About The IBC

At the International Business Center (IBC), our mission is to connect Pitt Business stakeholders to learning opportunities worldwide. We understand the complexities of international markets, the nuances of diverse world cultures, and the rapid change caused by disruptive technologies. Our goal is to enhance your global competency and, in doing so, to make you more competitive on the world business stage. Whether you are a student, an alumnus, a faculty or staff member, or represent a business or nonprofit, we can help connect you to relevant and impactful global business experiences offered at the Joseph M. Katz Graduate School of Business and College of Business Administration, and more broadly at the University of Pittsburgh.

The IBC has more than 25 years of experience in the creation, development, and oversight of programs that enhance the global business competency of our students, faculty, and staff, as well as of our business and community partners. Established by the U.S. Department of Education in 1989 as one of the five original Centers for International Business Education and Research, the IBC draws upon a vast network of contacts around the world to develop and launch programs that take Pitt Business’ strengths, such as Experience-Based Learning, to the global level.

About this report

This annual report covers the fiscal year of July 1, 2014 through June 30, 2015
IBC Helps Students to Measure and Expand Their Global Skill Set

In order to strengthen the global competence of its students, Pitt Business has expanded its usage of the assessment tools developed by Global Leadership Excellence (GLE) LLC, a leading service provider of educational diagnostic tools.

Pitt Business undergraduate and graduate students are using GLE’s Global Competence Aptitude Assessment (GCAA®), a tool that objectively measures eight distinct dimensions of global competence, including such areas as intercultural capability, global awareness, historical perspective, and collaboration across cultures. Within these areas, students are assessed on both their internal and external readiness.

The GCAA® tool helps to enhance the extensive global business experience portfolio at Pitt Business. It is already being used at the Katz School, and, effective in fall 2015, it was implemented at the undergraduate level. At the Katz School, both part-time and full-time incoming students will take the GCAA, and a post-test program is currently under development.

The International Business Center researched various global competence assessment instruments before selecting the GCAA® tool.

“The GCAA® is a fun and meaningful assessment for business students. It provides a baseline of their individual global competence at the beginning of their studies at Pitt Business, and a guide to developmental experiences during their time in school,” said Jacqueline Saslawski, managing director of the International Business Center.

All full-time MBA students complete the professional version of the GCAA® assessment tool during their orientation to the MBA program. Starting in spring 2016, graduating MBA students will take it again for post-assessment in order to understand how they have grown their global skills while at Katz.

“We know from experience that in order to be successful, business leaders must have a clear respect for and understanding of the global market. The GCAA® is huge step forward in preparing our undergraduate students to work and be successful in the global business environment. It is also clear that the experiences gained though the international efforts of the undergraduate program will result in an even richer and more diverse pool of potential MBA students,” said Bill Valenta, assistant dean of MBA and Executive Programs at the Katz School of Business.

“To succeed as graduates, it is imperative that our students have a thorough understanding of global business. Beyond understanding different cultures and different worldviews, it’s necessary for students to have firsthand experience in practicing global business through study abroad and project-based courses. The GCAA® assessment tool complements our curriculum by giving us data that we can use to make strategic decisions,” said Audrey J. Murrell, associate dean of the undergraduate College of Business Administration.

GLE offers its GCAA® assessment tools to organizations across the higher education, business, government, and nonprofit sector. The GCAA® assessment tool is similar to the pre-employment assessments that companies use, and takes about 30 minutes to complete.
This past summer, I had the opportunity to first participate in the Pitt in Cyprus program and then intern for Bosch Automotive Steering (Bosch AS) in Germany. While in Cyprus, I was able to get a firsthand look into the geopolitical issues that affect the Eastern Mediterranean and its surrounding countries. In addition to the great deal of knowledge I gained outside the classroom, I also took a course in maritime supply chain, which paired perfectly with my supply chain management major.

Leaving the beaches of Pafos, Cyprus, I next headed to Germany in the beginning of June to start my internship. I worked at the Bosch AS headquarters in Schwäbisch Gmünd as an intern in the logistics department for passenger vehicles. During my time at Bosch, I gained proficiency in SAP and assumed the responsibilities of a logistics coordinator.

I have been fortunate to participate in other international business experiences. I participated in Plus3 Germany after my freshman year, and I spent the spring of 2014 in Seville, Spain, where I studied, volunteered, and interned as an assistant English teacher.

As a senior who will be graduating in April 2016, I am looking forward to taking my international experience and the skills I’ve learned throughout my four years at Pitt and applying them toward full-time employment in the pharmaceutical or healthcare industries.
Rice, Coffee, and Much More

Studying abroad in college almost seems like a given in this day and age, and it seems that most opportunities to study abroad are reserved for upperclassmen. That isn’t the case at Pitt Business. The Plus3 program allows business and engineering sophomores to go out into the world early.

