

MBA/MIB Students Gain Valuable Skills with Internships Abroad

With global competition intensifying, some savvy MBA students at the Joseph M. Katz Graduate School of Business elect to earn a joint MBA and Master of International Business (MIB) degree. To qualify for the program, candidates must have a minimum of two years of college-level language education or the equivalent proficiency in a second language.

An important feature of the MBA/MIB program is the required foreign internship, in which a relevant foreign language is used in the work setting on a routine basis. These internships enhance the students' awareness of cultural issues, fine-tune their language skills, and provide them with invaluable insights into the global marketplace. The International Business Center (IBC) partly funds these MIB internships. In 2007–08, IBC supported three MBA/MIB students' internships: Chad Crosby, Emily Harcum, and Kelly Kochamba.



MBA/MIB students Emily Harcum, Chad Crosby, and Kelly Kochamba

Internship in Germany Paves Way for Career in International Marketing

Chad Crosby (MBA/MIB '08) secured an internship in the global marketing department at OSRAM, a German lighting and technology firm headquartered in Munich, using his network of business contacts gained through the Katz business school. While at OSRAM, Crosby was assigned

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one major project that occupied most of his time in Germany: to research global sales data concerning high-intensity discharge (HID) headlights. He completed this task by working with several international marketing departments, interviewing automobile and headlamp manufacturers, and researching the market online.

"I was also able to take part in several other projects while at OSRAM," Crosby says. "I took part in negotiations with an outside advertisement agency for the redesign of the HID headlight department Web site and symposium stand for the

International Symposium of Automotive Lighting. I worked on the prelaunch market research for a new line of interior LED lights for the consumer market, and I translated several technical manuals, Web sites, presentations, and internal documents from German to English."

While in Germany, Crosby also had the opportunity to assist a business contact with his start-up Internet company. "Working in a firm at such an early stage of its development really helped me understand how a business grows," Crosby says. "Overall, my experience at OSRAM, and in Germany, was outstanding. I gained an immeasurable amount of marketing and international business knowledge. Conducting an internship in the United States would have in no way prepared me for a career in international marketing."

Student Thrives in Diversity of Brussels, Belgium

Emily Harcum (MBA/MIB '08) began her internship in Brussels, Belgium, with a month of intensive French classes, learning with 14 other students from around the world. After the morning classes, Harcum worked from 2 to 6 p.m. at the Brussels Enterprise Agency (BEA). "This organization advises and guides start-ups, SMEs [small and medium enterprises], or foreign investors who want to set up or develop their enterprise in the Brussels capital region," Harcum explains. "As an intern, I was assigned to work on an important project with two others from the agency. Cosponsored by the BEA and the Brussels govern-

ment, this project seeks to develop initiatives to attract entrepreneurs to the region. At the end of the summer, our team was to submit a proposal to the Brussels governmental authorities containing not only principles to guide the public initiative on stimu-

lating entrepreneurship, but also concrete action recommendations for doing so."

Harcum's specific task was to analyze the public initiatives taken and/or financed by governments or authorities to foster entrepreneurship in the European Union. During recent years, federal, provincial, and local authorities had launched an impressive number to stimu-

late entrepreneurship spirit, and it was Harcum's job to identify the best practices among these as well as to develop recommendations for improvement.

Harcum notes that the opportunity to work for three and a half months in Brussels helped her not only with language skills but in developing new abilities to succeed in the global marketplace.

"At the conclusion of this trip, my ability to communicate in French had significantly increased," she says. "I was able to read, write, and give presentations in my second language. Further, as a result of these daily international interactions, I now possess a heightened respect and sensitivity for other cultures. I was able to work together with others of different backgrounds to accomplish difficult goals and, in the process, came to realize that each individual possesses certain strengths which, when combined, lead to an increased possibility of success. The experience also taught me how to acclimate myself and thrive in new, diverse situations."

