim (UW-Madison School of Business, Management and Human Resources) will present a paper on entrepreneurs' impact on the early stages of firm creation at the Babson Entrepreneurship Conference in Madrid, Spain.

Anne Miner (UW-Madison School of Business, Management and Human Resources) is studying the unintended consequences of efforts to encourage university technology start-up companies.

Anne Miner (UW-Madison School of Business, Management and Human Resources) received funding to conduct overseas research interviews with Asian and European business leaders and academics about their efforts to promote regional economic development around high-technology industries.

Maria Muniagurria (UW-Madison Department of Economics) received funding to conduct research on low cost health insurance offered to a low income population in Argentina and explore opportunities for U.S. insurance firms to expand into this market segment.

Maria Muniagurria (UW-Madison Department of Economics) will attend a workshop in Rio de Janeiro, Brazil, organized by the World Bank and others on insurance for low income populations in Latin America.

Louis Nzegwu (UW-Platteville, Business and Accounting) received travel scholarships for students to travel to China as part of a study tour on Chinese business practices and culture.

Kaviraj Parboteeah (UW-Whitewater College of Business and Economics, Management) developed an on-line certificate in global business ethics that targets employees of Wisconsin companies.

Aric Rindfleisch (UW-Madison School of Business, Marketing) will present a paper at the 2007 European Marketing Association Conference in Reykjavik, Iceland.

Alex Stajkovic (UW-Madison School of Business, Management and Human Resources) received travel scholarships for undergraduate students to travel to Beijing and Shanghai, China. This study tour was part of an innovative semester-long course on managing across cultures.

Alex Stajkovic (UW-Madison School of Business, Management and Human Resources) will attend the Pacific Asian Consortium for International Business Education and Research (PACIBER) 2007 Annual Meeting on "Opportunities and Challenges of Operating Internationally."

Verónica Vega Egon (UW-Madison Department of Spanish and Portuguese) will travel to Spain to attend a faculty development program on teaching Spanish for business.

**Baytunaa, Arabic for
“our home,” is one of the
newest programs within
the International Learning
Community (ILC)**

*From left, Baytunaa Language
Coordinator Mohamed Yusuf and spring
2007 participants Tarek Elgindi, Christine
Esche and Michael Phillips.*



UW-Madison Students Participate in Arabic Immersion Program

Students who study abroad typically have the advantage of being immersed in a foreign language for an entire term. In Baytunaa, a live-in Arabic language community, students are getting a similar experience right here in Madison. Baytunaa, Arabic for “our home,” is one of the newest programs within the International Learning Community (ILC), which also houses programs in German, Spanish, Italian, Japanese, and the Nordic languages. A small group of students, all of whom have some previous background in Arabic, was selected to participate in the 2006-2007 pilot of this project, funded in part by CIBER and coordinated by Dustin Cowell, professor of Arabic. Spring 2007 participants include Tarek Elgindi, a Math and Chemistry major who is originally from Egypt and wants to improve his traditional Arabic skills; Christine Esche, an International Studies major who studied Arabic for a year before joining Baytunaa; and Michael Phillips, who recently returned from serving in Iraq—an experience that motivated him to learn more Arabic. A fourth student, Adam Sitte, participated in the program during Fall 2006 and is now putting his Baytunaa experience to use on a study abroad program in Egypt.

Students work in cooperation with Language Coordinator Mohamed Yusuf, a native of Somalia who grew up in Egypt where he gained a native command of Arabic. He is currently a student in the School of Business.

Participants attend weekly lunches, conversation hours, and a one-credit course in Arabic culture designed for this program. Not least of all, the students live in the same residence hall and are able to speak to each other in Arabic outside of organized activities. Esche commented on the usefulness of this living arrangement. “One of the most helpful things about the program is living next to your peers,” said Esche. “I can go talk to Tarek about Egyptian culture and Islam whenever I want to—it’s a lot better than just reading a book about it.” Phillips agreed, noting that “It’s helpful to practice Arabic outside of the classroom.”

In addition to the students’ interactions with each other, they are able to benefit from the university’s diverse Arabic-language community. Baytunaa recently hosted a party for Saudi Arabian exchange students and a dinner showcasing the program, and the students frequently participate in activities with the Muslim Students’ Association, such as dinners during the month of Ramadan. The students are hopeful that their Arabic studies will be useful in prospective career plans or study abroad experiences—Elgindi, for example, is planning on participating in Baytunaa again next year and hopes to visit the United Arab Emirates in the future.

For more information on this and other live-in language programs at UW-Madison, visit the ILC Web site at www.housing.wisc.edu/ilc.

Test Your Knowledge of Global Trivia!

- Which language is spoken by the majority of people in Iran?
 - Iranian
 - Arabic
 - Farsi
 - Kurdish
- Which country is NOT a member of OPEC?
 - Venezuela
 - Syria
 - Indonesia
 - Nigeria
 - Iran
- The Democratic Republic of Congo was once known as Zaire. What is the current name of the following countries?

Ceylon: _____

Rhodesia: _____

East Pakistan: _____

Siam: _____
- The country of Lesotho is completely surrounded by what nation?
 - South Africa
 - Chad
 - Libya
 - Ghana
- What is the total human population of the world?
 - 5.0 billion
 - 6.3 billion
 - 7.1 billion
 - 10.9 billion
- What is the fourth most commonly spoken first language in the world, behind #1 Mandarin Chinese; #2 Spanish; and #3 English?
 - Hindi
 - Portuguese
 - Russian
 - Bengali
- Which country does NOT border Iraq?
 - Jordan
 - Turkey
 - Lebanon
 - Iran
- In which countries are the following places of interest located?

Machu Picchu: _____

Mount Kilimanjaro: _____

Tivoli Gardens: _____

Ayers Rock: _____

Answers:
 1. c, 2. b, 3. Sri Lanka, Zimbabwe, Bangladesh, Thailand, 4. a, 5. b, 6. a, 7. c, 8. Peru, Tanzania, Denmark, Australia



February 2007: UW-Madison's 7th Annual International Opportunities Month

February 2007 featured the seventh annual International Opportunities Month (IOM) on the UW-Madison campus, organized by a campus-wide committee of globally focused organizations and chaired by CIBER. Throughout the month, students of all majors attended IOM events and learned about global issues and ways to work, study, volunteer, and travel abroad.

This year's IOM kick-off event featured a presentation entitled, "When Opportunity Knocks It Will Probably Not Be Speaking English: Preparing for a Global Career" from Chris Kuehl, co-founder and managing director of Armada Corporate Intelligence. Highlighting the need for flexibility and adaptability when working in a range of different cultures, Mr. Kuehl shared stories of his corporate adventures abroad and gave advice to students on how to best position themselves for an international career.

In addition to hearing about Mr. Kuehl's global experiences, attendees of many subsequent IOM events learned about opportunities to go abroad themselves. Over 30 campus organizations sponsored events, including the annual Study, Work, and Volunteer Abroad fair; sessions on international summer internships; a speaker on careers in the international NGO sector; and an advising session on resume-writing for the global marketplace.



For general information and inquiries:

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