Lauren Shickling, a Pitt Business student studying accounting, had never been out of the country before her trip that took her all over China, to Shen Jen, Shanghai, Hong Kong, and Beijing. Her favorite part of Plus3 was the mix of engineering and business students. “The engineering students think in a different way, and it makes everything much more interesting,” she said.

Shickling wanted to go as far away from home as possible to experience a highly different culture. The theme of the program was the supply chains of the mobile phone industry. For Shickling, the most exciting company they visited was China Telecom. “It was surprising to see how much manual labor is implemented for jobs that would be done by machines in the U.S.,” Shickling said.

When asked what advice she would give to freshmen deciding on whether to go abroad, Shickling said to “keep an open mind and don’t eliminate destination options because they are ‘too far’ or ‘too different.’”

Her only qualm about the trip is that now she can’t find rice as good as in China.

Another Plus3 participant, Hannah Baruch, who is a Pitt Business student studying accounting, traveled to Costa Rica to learn about the coffee industry as part of the program. Her favorite part was the versatility of the trip. “I would be in a meeting with top executives one day, and in the fields learning hands-on how to harvest coffee beans the next,” she said.

Baruch visited several large coffee companies, each with its own focus and values. One company’s quality standards were so refined that it even demanded that the smell of coffee was of the highest quality.

The Plus3 students said they tasted more coffee than one can imagine. The warm climate allowed them to go on fun excursions through tropical forests, including exotic birdwatching, hikes on volcanoes, and trips to islands.

Although Plus3 is only a 10-day trip, both Shickling and Baruch are still very close with their travel group, and highly recommend the experience to students considering an international experience.
Each year, multiple Global Research Practicum (GRP) destinations are offered by Katz. In 2015, Katz MBA and MS in Accounting (MAcc) students, as well as graduate students from the School of Law, Graduate School of Public and International Affairs, and School of Engineering, ventured on GRPs to South America, Europe, and Asia. Students also completed a program modeled after the GRP that spanned across the U.S. and Eastern Europe. During the GRPs, participants gained hands-on experience in conducting business in the destination country and in understanding the culture of the people through company visits, networking meetings with business leaders and Katz alumni, and visits to famous landmarks.

Thirty Pitt MBA, MAcc, and GSPIA students visited São Paulo and Rio de Janeiro, Brazil as part of the GRP in March 2015. With an estimated population of more than 200 million people, Brazil has the largest economy in Latin America and is the seventh-largest economy in the world. Jo Olson, professor of business administration, Katz Excellence in Service Fellow, and former director of the International Business Center, served as the faculty leader for the group. Olson has extensive research experience in Latin American economies, and has also led a number of student trips to South America and Europe. Thomas Keller, director of MBA Admissions, served as the staff leader. He has studied in Brazil, is fluent in Portuguese, is married to a Brazilian, and visits Brazil frequently to recruit new students.
While in Brazil, the students met with the Katz Executive MBA Worldwide program students in São Paulo. In fact, the trip coincided with an EMBA Worldwide Global Executive Forum that was being held at that time in São Paulo. As a result, GRP students had the opportunity to attend the Executive Forum's opening reception and meet EMBA students from Europe, South America, and the United States.

About half of the Brazil group's company visits were arranged through alumni or current students of the Brazilian EMBA Worldwide program. The program included visits to Coca Cola FEMSA, GE Healthcare, AES Eletropaulo, and the DuPont Innovation Center. The group also visited BM&F Bovespa, the Brazilian exchange, Petrobras, and Grupo Globo, a media firm.

Long, slow bus rides gave the students firsthand experience of the poor quality of Brazil's highways. A planned visit to the development bank, BNES, was cancelled just as students were about to disembark, due to large demonstrations against the government and the corruption scandal engulfing Petrobras, Brazil's largest company.

The trip included plenty of time for exploring the Brazilian culture and for recreation, particularly in Rio. The group's hotel was conveniently located a block from Ipanema Beach. The final day included visits to the famous Christ the Redeemer statue and Sugarloaf Mountain.

All students wrote research papers on aspects of Brazil, which they presented in Pittsburgh at the end of the course. Several papers focused on the labor market and human resources issues, the energy industries, and social issues in Brazil. Other papers concentrated on healthcare, pharmaceuticals, automobiles, higher education, and marketing in Brazil.

Professor of Business Administration Jennifer Shang led the GRP to Beijing and Shanghai, China. Clinical Professor of Business Administration Bob Atkin led the GRP to Munich and Augsburg, Germany.