Intern Overcomes Human Resources Challenges in Barcelona, Spain

Kelly Kochamba (MBA/MIB '07) had two interrelated internships during her stay in Barcelona, Spain. One assignment was to work as assistant human resources director for ESEI International Business School, which partners with the University of Westminster's Business School in London, England. She researched the needs of international students

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—Chad Crosby (MBA/MIB '08)

IBC Enriches Faculty with International Development Programs



2008 FDIB European economies in transition

One of IBC's goals is to provide faculty both at the University of Pittsburgh and at nearby colleges and universities with the opportunity to study business conditions abroad. This year, assisted by the University of Kansas Center for International Business Education and Research (CIBER), IBC again led a Faculty Development in International Business (FDIB) program to examine the emerging economies of Croatia, Bulgaria, and Poland. The program drew 10 participants from across the country.

"I met a wonderful group of people with very diverse backgrounds and diverse opinions," says participant Atul Rai, assistant professor and Jones Faculty Fellow at Wichita State University. "Interacting with them during all waking hours of the tour provided me with great insight and views that broadened my perspective in business education." Rai notes that his school does not currently offer a course in international accounting, but that as a result of his experience with FDIB, his goal is to initiate one.

"I now question the way in which I teach international economics," says Myles Gartland, associate professor at Rockhurst University, who also participated in the trip to Eastern Europe. "Most of the items that standard economics texts stress are not in fact the ones that politicians, leaders, and business-

people in Eastern Europe are concerned with. For example, not all capitalism is the American form of capitalism; there are more variations than I realized. This experience was extremely valuable to me, and I plan to pursue more research projects in this region of the world. Plus, when you can tell students that 'I've been there and this is what I saw,' you get much more respect and attention from them."

In addition to this IBC-organized trip to Eastern Europe, IBC sponsored local faculty to attend two programs offered by other CIBERs.

Faculty from Clarion University and Saint Vincent College Attend FDIB in Africa

In May 2008, IBC provided funding for two local professors to attend the FDIB in Africa program lead-managed by the University of South Carolina CIBER and cosponsored by IBC. Legene Quesenberry, associate professor of finance at Clarion University, and Richard Saccone, assistant professor of business administration at Saint Vincent College, were profoundly impressed by what they saw and experienced.

"I highly recommend the trip," says Saccone, who plans to use what he learned in his classes on international business as well as his International Relations and Comparative Politics classes. "I

"When you can tell students that 'I've been there and this is what I saw,' you get much more respect and attention from them."

—Myles Gartland, associate professor, Rockhurst University

learned an incredible amount about the economies and development in Africa from an international business perspective. I got the chance to meet business, government, and academics from several countries including South Africa, Zimbabwe, Botswana, and Zambia. I had some interesting experiences like traveling into one of the deepest gold mines in the world, 3,400 meters deep (about 2 miles) and over a kilometer

(about 0.6 mile) in. I was crawling on my hands and knees at one point to reach the tip of the mine where they were actually hammering away at the seam of ore where the gold is located."

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“I visited an AIDS hospital and learned about the seriousness of this problem in Africa and its effect on the productivity of labor and the ultimate drag on the economy,” Saccone continues. “In Zimbabwe, I learned firsthand about the hyperinflation of 60,000 percent. One U.S. dollar is worth 500 million Zimbabwe dollars—at least it was that week. I brought back two 500 million dollar notes to show in class. The exchange rate changes so often that in fact on June 1, the country issued 50 billion dollar notes. The situation is insane. It is odd to enter a restaurant and see the price of a hamburger at 4 billion dollars.”

It wasn't all business—the group went on several safari or game drives and saw thousands of animals, including herds of elephants, giraffes, rhinos, hippos, zebras, lions, and more. “We had a meeting at the Johannesburg Stock Exchange and discussed apartheid and Black economic empowerment issues at the Chamber of Commerce,” Saccone says. “We toured the slums of Soweto and visited the prison where Nelson Mandela served off the coast of Cape Town. We visited a NGO [nongovernmental organiza-

“I learned an incredible amount about the economies and development in Africa from an international business perspective.”

—Richard Saccone, assistant professor of business administration, Saint Vincent College

tion] to discuss microfinancing in Africa and also met with officials at the largest bank in Southern Africa to learn about banking and the state of investment. We still found time to see Victoria Falls, observe native dance and music, and visit other sites.

“Oh, and don't let me forget the food,” Saccone adds. “I sampled crocodile, zebra, kudu, and other exotic meats. All were delicious.”

