From Start-ups to Venture Capitalists to Consultants, MBA Students Test-drive the International Business Life

By Niki Kapsambelis

Prior to entering business school, second-year University of Pittsburgh MBA student Dean Rosenwald had already traveled to Israel as part of the Taglit-Birthright Israel program, which sponsors a free 10-day trip to encourage and strengthen Jewish identity among young people.

But when he traveled there a second time as part of the Joseph M. Katz Graduate School of Business Global Research Practicum (GRP), he got to see an entirely different side of Israel—one that appealed to his inherently entrepreneurial nature.

“I’m trying to live the life that an international businessman would live while I’m in school,” explains Rosenwald, who also spent four weeks in Brazil on a consulting project arranged with the help of the International Business Center (IBC). “There is kind of a path; there’s a field I’m hoping to create.”

After graduation, he hopes to facilitate expansion into the U.S. market by companies in other countries. Already, he has started a company that plans to build a solar powered generator for cell phone towers in remote areas, a project that won the Randall Family Big Idea Competition at Pitt in April 2014.

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So the chance to network with successful start-ups in Israel—a country known to foster innovation—dovetailed nicely with Rosenwald’s master plan.

“It was a great opportunity for me to meet actual CEOs of technology companies and pick their brains a little bit,” he says.

Exploring a culture of innovation

Paul Harper, clinical assistant professor of business administration, organized the GRP trip for 15 students after first traveling to Israel with a pilot group of four in 2013. He says that a highlight of the trip was the opportunity to meet Ruben Krupik, a prominent entrepreneur who is credited with helping to create Israel’s strong start-up culture.

“He’s an old soldier, and he breaks down a lot of stuff,” says Harper, noting that Krupik was able to discuss how he’d put together multimillion-dollar deals.

“You don’t get to meet someone [who] handles that kind of capital in real life,” says Rosenwald.

The Israel trip represented the first time second-year MBA student Monai Johnson had ever traveled to any part of Asia, including the Middle East, and she called it “a fascinating untapping of the unknown.

“The company visits gave me a great grasp on the professional culture of Israel and also gave me insight into industries I would otherwise never have been exposed to,” she says.

Part-time MBA student Amy Cywinski found the class preparing for the trip to be more intensive than she had expected. Students conducted research before they traveled, refined their ideas while they were overseas, and returned to finish a two-day “boot camp” before presenting ideas for connecting Israel and Pittsburgh through innovation.

The project was based on the principles of the lean business model, which Harper had taught the group as a structured, highly efficient method for capturing their thinking.

“For me, everything was interesting, beneficial, and new,” says Cywinski, who continues to work at Ansaldo STS while pursuing her MBA. “I really enjoyed the access to the companies. Every company that we went to was a great experience to get best practices that I brought back to my company.”

Harper hopes to shape his next trip to Israel around a theme of social entrepreneurship, possibly influenced by overtones of global conflict.

“I’m looking to do something more transformative for the students,” he says.

Jumping in with both feet

In addition to completing the GRP in Israel, Rosenwald practiced his consulting skills in Brazil along with fellow second-year MBA student Iulia Grosu. Both lived with host families who spoke no English, allowing for a total language immersion. Rosenwald, who is fluent in Spanish and also is pursuing a master’s in international business, quickly bonded with his host “brother,” who brought Rosenwald into his group of friends for social gatherings.

In contrast, Grosu was operating on a scant term’s worth of beginner’s Portuguese, but the trial by fire moved her language skills forward at warp speed while also giving her valuable experience that will distinguish her in the job market when she graduates in 2015.

“What’s the best way to do it but to submerge yourself completely?” she says. “It was nerve-wracking, but I would never change it in any way because it really helped.”

She credits IBC with helping her find a project that suited her objectives: working on a real-world, real-time project for a significant amount of time in an unfamiliar country.

By learning to navigate the differences in business culture (“Brazilians are very laid back. You come into a meeting, and you have a very light conversation about anything in the world but the topic on the table. Nobody’s rushing into that at all,” she notes), Grosu believes that she is better prepared for entering a globally minded workforce. In fact, she hopes to return to Brazil.

“I really love the culture,” she says. “The fact that Brazil is an emerging economy with amazing potential—I saw it as a great opportunity for growth. … Going beyond the boardroom was a great experience.”
By Niki Kapsambelis

If there's one takeaway James Cich brought back from the weeks he spent in Shanghai, it's that in China, a business lunch is rarely about efficiency and often is just as much about building relationships as it is about the topic at hand.

“It was a great experience for me professionally and expanding me culturally,” says Cich, a second-year MBA student at the Joseph M. Katz Graduate School of Business, whose concentration is marketing. “That’s an opportunity that not many people are able to get.”

Cich spent half of May 2014 in China working for PPG Industries, Inc., as part of the Global Business Project (GBP), a course offered through a consortium based at the University of North Carolina’s Kenan-Flagler Business School to which the Katz School’s International Business Center belongs.

Before leaving for Shanghai, his team—which included MBA students in China as well as at other U.S. schools—worked remotely for three months and met virtually to study the issue at hand, which involved identifying regulations that could affect potential business opportunities for PPG products. Cich found the transition from working in the United States to working in China to be relatively smooth; most communications were in English, including conversations with colleagues who had never been out of China.

But he also gained greater insight into the cultural differences, such as business lunches that consisted of meals served family style to a dozen people, with everyone sharing each other’s dishes as they built their relationships. He believes that this experience better prepared him for the possibility of working in an international capacity when he graduates.

“Anytime students are able to think outside the box and put themselves in a situation like that, I would definitely recommend it,” he says.

Monique Manning, a second-year MBA student who went to Brazil, believes that the GBP experience—which pairs students with real-world, real-time business problems—will set her apart when she enters the job market.

Manning hopes to work in international marketing for a global conglomerate. And while she has traveled extensively as part of a military family, she found the project to be valuable because it helped her learn how to navigate sometimes conflicting personalities among team members as they worked together toward a common solution.

“It became an experience that you couldn’t take away from me,” she says. “I made four really good new friends—five if you include my academic advisor—and just learned so much about the culture and went to a place that I can’t wait to return to.”

As part of her GBP experience, Manning worked for Handwriting Without Tears, a Washington, D.C., area company that teaches children how to write correctly. The company wanted to know whether it should enter the Brazil market. (Ultimately, the team recommended against it.)

Unlike Cich, Manning was placed in a part of the world where English is not as widely spoken. She prepared by studying Portuguese for a term, which proved helpful.