Students explored the interconnections between business, policy, and culture as part of the Global Energy in Eastern Europe: Russia and Bulgaria course. Competing perspectives on global energy introduced students to global business and the policy questions related to natural gas and other energy resources through visits to three interconnected locations. The late Susan Hicks*, assistant director for academic affairs, Center for Russian and East European Studies, led the group. They visited drilling sites and met with officials from the oil and gas industry and government in Washington County, Pa., and then they flew to Moscow and the Bulgarian capital of Sofia to exchange ideas with energy executives and policymakers in those countries.

*Susan Hicks was killed in October 2015 in an accident in Pittsburgh's Oakland neighborhood. We deeply mourn the loss of our dear colleague who has brought so much intellectual depth and joy to all of us.
Katz Team Competes in International Sustainability Case Competition

Katz MBA students Avinash Anand, Kaushik Sampath, Ankita Singh, Sourya Datta, and Keith Hoerburger competed in the 35th annual John Molson International Case Competition in Montreal, Canada. Their faculty coach was Greg Coticchia. This prestigious international case competition draws participants from all over the world, with 36 percent of the teams coming from universities in Canada, 17 percent coming from the United States and 47 percent coming from other institutions internationally.

The theme of the 2015 competition was “Global Connection – Sustainable Future.” Not only were the cases focused on that theme, but sustainability was incorporated in the core concept of the event. Held at one of the “greenest” hotels in Montreal, the event’s catering consisted of organic vegetarian and locally sourced food and beverages, reusable dishes and cutlery, and the composting of the organic waste. Electric zero-emission vehicles ferried the participants from the airport to the hotel, and all events were held in walking distance from the hotel. Lastly, printed copies were significantly reduced and recycled paper was used when printing was necessary.

During the six-day event, the Katz team tackled five unpublished business cases, one of which was a live case about a real-life business challenge that a major company is currently facing. With three hours to prepare, the team analyzed and evaluated the business cases using the skills, knowledge, and experience they had acquired from their studies at Katz. They were forced to rely on their own abilities, a limited use of software, and no access to the Internet. Each team’s final product was a simple PowerPoint presentation in which they were assessed based upon their ability to explore the problem and develop feasible and strategic solutions. More than 250 senior business executives served as judges, critically assessing the teams on creativity, insight, substance, and the plausibility of implementation.

The Katz team found that the John Molson International Case Competition was an effective platform to challenge their critical-thinking skills under strict time limitations. Moreover, the judges’ questions pushed them to think about different aspects of the cases.

The unique international experience of this competition allowed for different perspectives in diverse business scenarios. The Katz team enjoyed interacting with international student teams from other top MBA schools around the world and the networking opportunities they had with the top executive judges.

The Katz team thrived because the team members worked well together. Prior to the competition they practiced weekly throughout the fall semester.

The Katz School will be represented again at the 2016 competition. The suggested theme for that competition is “Radical Openness,” which refers to having a free and transparent exchange of information that generates a flow of ideas in today’s global society. Impacting all industries, companies, and individuals, radical openness is a concept that strives to create an open space where ideas can be exchanged without boundaries or hierarchy, using technology that is available at our fingertips.
Familiarity with foreign languages is a key element of the global business skillset. The IBC offers foreign language classes for MBA and MAcc students and has also supported business language course development for both graduate and undergraduate business students. Classes are also open to professional students from other disciplines.

In fall 2014, students participated in IBC-sponsored Portuguese 2 for MBA (PORT 1032), Professional Communications in Mandarin 1 (BIND 2560/PIA 2029), and Professional Communications in Arabic 1 (PIA 2030). The latter two were co-sponsored by the Graduate School of Public and International Affairs (GSPIA). In spring 2015, the IBC offered MBA students Spanish 1 (SPAN 1031) and Professional Mandarin 2 (BIND 2561/PIA 2031). The latter was co-sponsored by the Asian Studies Center, the School of Law, and GSPIA.

Two Katz students who participated in the Global Research Practicum (GRP) in Brazil took the not-for-credit Beginners Portuguese course, which is offered to the business community. Community language courses in Brazilian Portuguese at various levels are regularly offered throughout the year.

Business French (FR 1033), a course originally created and then later improved by an IBC language course development grant, was held in the spring semester. Other advanced language courses in business are available in Spanish and German.