Katz Professor Attends FDIB Program in China

In January 2008, Mei Feng, assistant professor of business administration at the Katz business school, traveled to China to participate in a FDIB program led by the University of Colorado CIBER and cosponsored in part by IBC. Titled China:



2008 FDIB China

An Emerged Economic Powerhouse in the Global Economy, this unique program focusing on the economies of the Pearl River Delta, Hong Kong, and Shanghai attracted 22 participants from around the country. The goals of the program were to provide faculty with firsthand knowledge of the dynamic growth of two of China's leading economic regions and to see how China is being transformed from a planned economy to a globally competitive, market-oriented economy. ■



2008 FDIB South Africa

IBC Supports Community Involvement in International Learning



*Community WorldQuest 2007
Top: Team 1. Bottom: Team 2*

fun with serious learning at both the high school and the business community level.

In October 2007, IBC cosponsored the Community WorldQuest, a high-profile event coordinated by the World Affairs Council of Pittsburgh that included more than 300 Pittsburgh business and international

Annually, the International Business Center at the Katz business school supports international learning in high schools and in the wider community through its cofunding of the WorldQuest competitions. These fast-paced games combine

fun with serious learning at both the high school and the business community level.

community members. The winning team was the University Center for International Studies from the University of Pittsburgh.

In February 2008, IBC again cosponsored the Academic WorldQuest, an annual knowledge-based competition with questions focusing on international affairs, current events, the global economy, geography, world history, and general knowledge about the world. This free event is very popular with local schools, and preparation for the contest expands the students' global horizons. Upper St. Clair High School won first place, with Central Catholic coming in second and Taylor Allderdice and North Allegheny Senior High School tying for third place. The Upper St. Clair team then went on to compete at the national level, enjoying an event-packed weekend in Washington, D.C. ■



*Academic WorldQuest
2008 winning team*

Two Franklin Regional High School Students Win International Marketing Competition



2008 Cultural Communications Alliance winning team: Bonita Thomas, Amanda Holcombe, Brianne Holland, and Debra Wills

sponsors an international marketing competition for high school students. This year, students were challenged by Bayer Corporation to develop a plan to sell daily multivitamins to South African women.

The challenge was won by juniors Amanda Holcombe and Brianne Holland, who impressed the judges with their packaging design, mock TV

Each year, the Cultural Communications Alliance, in conjunction with the University of Pittsburgh College of Business Administration and IBC and local companies,

spot, and research and presentation skills. The students discovered that South African women associate pill taking with illness. This insight drove home the understanding that a persuasive marketing campaign has to be rooted in a firm understanding of another culture.

Marketing teams from eight area high schools participated in this annual contest, judged by a panel of Bayer executives and Pitt faculty, as well as executives of Heinz and MEDRAD. Two of the judges were citizens of South Africa.

"The students tell us that they value the experiences of working in teams, making presentations to business executives and, in particular, of learning more about another culture," IBC Director Jo Olson says. "We are pleased to be able to contribute to expanding the global horizons of teens in Western Pennsylvania." ■

Innovative Pitt Program Immerses Students in India's Growing Economy

"Today it is almost unfathomable for me to think that I would have a career confined to America," says Josie Roberts, an MBA student at the Katz business school. Roberts says that her participation in the Engineering and Business Collaborations in India program, funded by IBC, makes it possible for her to imagine herself in a leadership role at a global company.

In May 2008, Roberts was one of nine students from Katz and Pitt's Swanson School of Engineering to participate in an inaugural program in Bangalore, India. The group was led by Bopaya Bidanda, chair of the Department of Industrial Engineering and Ernest E. Roth Professor of Industrial Engineering in the Swanson School, and G.G. Hegde, associate professor of business administration at Katz. The course was organized in collaboration with the R.V. College of Engineering in Bangalore with support from Pitt's International Business Center in the Katz Business School.

Students explored the industries and the schools fueling India's expanding economy, currently home to one-seventh of the world's population, and a market that American students inevitably will work with or compete against upon entering the job market. "I was surprised at how many ties there already are between India and Pittsburgh," says Roberts, who is spending her summer at an internship with Associated Press in New York, N.Y. "And despite the exhausting 22-hour flight and the fact



India, touring Mysore Palace

that everything from food to religion to clothing is so different, it was easier to communicate in India than other places I've traveled since the language of business—in fact the country's unifying language—is English."