“Theyir culture makes the best of what they have, and they are just so appreciative of anything that they have,” she says, adding that people were generous and eager to leave visitors with a positive impression.

“I just love that about them,” she says.

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Second-year MBA student Brian Burton also went to Brazil, where he was charged with helping to develop a marketing strategy for Spectrum, a large consumer packaged goods company. “It was important to me that I try to get some type of global experience on my résumé,” he says. “I was looking for a marketing project—something more beefy than visiting a few companies.”

After months of preparation, he spent two weeks in São Paulo, chasing down different business angles and adjusting to shifting requests from his client. “You definitely get a real-world experience. You’re living out of a suitcase in a hotel for a couple of weeks, taking cabs to random places and hoping you get there on time or to the right location,” he says, laughing.

Though he considers the GBP to be one of the hardest things he has ever done, Burton says that the payoff has been palpable. Though he won’t graduate until April 2015, he is already weighing a job offer from the Hershey Company. “I feel more confident being outside the country,” he adds. “I feel like I could survive and not get lost.”

2012–13 GDP participant Fabio Saccà is now one of seven graduates from top MBA programs to be part of the Human Resources Leadership Development Program at Amazon.com, Inc. In his first rotation year, he is serving as human resources business partner for the Amazon Fulfillment center in Middletown, Del., one of the largest in the entire network. “GBP really helped me set myself apart from other candidates,” he says. “It provided me with global exposure and shaped my understanding of supply chain management across countries. I don’t think I [would have] the same opportunities without my experience in Brazil through GBP. It’s an opportunity every MBA student should seize.”

Zachary “Zack” Carrieri (MBA ’14), another 2012–13 participant, also is passionate about how GBP has helped him grow as a leader and employee. “Experience-based learning is what we eat, breathe, and sleep at Katz, and I can honestly say GBP was the capstone to my experience. The program allowed me to interact with elite students from around the world to solve impactful business problems. GBP tested and grew my skills in team building, communication, and problem solving. In addition to the skill sets, I walked away with a portfolio and toolset that helped me land my current role at [H.J.] Heinz [Company] as a logistics COE manager. In this role, I evaluate business processes, and am rolling out a new global KPI [key performance indicator] program.”

Business Language Course Opportunities for Katz Students

The International Business Center (IBC) offers foreign language instruction with a focus on business to students in the Joseph M. Katz Graduate School of Business. In spring and fall 2014, Katz students took the IBC-sponsored classes Portuguese I for MBA and Portuguese II for MBA. In fall 2014, students from Katz and the Graduate School of Public and International Affairs (GSPIA) took the newly offered courses Professional Communications in Arabic I and Professional Communications in Mandarin I. These classes were jointly sponsored by IBC and GSPIA.
FDIB Trip to Africa Inspires Professor to Focus on Social Entrepreneurship

By Niki Kapsambelis

Paul Harper has been honored by the consulate general of Israel, taught at several major universities as a faculty member and guest lecturer, and built academic and professional partnerships with emerging businesses in technologically progressive countries.

But spending time in Africa as part of a Faculty Development in International Business (FDIB) trip was a singularly transformative experience for Harper, a seasoned world traveler.

“What I found there was the civil rights overhang influencing so much of the business environment,” he says, “so there are lots of economic questions that are still wide open.”

Harper, a clinical assistant professor of business administration at the Joseph M. Katz Graduate School of Business, chose to travel to Africa because he was looking for ideas that would help him to expand the kind of entrepreneurship programming he offers his students. He found that inspiration in Africa, where the continent’s political overtones took center stage over what is essentially an older economic model focused on industries such as mining rather than new technologies.

Socially, Harper noticed a hard boundary between the White and Black African populations. With the group’s guide, who was Black, “there was always a kind of unofficial conversation happening,” he says.

Harper, who is African American, was surprised to notice that a statue of Martin Luther King Jr. stands in Mozambique, and he was pleased to be viewed as a role model by people he met.

“I think Africa really triggered a sensitivity around economic inclusion and the social issues that play a role in the context of any sort of economic flourishing,” he says. “It’s a deeper intellectual question. It’s challenged me in the way that I identify and frame an entrepreneurship course.”

He recalls how, in Mozambique, he witnessed the capital city in disarray, divided by security forces and fences.

“You can see the desperation that’s out there, and how the elite have barred themselves away from it,” he says. “This stuff was, for me, really transformational. You realize just how short history is.”

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Emerging Markets, Jet Services: IBC Funds Doctoral Research with a Global Flair

By Niki Kapsambelis

Ever since Yinuo Tang arrived at the Joseph M. Katz Graduate School of Business in 2010 to pursue his PhD in strategic management, he has been aware of the International Business Center (IBC) and appreciated its support.

His focus on internationalization has brought him to IBC for funding a few times, most recently for financial support as he completes his dissertation.

“It’s good to know that there’s a group, a community that’s interested in supporting and helping out. It means a lot,” he says. “Sometimes you could use some help to push your work to the frontier and present and [reach out] to other groups.”

Tang is studying and evaluating the various options that exist for multinational corporations, particularly those from emerging markets, as they compete globally. For example, some are able to leverage political influence to gain a business advantage.

The funding he received from IBC paid for research books and data resources. It also supported his travel to a conference in Vancouver, British Columbia, Canada, in June 2014, where his paper was well received and invited for submission to the Journal of International Business Studies. Tang was scheduled for a second trip in September 2014 to a conference in Madrid, Spain, where he was to present a different chapter of his dissertation.

He hopes to land a job as a professor at a research university, though he is not limiting his search to any particular country because his work is internationally focused.

IBC also awarded doctoral student Wei Chen a grant for his project, Private Jet Network Design on Its Global Service, which studies how a private jet company can expand its business by using its fleet to respond to global medical emergencies. Chen’s research identifies potential service areas, selecting multiple international locations that can efficiently connect with the company’s U.S. headquarters. The goal of the research is to provide a practical strategy that will most efficiently allocate limited resources to maximize coverage.

A third PhD candidate, Robert Ryan, won an IBC grant for his project, Creation and Curation: Demand Heterogeneity and the Social Construction of Value in the Emerging 3-D Printing Industry.
Katz Team Scores Two Wins at Molson International Case Competition

By Niki Kapsambelis

When second-year MBA/MS in management of information systems student Ridge Foster joined the team to attend the John Molson MBA International Case Competition as an alternate, he figured he would gain some experience without ever actually having to put his game face on.

So he was in for a rude awakening when, a month before the competition, a teammate became unable to attend and Foster was called into action.