Beginning in fall 2015, College of Business Administration students had the opportunity to learn elementary French and Italian at three-credit introductory language courses specifically designed and offered for professional students in business, engineering, and nursing.
Katz Students Use Prestigious Fellowship to Study Business in Turkey and Brazil

The academic year Foreign Language and Area Studies (FLAS) Fellowship, sponsored by the U.S. Department of Education, is one of the most generous awards offered by the University of Pittsburgh's Asian Studies Center, Global Studies Center, and Center for Russian and East European Studies. Recipients receive full tuition and a stipend, enabling the student to be fully devoted to graduate study.

Julie Nelson and India Wilson, both Katz MBA students, applied and received an academic year FLAS Fellowship. In addition, Dominic DiNinno, Katz MBA 2016, received a Summer FLAS to study the Turkish language at the Summer Language Institute, held at the University of Pittsburgh. The summer FLAS provides a great opportunity for the fellowship recipient to conduct the equivalent of one academic year of foreign language study during an intensive summer experience.

Nelson was selected as a FLAS Fellow for three consecutive years (2013-2016) through the Center for Russian and East European Studies. She is pursuing a joint MBA/Master of Public and International Affairs degree with concentrations in Organizational Behavior and Human Resources Management and International Political Economy.

Recently, Nelson worked as the resident director of the State Department-funded Critical Language Scholarship (CLS) Program in Ankara, Turkey. In this role, she was responsible for supervising 20 undergraduate and graduate students who were participating in an intensive Turkish language course, which was combined with cultural activities and excursions.

During the 2014-2015 academic year, Nelson was selected as a Kenneth R. Woodcock Leadership Fellow (a fellowship offered by the David Berg Center for Ethics and Leadership). As a fellow, she analyzed Pennsylvania Kiwanis Foundation business practices and made recommendations to the Board of Directors. She also provided tools for increasing public engagement through social media, methods for diversifying the foundation’s fundraising strategy, and techniques for increasing communication between district clubs and the Kiwanis Foundation.

Prior to graduate school, Nelson served as a Peace Corps Volunteer in Azerbaijan, where she taught English classes, organized youth and leadership development programming, and trained local teachers. Drawing on these experiences, Nelson took the initiative to propose a better
way to train and utilize the Peace Corps volunteers. She created and outlined the responsibilities of the “Volunteer Leader” position, and subsequently trained, mentored, and supervised approximately 150 Peace Corps volunteers. In addition, while interning with the Public Affairs Section of the U.S. Embassy in Ankara, Turkey, Nelson gained experience in media relations, press monitoring, and the management of educational and cultural programming.

Nelson is proficient in the Azerbaijani and Turkish languages and has nearly four years of professional experience in Turkic nations. She is committed to working in a position where she can help the next generation of leaders develop an international perspective. She plans to leverage her strong communication skills, leadership experience, and ability to thrive in demanding multicultural environments to pursue opportunities in international business and exchange programs.

Wilson is a dual-degree candidate at Katz where she is pursuing a Master of International Business (MIB) degree and a Master of Business Administration (MBA) degree with a concentration in strategy and marketing. Her focus on international business stems partly from her childhood ambitions of one day working and living in a country apart from her own. She first nurtured this dream by studying the Spanish language throughout her secondary and post-secondary education, which culminated into an opportunity to study abroad in Salamanca, Spain during her time as an undergraduate. After graduating from Fisk University with a Bachelor of Science degree in financial economics, Wilson began her finance career at General Electric, where she had the opportunity to lead a cross-cultural team within her role as a project manager.

As a FLAS Fellow, Wilson will study a foreign language and complete related global area studies coursework that appropriately supplements her dual degree. Because of her deep interest in Hispanic culture and her past studies of the Spanish language, she selected Portuguese as her language of study during her time at Katz. She plans to leverage the Katz MBA/MIB coursework and her studies in Portuguese to prepare for an internship in Brazil during the upcoming summer term and to be better positioned for a global career post-graduation.

As part of her future internship, Wilson plans to work with influential and talented individuals in the Brazilian market and will add value to a local firm by applying the skills she has learned at Katz. This milestone will be the first of many as she builds an international career. Wilson aspires to inspire change and provide creative solutions as a global leader within a multinational firm.
You have worked closely with the IBC over the years as a co-director and as a research director. What are some highlights from your first year as director of the IBC?

It's been an exciting year of significant change and promise for the IBC. We've sought to stay agile and innovative, while aligning our initiatives and programs with the priorities of our stakeholders. The biggest highlight for me has been implementing the IBC’s focus on new strategic areas, including the process of co-creating with our various stakeholders. With the IBC's goal of globally focused Experience-Based Learning in mind, we launched the Global Competence Aptitude Assessment for MBA and undergraduate students, hosted popular global venturing events, awarded the prestigious Foreign Language and Area Studies (FLAS) Fellowship to three Katz students, and hosted a series of well-attended talks on international business topics. We have a great team in place at the IBC. Working with Jacqueline Saslawski, the managing director; Natalie Kiener, assistant program coordinator; and Adam Lough, assistant program coordinator, has also been a highlight for me.