The Pitt students delved into the daily operations of companies from a software developer to an aircraft manufacturing plant to a coffee plantation. They visited Indian-owned businesses, such as Hindustan Aeronautics Limited, Asia's largest aerospace company, as well as American-owned operations in Bangalore, such as Pittsburgh-based Kennametal, a metalworking corporation, and technology firm iGATE Corporation.

"We want the students to observe how the American and Indian economies are intertwined, to trace how a coffee bean goes from a plantation in

"We want the students to observe how the American and Indian economies are intertwined, to trace how a coffee bean goes from a plantation in Kodagu, India, to a cup of Starbucks coffee bought in Pittsburgh."

*—Bopaya Bidanda, chair, Department of Industrial Engineering,
Swanson School of Engineering*

Kodagu, India, to a cup of Starbucks coffee bought in Pittsburgh,” Bidanda says. “I want them to see the strong, positive energy in such cities as Bangalore. Every day, Indian newspapers are full of stories about companies adding 500 jobs here and 200 jobs there. That is such a stark contrast to many cities in the United States, including Pittsburgh. We want Pitt students to bring their knowledge of India back home and use it to attract and work with Indian companies.” ■



Receiving a traditional welcome at the R.V. College of Engineering in India

IBC Funds Katz MBAs in Innovative Global Business Project

In spring 2008, four Katz MBA students participated in a new business course that had them working in multidisciplinary teams on projects requested by foreign companies. These Global Business Projects were led by the University of North Carolina’s Center for International Business Education and Research (CIBER) and cosponsored by IBC as well as nine other CIBERs. Part-time MBA student Jim Rambo, currently on assignment with Federated Investors, worked to develop a market entry strategy for Companhia de Concessões Rodoviárias (CCR), Brazil’s largest road concessions operator.



Global Business Project participants

“Here in the United States, toll roads are just beginning to outsource the maintenance and operation of the roads,” Rambo explains. “But each state has a different bidding process in this emerging industry. Our team explored the ways in which CCR could form partnerships with domestic operators and in other ways enter the market.”

In this innovative Global Business Project, MBA students apply for a specific project through a

competitive process and are placed in four-person teams that balance language skills as well as business, industry, and functional area skills. In early spring, the team members participated in a two-and-a-half-day preliminary meeting in Washington, D.C., at which they finalized the project terms and began to work under the guidance of language and business faculty as well as the company representative. Teams worked virtually (online) for seven weeks on the project, gathering data and investigating possible solutions to the business challenges defining the project. In May, Rambo, who was teamed with two students from North Carolina and one from George Washington University, got his first passport and spent two weeks in São Paulo working directly with CCR executives.

“The project was a lot of work,” Rambo says, “but I’m glad that I did it. While working over a distance was not new to me, as I had done this in a previous job, it is a useful skill to be able to demonstrate, especially as travel becomes increasingly expensive for companies.”

Also participating in Global Business Projects were Saththa Kohpisalsukwattana and Liqian Jia, who worked on projects for Chinese companies, and David A. Beck, who worked on a project for a Japanese company. ■

IBC Presents Conference on Corporate Ethics and Human Rights



*Conference on corporate ethics and human rights
Top: morning panel.
Bottom: afternoon panel*

On May 21, 2008, IBC, in conjunction with the University Center for International Studies National Resource Centers and Global Solutions Education Fund Pittsburgh, presented a daylong conference for faculty and graduate students on the topics of Current Global Issues: Corporate Ethics and Human Rights. After an opening address given by Michael Goodhart,

associate professor of political science at the University of Pittsburgh, panelists in the morning addressed issues of corporate ethics and labor, while the afternoon panelists addressed the topic of corporate ethics and the state.