“The experience shifted immediately,” Foster says. So rigorously did the team prepare that the abrupt change in personnel didn’t hurt. In fact, the University of Pittsburgh team walked away from the competition with two wins, its strongest showing since the Joseph M. Katz Graduate School of Business began sending students to compete a few years ago.

The group, which included Kaushik Sampath, Fabio Saccà (MBA ’14), Tamera Szijarto, and Ben Moreno (MBA ’14) in addition to Foster, worked on its strategies every Saturday before traveling to Montreal, Quebec, Canada, in January for its showdown against more than 30 other business schools from around the globe. When the group walked into the hotel where the competition was taking place, the buzz was palpable.

“You could feel everyone sizing you up,” says Foster.

Moreno, who graduated in 2014 and participated in the competition the previous year, was proud of the Katz team’s synergy.

“The beauty of the entire case competition is working as a team and knowing that you know exactly what the person to your right is doing and [what] the person to your left is doing,” he says.

The group had to be nimble, adapting quickly and confidently to the problem at hand.

“This year, we were on target,” says Moreno, who also organized an energy case competition at Katz and now works as a business planner for Texas Instruments Incorporated. “It’s like that trust fall thing: I trusted everybody on my team.”

Teams compete in five separate battles: three full-length cases, which allow for a structured, well-researched response; a short case, which requires teams to think and act on the spot; and a live case. The Katz team won full-length cases focusing on energy and another that sought a long-term structure for a solar panel manufacturer. They also tied a short case.

Already, team organizers are looking ahead to 2015, and the team has been selected from a pool of 18 strong applicants. Moreno hopes that with continued support from both the dean’s office and the International Business Center, the case competition will one day serve as the centerpiece of a course.

“We have the potential to make this into an independent study, where people can really take the time to focus,” he says, adding that the Wharton School at the University of Pennsylvania and Harvard Business School both offer similar experiences. “The fact that we got two wins was incredible.”

From left to right: Ben Moreno, Fabio Saccà, Ridge Foster, Tamera Szijarto, Kaushik Sampath, Chris Lyons
By Niki Kapsambelis

While teaching business Spanish to MBA students, Brenda Sólkez struggled with two issues: finding an appropriate textbook and determining how best to frame her lessons to suit the focus of various business disciplines.

As a language instructor, Sólkez needs to walk the line between teaching people how to understand and effectively communicate and offering material that is relevant to their profession, such as medicine, nursing, or marketing. To help her strike that balance, the International Business Center sent her to the Lauder Institute in June 2014. The institute is part of both the Wharton School and the School of Arts and Sciences at the University of Pennsylvania.

The institute offers a seminar specializing in training language instructors in the nuances of business terminology as well as giving them ideas for teaching that particular audience more effectively.

“It was very, very good for my experience,” says Sólkez, who has periodically taught Spanish as a second language in several settings at the University of Pittsburgh, including in the School of Medicine and the Joseph M. Katz Graduate School of Business MBA program. She currently is working as a full-time lecturer at Westminster College.

“I really liked it a lot, especially how it was structured,” she says of the seminar. “What they did was have an expert in business—not a language expert, but a businessperson—who introduced us to different areas.” Another professor discussed different teaching methodologies.

Sólkez hopes to use her new skills to develop a textbook targeting the business student who is a beginner in learning Spanish. She also has approached the Modern Languages Department at Westminster about the possibility of creating a course specifically to teach business Spanish.

“I’m more motivated now to teach business, and I feel that now, especially with the lack of textbooks and the lack of information, I will be able to develop my own curriculum and my own materials to teach a business class,” she says.

Brett Wells, a senior lecturer and coordinator of Pitt’s French language program, attended the seminar along with Sólkez.

“The International Business Center has been very supportive in helping me get better content knowledge, because I was trained in sociolinguistics,” he says. Of the seminar, he notes: “I found the general business content very helpful. The experts that they brought in were very knowledgeable and very good pedagogues.”

Wells typically teaches undergraduate French majors in his business French course, so he is focusing on his content knowledge. He also is working on a syllabus for a French course he teaches for the professions, which he hopes to offer to business students.

“The content itself was universal,” he says of the Lauder Institute seminar. “The professors who worked with us, they were superb. They gave us practical ideas. ... It was really well woven together.”
Society for International Business

Throughout the 2013–14 school year, the undergraduate student-run Society for International Business (SIB) hosted a variety of events that were designed to equip its members with the unique skills and experiences needed to become well-rounded professionals in the global workforce.

These events included a presentation by Moriah Mock of the College of Business Administration’s study abroad office and sending teams to the WorldQuest competition hosted by the World Affairs Council and the Brigham Young University Business Language Case Competition. Also, SIB hosted various speakers at its general body meetings, including representatives from Target, UPMC, and ALDI. The representatives presented members with the multiple internship and full employment opportunities that their companies have to offer and explained how a career with them can lead to an international career. SIB also gave its members the chance to participate in service and volunteer work through the organization’s involvement in Pitt Make A Difference Day and the high school-level Model United Nations conference at the William Pitt Union.

Looking forward, SIB has plans to grow as a club and provide more opportunities for its members. These opportunities include the new International Exchange Student Buddy Program; a Toys for Tots Foundation fundraiser; a homecoming block party; participating in Pitt’s Relay For Life; The Ohio State University International Business Summit; and alumni networking events, including the new Rolling with Recruiters networking event organized by SIB, Pitt Women in Business, and Pitt Collegiate DECA.

International Business Association

The International Business Association (IBA) adds a global perspective and provides the resources and networking opportunities that graduate business students need to compete in a rapidly changing global economy.

During the 2013–14 school year, the IBA hosted a speaker event, Challenges in Working in a Global Economy, with Joseph M. Katz Graduate School of Business professor William Hefley. IBA collaborated with Child Relief and You (CRY, Inc.) to support a fundraiser Holi celebration event. Holi, the Indian festival of colors, is a mischievous festival like La Tomatina in Spain. A small donation was made on behalf of the Katz School’s IBA chapter by a number of members who attended the fun networking event. IBA also cosponsored the Japanese Design Thinking event with Bob Tobin.