What are your primary goals for the IBC moving forward, and why are these goals important?

From day one, my overarching goal for the IBC has been to enhance the center so that it is maximally relevant to our students, the businesses that recruit our students, and our academic program administrators. Our mission is to connect these stakeholders to learning opportunities worldwide, and we do this by developing and launching a portfolio of global business experiences that meet their needs. I see the IBC as a force multiplier for Pitt Business, helping to take what we already do well, for example Experience-Based Learning, to the global level. In that sense, our goal is to help ensure that every student has a meaningful global experience by the time they graduate. These experiences are so important for our students because recruiters look for students who truly understand the global nature of business today. We cannot be a leading business school without being globally connected and locally focused simultaneously, and the IBC’s role is to assist in that effort.

You mentioned previously that global venturing is one of the strategic priorities going forward? Can you elaborate on what this means and how the center will advance this?

Global venturing is a current initiative that we at the IBC are very excited about. Consistent with the broad idea of helping to take the Pitt Business curriculum to the global level, global venturing also aligns with the school’s entrepreneurship initiatives. Professor Paul Harper's efforts to link the Pittsburgh entrepreneurship cluster with Israel through a Global Research Practicum in Israel, as well as through the Global Venturing Israel: MedTech and Inclusive Innovation Conference in March 2015, represented global venturing at its best. If you think about entrepreneurship as a resource like capital or labor, there is no reason why it should not be global like other key resources. Global venturing is about finding global opportunities for the entrepreneurial spirit of our students.

What are some of the ways that businesses and outside organizations can get involved with the IBC? Why is it important for them to be involved?

It is critically important for our business stakeholders and Pitt Business alumni to get involved because they can help provide the kind of meaningful global experiences that our students need. If a company would like a team of students to analyze market opportunities in China, we can help. If an organization would like to recruit an intern to help with its export plan, we can help. If an industry professional would like to share experiences working overseas with our current students, we can help. Just get in touch, and partner with us. Our goal is to connect our students to these learning opportunities worldwide!

How does the mission of the IBC support Pitt Business students at the undergraduate, graduate, and doctoral level?

Our mission of connecting stakeholders with learning opportunities worldwide is centrally focused on students. The IBC’s role is to develop and launch new opportunities that have meaningful global experiences for our students. Over the years, the IBC played a central role in developing well-established programs such as the Plus3 program at the undergraduate level and the Global Research Practicums at the MBA level. For PhD students, we have funding aimed at encouraging dissertation projects with international dimensions.
Why is globalism important for today's business students and faculty members?

Business today is unrelentingly global. Even for a graduate joining a local employer, that organization's suppliers will probably be located in other nations, its customers will come from all over the world, and its competitors will be global. Even the labor market is global today. An employee may be competing for a promotion not only with peers in the next cubicle, but also with others in a foreign affiliate company. In order to prepare our students for such a world, our faculty must be global in their outlook as well, researching global topics and being at the cutting edge in terms of teaching business.

What initiatives are in place to provide students with real-world learning experiences with a global focus?

The graduate portfolio includes the Global Research Practicum, global consulting projects, opportunities to study abroad at various partner schools, and specialized courses such as the 1-credit BRICS Today courses, which are mini-courses taught by expert faculty from Pitt and Carnegie Mellon University. The undergraduate portfolio includes the Plus3 program, the Global Business Institute, and international internships. Get in touch with us for more details, including guidance on specific interests!

What IBC activities and programs are planned for 2016 and beyond?

We’re working on several very promising initiatives for the future. One that I’m most excited about is focused on global Experience-Based Learning. The IBC is spearheading an effort to infuse all graduate-level global programs with a greater level of experiential content. In particular, we’re working with Professor Bud Smith and Assistant Dean Bill Valenta to launch more Katz Consulting Field Projects that involve overseas travel and data collection. We are also developing GRPx courses, which will be smaller, more focused GRPs that are tied to regular courses. For example, a course on international finance could be paired with a visit to Dubai, with both being led by the same instructor. Stay tuned as we develop and implement these programs.

How can students, faculty, staff, and outside groups get involved in the IBC? Who should they contact?

We’d love to hear from you with ideas on how we can help connect you to learning opportunities worldwide. Email me at rmadhavan@katz.pitt.edu or Jacqueline Saslawski, managing director, at jsaslawski@katz.pitt.edu.

Why is Pitt Business well equipped to offer students a globally focused business education?