“The topics included ‘Colombia and Corporate Complicity in Human Rights Violations,’ given by Dan Kovalik, the assistant general counsel of the United Steelworkers union; and ‘China’s Perspective on Its Relationship with Sudan,’ given by Louis Schwartz, the president of China Strategies, LLC,” says Jacqueline Saslawski, associate director of IBC. Other speakers included Douglas M. Branson, W. Edward Sell Professor of Business Law, University of Pittsburgh School of Law, whose address was titled “Holding Multinationals Accountable for Human Rights Violations: The Litigation Alternative”; D. Wes Rist, assistant director of the Center for International Legal Education at Pitt’s School of Law, who spoke on the topic of legislating corporate ethics in international law; S. Mohsin Hashim, associate professor of political science at Muhlenberg College, who spoke on the changing nature of corporate-state relations in post-Communist Russia; and Patrick Atkins, chief executive officer of Atkins 360, LLC, who addressed the topic of people as a leading indicator of sustainability.

“We were very pleased with the attendance and the interest expressed in these important topics in global business and world affairs,” Saslawski says. ■

Author, Beijing Resident Speaks on How to Conduct Business in China



Ted Plafker

His first book, *Doing Business in China: How to Profit in the World’s Fastest Growing Market*, is

On September 20, 2007, author Ted Plafker spoke to faculty, students, and the public on the topic of how to most effectively conduct business in China. Plafker has lived in Beijing since 1989 and has been writing on China for *The Economist* since 1994.

a practical guide to the challenges of China’s business market. The book focuses on the “how to” rather than the “why” and uses the author’s first-hand experience to pinpoint top emerging markets in China; laws, rules, and regulations of doing business in China; and how to promote and move products and services to Chinese consumers. The lecture was cosponsored by the World Affairs Council, Asian Studies Center, IBC, and the Society for International Business. ■

Author of *Managing the Dragon* Addresses the Public



Jack Perkowski

On March 27, 2008, Jack Perkowski, chairman and chief executive officer of ASIMCO Technologies, one of the largest foreign manufacturers in China, gave a talk and signed copies of his book, *Managing the Dragon: How I'm Building a Billion-dollar Business in China*. A Pittsburgh

native who grew up in O'Hara, Perkowski holds degrees from Yale University and Harvard Business School. In 1990 he left a lucrative Wall Street job, convinced that China was the next big thing. Now known informally as "Mr. China," Perkowski has built a profitable company from the ground up in the world's largest Communist nation. ASIMCO, which specializes in components for the automotive industry, employs 12,000 workers in 18 factories across China.

Building the company wasn't easy, Perkowski acknowledges. He experienced every kind of mishap possible, from receivables collection and inventory control issues to management problems

including fraud (one manager stole \$5 million and fled to Las Vegas, Nev.). Perseverance and hard work—lessons learned from his boyhood growing up in a Polish American steelworking family—paid off. Now Perkowski is reinventing himself as an expert on doing business in China.

"Jack's talk was informative as well as inspirational," IBC Director Jo Olson says. "This is somebody who has really succeeded in developing a manufacturing business in a foreign country under challenging circumstances. He emphasized the need to visit the country and get to know local politicians—China is more decentralized than many people realize—as well as to find good local managers. He told us that he knew little about China when he first visited there, but that the lack of knowledge might have been a plus, since China is changing so rapidly. To top it all off, he's a nice, down-to-earth Pittsburgh guy."

This free event was sponsored by IBC, the University of Pittsburgh Asian Studies Center, and the Society for International Business. ■

Transatlantic Business Series Focuses on Global Internet-based Services



Transatlantic business panel: Martin Weiss, Bill Lehr, Jim Cawley, and Alberta Sbragia, director, European Union Center of Excellence, European Studies Center

On September 27, 2007, IBC, in conjunction with the European Union Center of Excellence, European Studies Center, presented a transatlantic business panel focusing on the telecommunications industry. The presentations included the following:

"Globalization and the Telecom Industry"—Martin Weiss, associate professor of telecommunications at the University of Pittsburgh, serving as the chair of the Department of Information Science

and Telecommunications and associate dean for academic affairs and research for the School of Information Sciences.

"Internet-based Services: Infrastructure and Opportunities in the European Union"—Richard A. Cawley was recruited by the European Commission in 1983. He has been involved with policy and regulation in telecommunications since 1989. As well as developing policy, he has drafted and negotiated some of the European Union legislation.