Upcoming activities include promoting and collaborating on activities with other organizations on campus, various guest speaker events, strengthening the IBA board by recruiting new members from current first-year MBA students, serving as mentors, deepening the collaboration with GlobalPittsburgh and participating in its networking events, and sending MBA student teams to national and international case competitions.
The International Business Center: Looking Back, Looking Ahead

At the University of Pittsburgh College of Business Administration and the Joseph M. Katz Graduate School of Business, global engagement always has been a key attribute of business education at both the graduate and undergraduate level. The International Business Center (IBC) continues to be a key link connecting our students, the businesses that recruit our students, alumni, and faculty to the world of international business. As the needs of the world around us and our stakeholders change, IBC continues to evolve. This issue of *IBC Update* coincides with two such changes: a change in leadership and a change in funding sources.

Leadership: Change and Continuity

On September 1, 2014, Josephine Olson stepped down from her role as IBC director after serving nine years in that capacity. Ravi Madhavan has now taken over as IBC’s director. Madhavan, along with Managing Director Jacqueline Saslawski and Assistant Program Coordinator Adam Lough, looks forward to building on Olson’s achievements in establishing IBC as a key part of the Katz School’s global strategy. Madhavan has worked closely with IBC over the last several years as research director and, during the 2013–14 school year, as codirector.

The Best Is Yet to Be

Over the last 25 years, funding through the U.S. Department of Education’s Centers for International Business Education and Research (CIBER) grant program has supported IBC in its endeavor to internationalize business education and help U.S. companies to become more competitive globally. We at IBC are proud of the achievements we have made and the programs and initiatives that thrive today as a result of our efforts during this quarter century of continuous CIBER funding.

In this round of CIBER refunding applications, IBC, despite submitting a strong application, was not among the 17 centers that were funded. To put this into perspective, funding for the CIBER program has drastically decreased nationally since 2011, and this latest round of refunding has resulted in a reduction from 33 centers to 17.

Naturally, we are sad to leave the CIBER community, but we also are excited about the activities and programs we are planning for this next year and beyond. We are grateful for the support we have received from the CIBER grant, and we are proud that IBC was able to add value to so many CIBER collaborative programs and initiatives beyond its activities here at Pitt.
Let us quickly reflect on what we have accomplished since we became one of the original CIBERs in 1989.

Since its creation, IBC has created or helped to create numerous programs and initiatives for students, faculty, the business community, and regional and national stakeholders. Many of the programs became self-sustaining and have become an important component of the Pitt Business community.

- Plus3: short-term study abroad program for business and engineering students
- International Internship Program: summer internships with an academic component for business students
- Global Academic Partnership: interdisciplinary grants
- International consulting courses
- Certificate Program in International Business (undergraduate)
- Global management major (undergraduate)
- Master of International Business degree
- Global Management Certificate (MBA)
- Executive Master of Business Administration (EMBA) Prague and EMBA São Paulo programs
- Eleven IBC-run Faculty Development in International Business (FDIB) programs in Eastern, Central, and Western Europe since 2003
- Cosponsorship of more than 16 FDIB programs in China and Africa
- Global Research Practicum: short-term study abroad program for MBA and professional students
- Language classes for MBA students
- International marketing competition (high school)
- Numerous exchange agreements and programs
- PA Global Compass newsletter for small and medium-sized enterprises in Pennsylvania
- Various courses that were developed with IBC funding
- Numerous seed grants to faculty members
- Numerous grants to doctoral students
- Numerous study abroad scholarships
- CIBER Global Business Project consortium
- Numerous CIBER collaborations for business language
- Numerous CIBER collaborations on short-term study abroad
- Numerous CIBER outreach collaborations for minority-serving institutions

“Man soll gehen wenn’s am schönsten ist.”
This German phrase translates approximately to “It’s good to leave on a high note,” which we believe we have.

Looking Ahead
As we enter a new chapter in the IBC story, we will continue to serve students, businesses, alumni, and faculty. Globalism is an important strategic thrust for Pitt Business and IBC will continue to develop and help to launch student-focused programs designed to prepare them for a global workplace. We will concentrate our focus on our students and core stakeholders. In this sense, the best way for IBC to add value is to function as a force multiplier, to help project the strengths of the school onto the world stage. Thus, for example, we are working on several promising initiatives at the intersection of globalism and experience-based learning. One specific initiative is to add a global dimension to the Katz School’s highly successful field consulting projects by making it easier for students and clients to increase the global content of the projects, including international travel for primary data collection. Increasing the proportion of our students who participate in some international activity is a key priority for us so that global exposure becomes an integral part of the Pitt business degree. This fall, we initiated a global competence assessment program for all incoming MBA students. The goal is for students to maximize their international competence while they are at Katz and thus enhance their demonstrated value to the businesses that recruit our students. In addition, IBC can play a valuable role in projecting faculty expertise in international business to our vast alumni network (23,000 alumni in 90 countries) and to the many businesses that recruit our students. Stay tuned as these exciting initiatives come to fruition in the months ahead.

Global Management Major: Projects in Global Management

In spring 2014, seniors majoring in global management concentrated their efforts on entrepreneurial projects in Ireland. The student teams presented their final business opportunity suggestions to professionals and experts on Ireland in a corporate boardroom in downtown Pittsburgh. The IBC facilitated and supported faculty experts on various topics on Ireland who lectured in the course.
A Selection of IBC Events 2013–14

International Career Tool Kit Series: Preparing for Graduate School, October 4, 2013: During this session, University of Pittsburgh graduate students and faculty members discussed scholarship opportunities; how to make a graduate school application stand out and what kind of research, skills, and experiences the most competitive schools are looking for in applications. The series is sponsored by the University Center for International Studies and its programs and centers as well as the International Business Center.

University of Connecticut CIBER Case Challenge, October 9–13, 2013: IBC cosponsored a team of students from Pitt’s Roberto Clemente Minority Business Association to travel to the University of Connecticut and participate in a case competition that tests the students’ knowledge of international business topics and their ability to solve problems in an international context. The competition was sponsored by the American University in Cairo, Belmont University, the Ohio State University Max M. Fisher College of Business, Purdue University, Rikkyo University, the San Diego State University College of Business Administration, the Temple University Fox School of Business, the University of Connecticut School of Business, the University of Maryland Robert H. Smith School of Business, the University of Pittsburgh, the University of North Carolina Kenan–Flagler Business School, and the University of Trento.

Family Weekend: International Opportunities at Pitt, October 18, 2013: Students and their parents were able to experience an interactive display and information exchange by the area studies centers and programs, IBC, and the Study Abroad Office.

Banks and Bombs: How to Stop the Leading Financier of Terror, October 22, 2013: Avi Jorisch spoke about his role in stopping national banks from investing their money in other foreign banks that were financing terrorist acts and organizations. His efforts helped to create international laws regarding where these banks invest their money. This event was made possible by sponsorship from StandWithUs, the Pittsburgh Israel Public Affairs Committee, the Society for International Business, IBC, the University of Pittsburgh chapters of College Democrats and College Republicans, and Pitt’s Graduate School of Public and International Affairs’ Matthew B. Ridgway Center for International Studies.