Here at Pitt Business, we have a truly global footprint. We were one of the earliest American business schools to establish operations in Eastern Europe and in Brazil. Both our faculty and our students are very global in origin and outlook. The range of global experiences we offer our students is unparalleled. We have leadership that is committed to globalism, including Dean Arjang Assad at the business school, and the Chancellor and the provost at the University level. Here at the IBC, we are committed to working with all these resources to provide every one of our students with a meaningful global experience.
Faculty Spotlight: Global Venturing in Russia

Pitt Business faculty member Paul Harper visited Russia twice in 2015 as a result of an invitation he received from the Washington, D.C.-based NGO American Councils for International Education (American Councils).

American Councils conducts executive learning and faculty exchanges around the world and recently developed programs tailored toward aiding the development of a more entrepreneurial business culture in Russia and its neighboring countries.

Two such programs — Enhancing University Research and Entrepreneurial Capacity (EURECA), and Russia Professional Fellows Program — create opportunities for cross-cultural collaboration and knowledge sharing between leaders in Russia and in the United States. While in Russia, Harper worked with both programs and their constituencies.

During the first two days of the EURECA engagement, Harper attended a conference at the Bauman Moscow State Technical University. During the conference, several high-level government officials led panels related to the importance of entrepreneurship in Russia as the country faces challenges from its commodity-based economy. Of Russian exports, more than 80 percent are oil, natural gas, metals, and timber.

The event focused on the role Russian universities can play in improving entrepreneurship through teaching and the commercialization of university-based technologies. Harper moderated a social entrepreneurship panel.

“Through the panel I learned that social entrepreneurship is a new concept in Russian universities and saw that they were still in the nascent stages of thinking through the logistics of the business model in Russia. For now, social entrepreneurship is just another name for non-profit management in Russia,” Harper said.

Following the conference, Harper spent time at Lobachevsky State University in Nizhni Novgorod, a town outside of Moscow.

“The university has the best example of a technology transfer center in Russia, and the American professors were invited to help screen current projects, mentor students, and teach a short master course on a topic of choice,” Harper said.

Harper taught students at the university how to develop a value proposition for their company and how to begin a competitor analysis.

“I greatly enjoyed the deep and intense interactions I had with the Russian students and practitioners, both in Moscow and in Nizhni. It was clear that my teaching style and interest in the students’ projects left an impression, even across a major language barrier,” Harper said.
The experience of teaching and learning in Russia left Harper eager to return to the country, which he did when the program director for the Russia Professional Fellows Program that Harper had attended in Moscow asked if he would be interested in designing a teaching engagement concept for an alumni meeting of the fellows in Kaliningrad.

“Having taught social entrepreneurship at Katz, I was happy for the challenge of extending my work into the Russian context,” Harper said.

Harper delivered lectures on the topics of entrepreneurial strategy, social venturing, and inclusive innovation. The overall goal was to show how entrepreneurship could be a driver of economic development.

According to Harper, entrepreneurship in the Russian context is very challenging due to the lack of intellectual property protection, lack of prestige, and the low-functioning business support infrastructure.

“I am inspired by the example of this bright group of young professionals who have chosen to push the agenda of entrepreneurship for their home country. More than anything, I feel my most important goal was to provide them encouragement and hope. I know that they are doing the same for the youth in their home communities,” Harper said.
IBC Events at a Glance
July 1, 2014 – June 30, 2015

Global Trends in Business, July 8, 2014
IBC Director Ravi Madhavan spoke about global trends in business to a group of managers and executives at Matthews International.

The New Economic Model in Bolivia, September 4, 2014
Bolivia Minister of Economy and Finance Luis Alberto Arce Catacora spoke about important economic trends in his country and South America. Catacora has played a central role in the nationalization of hydrocarbons, mining, and telecommunication companies, and has led the economic policy of President Evo Morales. This event was sponsored by the Center for Latin American Studies, Department of Political Science, Graduate School of International and Public Affairs at the University of Pittsburgh, and the IBC, in collaboration with the World Affairs Council of Pittsburgh.

Global Trends in Business, September 8, 2014
IBC Director Ravi Madhavan spoke about global trends in business to a group of credit professionals in Pittsburgh who manage “order-to-cash” processes. Business Credit Intelligence Powered by NACMNE & NACMCT organized the event.

China’s Entrepreneurs, September 19, 2014
In this talk, two entrepreneurs from China discussed how their business decisions are changing the global economy. China’s entrepreneurs are developing businesses, seeking new markets, and creating products that are leading the company from its industrial stage to an era of advanced manufacturing. This event was sponsored by the International Business Center, the Asian Studies Center, the Society for International Business, and LaunchPitt.