"Barriers and Opportunities for Internet-based Services in the United States"—William Lehr is an economist and researcher in the Computer Science and Artificial Intelligence Laboratory at the Massachusetts Institute of Technology, where he helps direct the Communications Futures Program. ■

Society for International Business Students Expand Cultural, Business Horizons

One of IBC's goals is to enrich the global outlook of the University's business students, and it furthers its goal by supporting the Society for International Business (SIB), a student-run organization at the University of Pittsburgh. Although primarily a component of the College of Business Administration, SIB also welcomes students of the School of Arts and Sciences and the College of General Studies. Commonalities include but are not limited to a grade point average above 3.0, active participation on a SIB committee, and a genuine interest in global studies and business development.

"We conduct many events promoting the cultural enrichment and the professional development of our members," says Ivy Blazevic, who recently took over the role of president from graduating senior Caitlin Parke. Blazevic is a finance major who also will receive Certificates in International Business and Professional Business German. "Our information sessions include a Going Global Web site tutorial, a workshop on building an international résumé, and foreign movie nights."

In March 2008, SIB members visited American Eagle, which maintains its headquarters on the South Side of Pittsburgh, to receive a tour of its facilities and learn about its expansion and outsourcing services abroad. In addition, SIB also hosted speakers from Target, Wolseley, and MEDRAD. "Our members learned about the difficulties of marketing to an international base of consumers, conducting business around the world, and the struggles of being a small-sized company in the competing global market," Blazevic says.

In fall 2008, SIB kicks off the term by holding two recruitment events within the first week of school and interviews for all potential members. "Our members will expand their knowledge of cultures and food by hosting an international restaurant dinner with a faculty member or a corporate representative, who will discuss his or her experiences abroad," Blazevic says. "Further, SIB seeks to hold a corporate visit in Philadelphia, Pa., to further expand its network." ■

Katz Alumna Lectures on 'Doing Business in the Middle East: Knowing Your Client'

Katz alumna Dalia Mogahed (MBA '04), coauthor of *Who Speaks for Islam? What a Billion Muslims Really Think* (Gallup Press, 2008), gave a free public lecture to the University and larger community on April 14, 2008, on the importance of understanding Muslim clients in the global business world. Gallup's largest study of world-wide Muslim populations confirms that little is known about what the world's Muslims really think, and that our misperceptions adversely impact trade and economic growth.



Josephine Olson, director of IBC; Elaine Linn, Global Studies Program; and Dalia Mogahed

Mogahed is a senior analyst and executive director of the Gallup Center for Muslim Studies. She leads the analysis of Gallup's unprecedented study of more than 1 billion Muslims worldwide and also directs the Muslim-West Facts Initiative (www.muslimwestfacts.com) through which Gallup—in collaboration with the Coexist Foundation—is disseminating the findings of the Gallup World Poll to key international opinion leaders.

Mogahed's analysis has appeared in a number of leading publications, including *The Economist*, *Financial Times*, *The Wall Street Journal*, *Foreign Policy* magazine, *Harvard International Review*, and *Middle East Policy*.

The lecture was hosted by the University of Pittsburgh Global Studies Program within the University Center for International Studies and cosponsored by IBC, the Consortium for Educational Resources on Islamic Studies, and the Middle East Gulf Initiative Pittsburgh. ■

IBC Staff News and Changes

IBC Director Josephine “Jo” Olson was appointed in December 2007 to the Western Pennsylvania District Export Council. She was given this four-year assignment by the secretary of the U.S. Department of Commerce, Carlos M. Gutierrez. The 24-member Western Pennsylvania District Export Council is one of 61 District Export Councils (DECs) in the United States, with a mission of contributing leadership and international trade expertise to complement the U.S. Commercial Service’s export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach. IBC helps the Western Pennsylvania DEC meet its mission by producing the *PA Global Compass*, a semiannual newsletter on international business, distributing it to more than 3,500 small and medium-sized enterprises across the commonwealth. In addition, IBC collaborates with the Western Pennsylvania DEC in offering a business briefing series, which employs videoconferencing technology to connect speakers and audiences in Pittsburgh, the regional campuses, and a site abroad. Recent videoconference business briefings featured the mining industry in Chile, connecting the U.S. Commercial Service from the U.S. embassy in Chile with the University of Pittsburgh campus in Oakland, as well as one of its regional campuses. Another business briefing on the mining industry in Turkey connected Turkey, the University of Pittsburgh campus in Oakland, a Pitt regional campus, and a Department of Commerce site in West Virginia.