Six-party Talks, October 24, 2013: The Korea Economic Institute led this simulation of the Six-party Talks in which individuals became the lead negotiators for the six countries involved in the nuclear negotiations. The simulation was cosponsored by the Pitt Asian Studies Center, Global Studies Center, and Center for Russian and East European Studies, and IBC.

China Today: Economy, Technology, and People, October 27–30, 2013: This three-day course, which was part of an ongoing series of minicourses on Brazil, Russia, India, China, and South Africa, provided students with a snapshot of modern China and was offered in collaboration with Carnegie Mellon University. Cosponsors were Pitt’s Global Studies Center, Asian Studies Center, Joseph M. Katz Graduate School of Business, Swanson School of Engineering, IBC, and Office of the Provost and Carnegie Mellon’s H. John Heinz III College, Office of the Provost, and Division of Student Affairs.

International Connections at Pitt, November 4, 2013: International Connections is an annual program for area high school students from underrepresented populations to discover international career opportunities in the sciences, technology, and business that result from foreign language classes and international studies. Students on a panel discussed their international experiences and responded to questions from the high school participants. During breakout sessions, Pitt academic advisors from various departments further discussed international opportunities for different courses of study. This program was hosted by the University of Pittsburgh University Center for International Studies’ Asian Studies Center, African Studies Program, Center for Latin American Studies, Center for Russian and East European Studies, European Union Center of Excellence/European Studies Center, Global Studies Center, and IBC.

Doing Business in Different Countries: Challenges and Opportunities, November 6, 2013: Clinical Associate Professor William Hefley spoke about international opportunities and cultures in order to educate students on the outlook of business professionals around the globe. This event was sponsored by IBA and IBC Centers.

2013 Annual District Export Council Forum, November 7, 2013: Sponsored by all Centers for International Business Education and Research CIBERS, a best practices session at the District Export Council Forum was dedicated specifically to the CIBER program and highlighted opportunities for U.S. Export Assistance Centers and District Export Councils to collaborate with colleges and universities in order to reach out to the business community and show how CIBER programs strengthen U.S. competitiveness.

Brigham Young University Business Language Case Competition, November 7–9, 2013: The Brigham Young University Business Language Case Competition in Provo, Utah, provides business students with the opportunity to showcase their theoretical business knowledge and foreign language skills while sharpening their presentation skills for
real-life global business situations. The competition also provides excellent networking opportunities for students to make contact with university leaders and corporate executives who serve as judges and coaches. The fall 2013 competition was for non-native Chinese, Portuguese, and Spanish speakers. An IBC-sponsored Pitt team presented its analysis in Spanish.

17th Annual Model United Nations Conference, November 8, 2013: Model UN is a simulation of the sessions of the United Nations. It is an opportunity for students to apply prior research and studies to real-world context and to practice diplomacy, negotiation, and resolution writing. Pitt’s Model UN conference was sponsored by Pitt’s University Center for International Studies and its centers and programs, IBC, and Pitt’s Model UN club as well as by Global Solutions Pittsburgh and the United Nations Association of Pittsburgh.

CCA Phone-in with Kenya, November 12, 2013: Students from seven Pittsburgh-area high schools participating in the 2014 Cultural Communications Alliance (CCA) International Marketing Competition had the opportunity to ask questions of a professional in Kenya (the competition target country) via phone conference. Chorus Call, Inc., which hosted the phone conference, recorded a video presentation by the Kenyan professional, which the students watched prior to the phone-in.

China as an “Innovation Nation,” November 25, 2013: Steven White of Tsinghua University’s School of Economics and Management Department of Innovation, Entrepreneurship, and Strategy came to Pitt to speak about China’s recent emphasis on innovation and creative industries and how these actually are a part of a long-term continuing effort to catch up with leading nations.

His presentation also detailed the significant challenges facing Chinese firms in their efforts to move beyond their current fundamental strategy of combining imitation and cost innovation. This event was cosponsored by the Asian Studies Center, the Confucius Institute, and IBC.

Academic WorldQuest, February 7, 2014: Fifty local and regional high school teams competed on their knowledge of international events, culture, history, politics, geography, and business. This event was cosponsored by IBC, Pitt’s Global Studies Center, the World Affairs Council of Pittsburgh, and UPMC.

CCA Marketing Workshop, February 11, 2014: This videoconference offered the 2014 Cultural Communications Alliance (CCA) International Marketing Competition participants an opportunity to learn more about Kenya, the 2014 target country. Seven Pittsburgh-area high schools participated in this videoconference. Students watched presentations on culture and language in Kenya; ethics, sustainability, and global corporate social responsibility; and Kenya: economics, business, and the legal aspects of advertising. Students also had the chance to participate in a question-and-answer session. The workshop was cosponsored by IBC, the Global Studies Center, African Studies Program, and David Berg Center for Ethics and Leadership.

Social Media Workshop: Understanding and Using Virtual Communities in the Classroom and Beyond, March 5, 2014: Pitt’s international studies outreach program (consisting of the University Center of International Studies area studies centers and programs and IBC) hosted an interactive workshop to help K–12 teachers improve their use of social media Web sites and tools for educational and personal use.

(Continued on page 14)
Series: Global Issues through Literature, March 6, 2014: This workshop series explores different global issues and how educators can use literature to further explore the topic. The workshop focused on Antigua and the topic of human security. Roger Rouse, professor in the Global Studies Center, discussed the novel *A Small Place* by Jamaica Kincaid. Participants received a copy of the novel and continuing education credit (Act 48) at the end of the series. This session was sponsored by the Global Studies Center, IBC, and the Center for Latin American Studies.

Benefits of Learning a Foreign Language, March 17, 2014: IBC’s Jacqueline Saslawski traveled to a local Pittsburgh high school to talk to three German language classes about the benefits of learning a second language. She also detailed the different international opportunities available to students at Pitt and elsewhere. Global Solutions Pittsburgh cosponsored this school visit.

14th Annual EUCE Conference on Environment and Energy: A Comparison of U.S. and EU Policies, March 21 and 22, 2014: Using evidence-based policymaking on environment and energy and drawing on policy experiences and research knowledge from the United States and the European Union, presenters at this conference focused on the challenge of securing energy needed for economic growth while ensuring the protection of human health and the environment. This event was cosponsored by Pitt’s European Union Center of Excellence/European Studies Center, Graduate School of Public and International Affairs, Global Studies Center, and Office of the Provost; the European Union Centers of Excellence at the University of Colorado Boulder and the University of Texas at Austin; and the European Union.