Why Is Mexico Important to the U.S. Economy? September 23, 2014
Dr. Antonio Ortiz Mena López-Negrete, head of Section for Economic Affairs at the Embassy of Mexico in the U.S., was the keynote speaker of the event. A former professor of international relations and chair of the International Studies Department at CIDE in Mexico City, Dr. Ortiz-Mena is widely published on trade policy and regional integration. The event was sponsored by the Center for Latin American Studies, Department of Political Science, Graduate School of International and Public Affairs at the University of Pittsburgh, and the IBC, in collaboration with the World Affairs Council of Pittsburgh.

Design Thinking: Japanese Style, September 25, 2014
Dr. Robert Tobin, emeritus professor from the Faculty 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. Dr. Tobin has more than 20 years of experience in organizational consulting and training with global business leaders. This event was sponsored by the International Business Center, the Asian Studies Center, and the Society for International Business.

Alumni from the University of Pittsburgh and local experts gave a presentation on employment options and skill development for those interested in careers in international business. The event was sponsored by the University Center for International Studies; its six area studies centers and programs, and the International Business Center.

18th Annual Model UN Conference, November 10, 2014
Teams of students from Pittsburgh regional high schools represented various countries in a simulated conference of the United Nations. It was an opportunity for students to apply prior research and studies to real-world contexts, and to practice diplomacy, negotiation, and resolution writing. This event was sponsored by the University Center for International Studies; Global Studies Center; African Studies Program; Center for Russian and East European Studies; European Studies Center & Jean Monnet European Union Centre of Excellence; Asian Studies Center; Center for Latin American Studies; the International Business Center; and Global Solutions Pittsburgh.
Less Commonly Taught Language Workshop, November 14, 2014

A workshop titled, "Approaches to Foreign Language Instruction," was led by Meiyi Song of the University of Pittsburgh's Center for Instructional Development and Distance Education (CIDDE). This event was sponsored by the University Center for International Studies and its area studies centers; the IBC; CIDDE; and the Less Commonly Taught Languages Department.

First Annual TiE Start-up Award & BMR Showcase, December 9, 2014

In the first annual innovation showcase, aspiring entrepreneurs pitched their business plans to a panel of judges comprised of prominent and influential business leaders with a vested interest in the growth of entrepreneurship in Pittsburgh. The winners received awards to help cultivate their startups. First place went to Rapid TPC, second place went to AbiliLife, and third place went to Nebulus. The event was hosted by the IBC, the Joseph M. Katz Graduate School of Business, and TiE.

John Molson MBA International Case Competition, January 4-9, 2015

The IBC co-sponsored a Katz MBA team to participate in the John Molson Case Competition in Montreal, Canada. This year, the John Molson School of Business welcomed 150 MBA students representing 36 schools and 14 countries, as well as 270 judges, 30 sponsors and donors, 350 volunteers, and 100 visitors. The theme of the 2015 case was Global Connections – Sustainable Future. More on page 6.


Bill Adams, a senior international economist for The PNC Financial Services Group who forecasts international economic conditions and exchange rates, served as the speaker for the event. Adams is vice president of The Economic Club of Pittsburgh, is a member of the Economics Advisory Council of the Duquesne University Palumbo Donahue School of Business, and is an advisory board member and center associate of the University of Pittsburgh Asian Studies Center. His talk was co-sponsored by the Asian Studies Center, University Center of International Studies, the Joseph M. Katz Graduate School of Business, and the World Affairs Council of Pittsburgh.

Academy for World Affairs, Taking Your First Steps into a Larger World, January 27, 2015

The advisory board for the Academy of World Affairs at North Hills School District hosted a meeting titled, “Taking Your First Steps into a Larger World,” in which they updated students on scholarships and international opportunities, and offered tips on résumé and interview prep. IBC Managing Director Jacqueline Saslawski serves on the advisory board.

CCA Conference Call: Indonesia, January 29, 2015

Students from six Pittsburgh-area high schools who participated in the 2015 Cultural Communications Alliance (CCA) International Marketing Competition asked questions via telephone to Sulis Sulistyowati, a professional who worked for Bayer Healthcare in Indonesia. Bayer Health Care was the competition’s 2015 target company, and Indonesia was the competition’s target country. The event was sponsored by Chorus Call Inc. and CCA.