IBC Associate Director Jacqueline Saslawski earned her Juris Doctor in June 2008 at Duquesne University School of Law. She participated in the 2007–08 Philip C. Jessup International Law Moot Court Competition and traveled to Washington, D.C., to compete with her team. Saslawski also holds a Master of Public and International Affairs from the University of Pittsburgh Graduate School of Public and International Affairs and a BA in economics, also from Pitt.

IBC Student Assistant Caitlin Parke earned her BA from the College of Business Administration in 2008 with a Certificate in International Business. Immediately after graduating, Parke began her career with Deloitte & Touche in Cleveland, Ohio.

Please join us in welcoming **IBC Student Assistant Benjamin “Ben” Greenly**. Previously a student office assistant for the University Center for International Studies, he joined IBC in August 2008. Greenly’s major is communications and rhetoric, his minor is Italian, and he is working toward a Certificate in Global Studies.

After 10 years of devoted service to the International Business Center, **IBC Executive Assistant Janet Kosko** has taken the position of assistant to the director at the University Center for International Studies (UCIS) as of March 1, 2008. She has been working for UCIS Director Lawrence Feick, who also happens to be a former IBC director. IBC has missed her, but we are happy for her that she has this new position. We also would like to take this opportunity to thank Janet for all she has done for IBC, Pitt Business, UCIS, and Pitt and wish her well with all of her endeavors. Her new office is in the UCIS suite, 4409 Wesley W. Posvar Hall, and her e-mail address is jkosko@pitt.edu.

Please join us in welcoming **IBC Executive Assistant Doreen Hernández**. Hernández brings with her 10 years of University of Pittsburgh experience, more than seven years at the Asian Studies Center, University Center for International Studies. Her previous involvement with National Research Center grants, Web design, event planning, and outreach is a tremendous asset to IBC. Hernández is anticipating completing her bachelor’s degree in December 2008 in media and professional communications, with a concentration in corporate and community relations, and a Certificate in Latin American Studies. ■

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at the program and quickly realized that ESEI was not providing them with adequate language or cultural programs to facilitate their adjustment to the new culture or assistance in finding housing.

“As a result, I helped ESEI offer four optional courses geared toward Spanish grammar and culture,” Kochamba says. “The students pay a cost in addition to the program tuition for these add-on classes, if they desire to enroll during their stay. As a result of these offerings, ESEI had 90 percent enrollment in optional course work for the fall semester of 2007.” Kochamba also developed a six-week cultural immersion contest for the students with the grand prize of an all-expense-paid weekend on the island of Ibiza. In her second internship, she developed a housing market implementation strategy for a small company associated with ESEI that helped students find a compatible roommate and apartment. The product that Kochamba developed also handled all of the reservation and payment procedures.

Kochamba faced some challenges, including the fact that one owner of the real estate firm treated it as a hobby, not wishing to obtain competitive quotes from contractors and tending to be unfocused in his approach to the business. But Kochamba felt she was able to overcome most of the challenges and provide the firm with a useful product.

“There were three main benefits from my international work experience this past summer,” Kochamba says. “First, I had the opportunity to work hands on in two industries: international education and local real estate with an international client base. Second, I attained experience in my concentration at Katz, which is human resource management, as well as in entrepreneurship, working closely with the cofounders of a business to come up with a successful market implementation strategy. I found these experiences to be extremely valuable in learning how to apply the course work I learned throughout my time here at Katz to the real world. Finally, I learned how to successfully bring together two extremely different management types to work as a team and achieve our goals. My internship in Barcelona greatly enhanced my teamwork abilities, and I will definitely carry these skills with me throughout my life.” ■

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About IBC

Founded in 1990 as a joint venture of the University of Pittsburgh 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. IBC is one of 31 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 U.S. business community with the international education, language training, and research capacities of universities across the country. The 31 centers serve as regional and national resources to businesspeople, 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—business, 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 grant funds to support faculty and doctoral 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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