German Business Panel, April 1, 2014: This panel, moderated by IBC’s Jacqueline Saslawski, was cosponsored by Pitt’s European Union Center of Excellence/European Studies Center, the German Information Center USA; and the German embassy in Washington, D.C. Panelists discussed the German business model, its success, and how doing business in Germany is different from doing business in other countries. Panelists included executives from German companies in Southwestern Pennsylvania, the German government, and an accounting firm specializing in German clients as well as the Pittsburgh Regional Alliance. Students and other members of the audience had an opportunity to ask questions and learn about German business, economy, and culture.

Series: Global Issues through Literature, April 8, 2014: This workshop series explores different global issues and how educators can use literature to further explore the topic. Winchester Thurston School faculty member Karen Gaul, Central Catholic High School faculty member Matthew Sudnik, and Pitt Global Studies Center faculty member Professor Roger Rouse framed Hsiao-Hung Pai’s *Scattered Sand: The Story of China’s Rural Migrants* in the context of human security to discuss China’s rural migrants. They shared with the K–12 community how they use the book to look at globalization and consumerism. Participants received a copy of the novel and continuing education credit (Act 48) at the end of the series. This session was sponsored by the Global Studies Center, IBC, and the National Consortium for Teaching about Asia.

Europe: East and West Undergraduate Research Symposium, April 11, 2014: The undergraduate research symposium is an annual event designed to provide undergraduate students at Pitt and other U.S. and foreign colleges with opportunities to present their research on a variety of topics related to Europe. This year’s symposium featured presentations on topics such as German business, human security, and the benefits of learning a foreign language. The symposium was cosponsored by Pitt’s European Union Center of Excellence/European Studies Center, the German Information Center USA; and the German embassy in Washington, D.C. Panelists discussed the German business model, its success, and how doing business in Germany is different from doing business in other countries. Panelists included executives from German companies in Southwestern Pennsylvania, the German government, and an accounting firm specializing in German clients as well as the Pittsburgh Regional Alliance. Students and other members of the audience had an opportunity to ask questions and learn about German business, economy, and culture.

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and universities with advanced research experiences and opportunities to develop their presentation skills. The event was open to undergraduates from all majors and institutions who have written a research paper from a social sciences, humanities, or business perspective focusing on the study of Eastern, Western, or Central Europe; the European Union; Russia; or other countries of the former Soviet Union. The symposium was cosponsored by Pitt’s Center for Russian and East European Studies, European Union Center of Excellence/European Studies Center, and IBC.

CIBER Business Language Conference, April 24–26, 2014: The Brigham Young University CIBER, together with a consortium of CIBERs nationwide, hosted the 16th annual CIBER Business Language Conference in Park City, Utah. The theme for the conference was Embracing a New Era for Business, Language, and Culture. Language instructors had the opportunity to participate in various workshops focused on how to develop and teach business language courses as well as to network with language instructors from institutions all over the United States.

Eighth Annual Business Language Research and Teaching Grants, Announced During the CIBER Business Language Conference (CBLC), April 24–26, 2014: A consortium of CIBERs awarded three grants to foreign language professionals at U.S. universities in order to facilitate research and teaching of foreign language for business education. One grant of $3,000 was awarded to a project in a critical or less commonly taught foreign language, and two grants of $2,500 each were awarded to research or teaching projects in other foreign languages. The winner of the $3,000 grant was Orlando Kelm at the University of Texas at Austin for the project Cultural Interviews with Russian-speaking Executives. The winners of the two $2,500 grants were Alexander Pichugin of Rutgers, the State University of New Jersey, for the project Learning Needs-based Development of Written Competence in Students of Advanced Business German and Margaret Gonglewski and Anna Helm of George Washington University for the project Real Client Project as Service Learning in the Business Language Classroom. Award grantees will complete their research projects over the course of the year and will present their findings at the next CBLC.

Cultural Communications Alliance (CCA) 2014 International Marketing Campaign Competition, April 29, 2014: Seven Pittsburgh-area high schools competed in the final round of the International Marketing Campaign Business Interscholastic Competition. The teams presented their marketing strategies for a designated target market (Kenya) and product (One A Day Teen Advantage Vitamins) to a panel of judges. The event was cosponsored by CCA; IBC; Chorus Call, Inc.; the Pennsylvania State Modern Language Association; and Pitt’s Global Studies Center, African Studies Program, and David Berg Center for Ethics and Leadership.

Series: Global Issues through Literature, May 6, 2014: This workshop series explores different global issues and how educators can use literature to further explore the topic. Sewickley Academy’s Michael-Ann Cerniglia framed Conor Grennan’s Little Princes: One Man’s Promise to Bring Home the Lost Children of Nepal in the context of human security to discuss Nepal’s child workers. She shared with the K–12 community how she used the book to look at globalization and incorporated the text into her human geography class. Participants received a copy of the novel and continuing education credit (Act 48) at the end of the series. This session was sponsored by Pitt’s Global Studies Center and IBC.

12th Annual Penn Lauder CIBER Summer Institute for Learning a Second Language for Business Communication, June 15–20, 2014: The Penn Lauder Summer Institute trains educators in curriculum and lesson planning oriented toward professional content and contexts. The summer institute focused on a learner-centered approach to business language instruction and also was aimed at second-language educators with little business knowledge. Topics covered included business fundamentals and teaching business language methodology, and curriculum design exercises also were offered. IBC sponsored the participation of two Pitt language instructors: Brett Wells (French) and Brenda Sólkez (Spanish). The institute was cosponsored by the CIBERs at the University of Pennsylvania, Columbia University, Duke University, Temple University, and Santander Universities.

The New Economic Model in Bolivia, September 4, 2014: Presenting at this event was Luis Alberto Arce Catacora, Bolivia’s minister of economy and public finance since February 2006. In that position, he has led the economic policy of President Evo Morales. Catacora has played a central role in the nationalization of hydrocarbons, mining, and telecommunication companies and—together with the finance ministers of Argentina, Brazil, Venezuela, and Paraguay—in the creation of the Bank of the South. This presentation was sponsored by the Center for Latin American Studies, IBC, the Department of Political Science, and the Graduate School of Public and International Affairs at the University of Pittsburgh in collaboration with the World Affairs Council of Pittsburgh.

Global Trends in Business, September 8, 2014: IBC’s Ravi Madhavan spoke about global trends in business to a group of credit professionals in Pittsburgh who manage the order-to-cash process in the largest North American hardware manufacturing and distribution companies. His talk was part of an event organized by Business Credit Intelligence Powered by NACMNE and NACMCT.
China’s Entrepreneurs, September 19, 2014: Over the past decade, China’s rapid economic growth and diversification have powered that country’s economy past a stage of primary industrialization into a new era of creativity and manufacturing. The country’s entrepreneurs are playing a leading role in developing businesses, seeking new markets, and creating products. Two new Chinese entrepreneurs discussed how their business decisions are changing the global economy. This event was cosponsored by Pitt’s Asian Studies Center, IBC, the Society for International Business, and Launch Pitt.

Why Is Mexico Important to the U.S. Economy? September 23, 2014: This event featured a presentation by Antonio Ortiz Mena López-Negrete, who has served as head of Section for Economic Affairs at the Mexico’s embassy in Washington, D.C., since 2007. He was a professor of international relations from 1999 to 2007 at Centro de Investigacion y Docencia Economicas in Mexico City, Mexico, where he also served as chair of its international studies department from 2004 to 2007. Ortiz-Mena has published widely on trade policy and regional integration. He has been an advisor at the Mexican Ministry of Programming and Budget and the Mexican Ministry of Fisheries. Additionally, he was a member of the North American Free Trade Agreement negotiation team. His presentation was sponsored by the Center for Latin American Studies, the Department of Political Science, IBC, and the Graduate School of Public and International Affairs at the University of Pittsburgh in collaboration with the World Affairs Council of Pittsburgh.

Design Thinking: Japanese Style, September 25, 2014: What are the elements of Japanese aesthetics and design? How is the Japanese approach to creativity different from the American approach? How can you apply these principles to your daily life? Robert “Bob” Tobin, emeritus professor of business and commerce at Keio University in Japan and former director of the Program on Creativity and Change, spoke on the Japanese approach to creativity and design. Tobin has more than 20 years of experience in organizational consulting and training with global business leaders. His new book, What Do You Want to Create Today? Build the Life You Want at Work, was available for purchase and to be signed. This event was cosponsored by IBC, Pitt’s Asian Studies Center, and the Society for International Business.

International Career Tool Kit Series: Alumni and Professionals Panel on International Business, September 26, 2014: University of Pittsburgh alumni and local experts presented on employment options and skill development for those interested in careers in international business. This event was sponsored by Pitt’s University Center for International Studies and IBC.

Research and Publications

Evgeny Postnikov (GSPIA ’14) and Ida Bastiaens (GSPIA ’13), who both received International Business Center funding for their dissertations, coauthored the article “Does Dialogue Work? The Effectiveness of Labor Standards in EU Preferential Trade Agreements,” which was published in 2014 in the Journal of European Public Policy. The article examines how the European Union and the United States enforce labor standards between countries’ preferential trade agreements.

IBC Study Abroad Scholarships

In 2013–14, the International Business Center awarded small scholarships for study in non-English-speaking countries to seven students:

Spring 2014 scholarships:
- Jennifer Henschel, API Krakow, Poland
- Adam Lough, ISA Seville, Spain
- Deanna Uzarski, ISA Seville, Spain

Summer 2014 scholarships:
- Audrey Burger, IIP Madrid, Spain
- Brittany Felts, CIEE Tokyo, Japan
- Sierra Welsh, Pitt in Brazil (Florianopolis)
- Kurt Werner, Alcalá de Henares, Spain
High Schools Address Business Challenges in Africa at 2014 CCA International Marketing Campaign Competition

By Amanda Alderfer, communications associate, David Berg Center for Ethics and Leadership

How should Bayer AG market its One A Day Teen Advantage vitamin to men and women in Kenya, a country with a growing economy and widespread poverty and disease? Pittsburgh-area high school students were asked to answer this global business question at the Cultural Communications Alliance (CCA) International Marketing Campaign Business Interscholastic Competition in April 2014. This annual event gives students studying a foreign language the opportunity to tackle a real-world business challenge.

The seven participating schools were Cardinal Wuerl North Catholic High School, Deer Lakes High School, Franklin Regional Senior High School, Mt. Lebanon High School, North Allegheny Intermediate and Senior high schools, Pine-Richland High School, and Upper St. Clair High School. The event was organized by the International Business Center of the University of Pittsburgh’s Joseph M. Katz Graduate School of Business and College of Business Administration (CBA), with collaboration from the Katz School’s David Berg Center for Ethics and Leadership. Additional sponsors included CCA; Chorus Call, Inc.; Pitt’s African Studies Program; and the Pennsylvania State Modern Language Association.

During the competition, each team expounded on its strategy for the design and distribution of the teen vitamins while considering aspects such as culture, traditions of doing business in Kenya, and corporate social responsibility. Teams noted that while Kenya has a growing economy and represents a great opportunity for business expansion, it faces challenges such as malnutrition, disease, and poverty, and furthermore, the role of the corporation in the country must be addressed. Students' ideas for addressing these challenges in a business plan ranged from donating a portion of the proceeds to fighting malaria to ensuring that hospitals have vitamins for distribution to those most in need.

The six judges who reviewed the presentations, some of whom were native Kenyans, were the following Pitt faculty and staff members: Nicole Verrochi Coleman, assistant professor of business administration; Brett Crawford, clinical assistant professor of business administration and coordinator of graduate programs for the Berg Center; William E. Hefley, clinical associate professor

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of business administration; Michael R. Johns, executive in residence at CBA Career Services; Macrina C. Lelei, interim director of the African Studies Program; and Ngumbi Nicholas Wambua, LLM candidate at the University of Pittsburgh School of Law.

The judges credited students for what they called a refreshingly keen awareness of how and why a corporation can initiate benefits to a region beyond just conducting business there. This year’s competition included a new component in which the judges made sure to highlight at least one particularly impressive element from each team’s presentation. For example, Coleman complimented teams whose ideas incorporated Kenyan culture and one idea in particular that used the social media marketing idea of the “healthy selfie.”

Judges deliberated for 45 minutes before selecting the winners. North Allegheny finished in first place, Franklin Regional finished second, and Cardinal Wuerl North Catholic finished third. As the judges pointed out, each team demonstrated talent through its innovation and attention to detail in the product’s marketing and demographic considerations. All of the schools represented at the event can be proud to have such motivated and professional students.

**PSMLA Award**

The International Business Center (IBC) received a merit award and a plaque on Saturday, October 19, 2013, at the fall conference of the Pennsylvania State Modern Language Association (PSMLA) for its “ongoing contributions to world language education and culture.” This merit award was given to the IBC because of its work with CCA; Bayer AG; Chorus Call, Inc.; Pitt’s Global Studies Center; and others to support the Cultural Communications Alliance International Marketing Campaign Business Interscholastic Competition for high school language students.

**IBC Staff News**

Adam Lough, a junior in the University of Pittsburgh’s College of Business Administration (CBA), has been working at the International Business Center (IBC) since August 2013 but just recently took the spring term off in order to study abroad in Seville, Spain. During those three and a half months, he was able to improve his Spanish greatly, make several personal and professional connections from all over the world, and experience a brand-new culture and way of life. Lough took classes in business, art and architecture, international health services management, and pedagogy. He also worked as a teaching assistant for English classes at a local high school. This unique experience was one that he says he will never forget and was an amazing addition to his study abroad experience. After his studies in Spain were complete, he traveled throughout Germany for a month to visit friends, improve his German language skills, and prolong his time abroad for as long as possible. Now that Lough is back at Pitt, he is pursuing a major in supply chain management, continuing his work at IBC, and fulfilling his role as president of the Society for International Business chapter at CBA. While Lough’s 2014–15 academic year has been quite busy, he is excited to be back at Pitt looking forward to studying abroad again after the spring term.

Ravi Madhavan made several international trips during the summer and fall of 2014. In August, he attended the China Goes Global conference at Shanghai Jiao Tong University, which was focused on Chinese outbound investment. A highlight of the trip was a visit to the telecom company ZTE Corporation, which is rapidly establishing itself as a global player in the consumer and network technology spaces. In September, Madhavan chaired a panel addressing research methods in cooperative strategy at the Strategic Management Society conference in Madrid, Spain. Afterward, he traveled to Marseille, France, where he made a presentation on complex capabilities at the KEDGE Business School. The presentation was based on his ongoing field study of Chinese investments in systems integration industries, specifically large commercial
aircraft and nuclear power plants. The Joseph M. Katz Graduate School of Business has an active exchange program with the KEDGE Business School, and the visit also was an opportunity to catch up with Katz counterparts there. Madhavan came away convinced that Marseille is a great location in which to spend a term abroad.

In addition to serving her last year as director of the International Business Center and teaching International Economics for Managers, Josephine “Jo” E. Olson taught managerial economics in Katz’s Executive Master of Business Administration program in Prague, Czech Republic, in 2013. In January 2014, she began taking the Portuguese class offered by IBC, and she is continuing with that class because she will be taking MBA students to Brazil during spring break in March 2015. In May 2014, Olson led 20 business and engineering freshmen on the Plus3 program to Chile. They spent two weeks in the cities of Valparaíso and Viña del Mar, where they visited companies and attended lectures at the Universidad de Santa María. This was the ninth time Olson has led a Plus3 program and her sixth visit to Chile. The Chilean program was organized by Werner Kristjanpoller, a faculty member at the Universidad de Santa María, who has visited Pitt twice and become a close friend and colleague of Olson’s. Kristjanpoller and Olson published two papers together this past year, and they are working on several others.

Amanda Rosenthal graduated from Pitt’s College of Business Administration this past August with a degree in global management and accounting. During her time at Pitt, she was active in the Society for International Business and held positions on its executive board, including president for the 2013–14 academic year. Rosenthal also worked as an assistant program coordinator for the International Business Center. Following graduation, Rosenthal and a Pitt friend took a backpacking trip around Europe, visiting 11 cities in seven countries in one month. From Paris to Croatia to Budapest, she was able to see various parts of Europe with rich history and experience the unique culture of every location. Although the majority of the people she met spoke English, her knowledge of Spanish helped her to meet many more people from a wider variety of origins. Her study abroad experiences also were helpful in navigating foreign countries and finding common ground with other travelers. Since moving back to her hometown of Columbus, Ohio, Rosenthal has been preparing to take the Uniform CPA Examination before she starts a full-time position with Eaton in its Financial Leadership Development Program.

In March, Jacqueline Saslawski traveled to Israel via the Global Research Practicum. Accompanying her was a wonderful student group and two great faculty members, Paul Harper and Elliot Dater, all of whom enjoyed interesting company visits. Saslawski, who grew up speaking two languages (Hebrew and German), last visited Israel as
a small child, so she was thrilled to return to the
country via GRP. Saslawski believes that trips
abroad, whether for professional development or
academic study, compare to no other experience.
The opportunity to meet professionals abroad and
experience the country—especially with a group of
people—is invaluable.

Tuong Vy Tran graduated in December 2013 with
a Bachelor of Science in Business Administration
degree in global management and a Bachelor of
Arts in political science with a focus on interna-
tional relations. She also completed a minor in
economics, a Certificate in Asian Studies, and a
Linguistics Area Studies Certificate in Vietnamese. During her time at Pitt, she
was active in the Society for International Business
and was the club’s president for the 2011–12
academic year. Tran also worked as an assistant
program coordinator for IBC during her studies and
for a short time after graduating. Tran says that she
“learned a lot about responsibility and functional
administrative skills” during her time at IBC. Her
immediate goal is to gain industry experience in
consulting and finance, and her future plans include
pursuing a PhD in economic development and policy.

Address Update
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About IBC
Founded in 1989 as a joint venture of the Joseph M. Katz Graduate
School of Business and the University Center for International Studies, the
International Business Center (IBC) is a unique resource that develops,
operates, and supports programs designed to build international
competence and expertise in business students, faculty, and practitioners,
and that helps businesses enhance their international competitiveness.
Until September 30, 2014, the IBC was one of 33 Centers for International
Business Education and Research (CIBERs) administered by the U.S.
Department of Education under Title VI, Part B of the Higher Education Act
of 1965. The CIBER network links the manpower and technological needs
of the United States business community with the international education,
language training, and research capacities of universities across the country.
The 33 centers served as regional and national resources to business people,
students, and teachers at all levels.
The goal of the International Business Center is to provide tangible
benefits in the area of international business to the Western Pennsylvania
community—businesses, schools, colleges, and universities—as well
as to the faculty of the University and its students. Over the years, the
International Business Center has used its grant funds to support faculty
doc toral research, undergraduate study abroad scholarships, faculty
and staff foreign language instruction, conferences on international
business, programming for regional businesses, and programs for faculty
and students at regional colleges and universities.

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