CCA Marketing Workshop, February 9, 2015

This video conference offered high school students who participated in the 2015 Cultural Communications Alliance (CCA) International Marketing Competition the opportunity to learn more about Indonesia, the competition’s 2015 target country. Franky Supriyadi (Katz MBA ’97, PhD ’12), a professor at Prasetya Mulya Business School, presented live from Indonesia on the topic of doing business in Indonesia. IBC Director Ravi Madhavan presented on non-market strategies. The country experts were Ahmad Nazhir, graduate student in MSIT e-Business Technology, School of Computer Science, Carnegie Mellon University, and Anis Sundusiyah, doctoral student in Administration and Policy Studies, School of Education, University of Pittsburgh. The workshop was sponsored by the IBC, the Global Studies Center, the David Berg Center for Ethics and Leadership, and CCA.
Visiting Scholars Reception, February 16, 2015

The inaugural reception, which was attended by visiting scholars, Katz faculty, and PhD students, was part of the IBC’s effort to enhance and streamline the Katz International Visiting Scholars program, with a focus on providing the best experience possible for the scholars while adding value for the Katz faculty and PhD students.

Academic WorldQuest, February 24, 2015

Academic WorldQuest is an annual knowledge-based competition with questions on international affairs, current events, the global economy, geography, world history, and general knowledge of the world. Forty-five teams from regional high schools competed in the event, sponsored by the IBC, Global Studies Center, the World Affairs Council of Pittsburgh, UPMC, and UPMC Health Plan.

International Career Toolkit Series: Careers in Global Health, February 27, 2015

Panelists discussed their careers in global health and shared opportunities for students to get involved. Students were able to network with the panel and professionals. The event was sponsored by the University Center for International Studies and its six area studies centers and programs, and the IBC.


The panel included representatives from UN Women, Rukimini Foundation, Hekima Place Inc., and the Peace Corps. Each panelist discussed an important global women’s issue and opportunities for being involved in the solution. The event was sponsored by the University Center for International Studies and its six area studies centers and programs, and the IBC.

International Career Toolkit Series: How to Apply to Jobs in the United States, March 5, 2015

Two members of the Federal Hispanic Employment Program Committee gave a presentation to help students better navigate and submit a more competitive application through the USAJobs website. The event was sponsored by the University Center for International Studies and its six area studies centers and programs, and the IBC.

Euro Challenge, March 11, 2015

The Euro Challenge lets high school students learn about European business. Students were asked to pick one Euro-area member country and examine an economic problem at the country level, and to identify policies for responding to that problem. The winning team, Pittsburgh Allderdice, traveled to the Federal Reserve Bank of New York to compete in the semi-finals. The event was sponsored by the European Studies Center & Jean Monnet European Union Centre of Excellence, the IBC, the European Union Delegation to the USA, the Moody’s Foundation, Credit Suisse, and BNP Paribas.

Water Design Challenge, March 11-12, 2015

Local high school students and intergenerational community experts met for a two-day learning experience concentrated on designing and creating viral media campaigns to tackle the real-world global water crises. Katz faculty member Dan Dennehy spoke as a professional representing the media viewpoint. The 2015 Water Design Challenge was supported in part by the Hive Fund for Connected Learning at The Sprout Fund. Additional donations and in-kind support were provided by the University of Pittsburgh’s Global Studies Center.

Visiting International Executive in Residence, March 23, 2015

Katz alumnus Masanobu “Mas” Tsukagoshi (MBA ’88) visited the University of Pittsburgh to meet up with students interested in working in Asia. Tsukagoshi has more than 20 years of experience in investment banking, portfolio management, and international business development.

The IBC was a major organizing sponsor of the event’s conference and showcase. The exciting conference focused on the innovation economy of Israel with special emphasis on the life sciences. Conference participants learned about Israeli Medtech startups and the Pittsburgh innovation ecosystem. More on page 18.

Europe: East and West – Undergraduate Research Symposium, March 27, 2015

The Undergraduate Research Symposium is an annual event designed to provide undergraduate students from the University of Pittsburgh and other colleges and universities with advanced research experiences and opportunities to develop presentation skills. More than 20 students presented research in areas that ranged from xenophobia in Europe, to capitalism and socialism: past and present. The symposium was organized by the Center for Russian and East European Studies, the European Studies Center & Jean Monnet European Union Centre of Excellence, and the IBC.

International Career Toolkit Series: Careers in International Communications & Media, April 2, 2015

Panelists discussed their careers in the field of international communications and media, and discussed ways in which students could get involved. Students were also able to network with the panel of alumni and professionals. The series was sponsored by the University Center for International Studies and its six area studies centers and programs, and the IBC.

New Trends in China Business, April 7, 2015

David Iwinski Jr. spoke about his role as the managing director of Blue Water Growth LLC, a firm focused on assisting in cross-border mergers and acquisitions between Asia and North America and also in assisting North American firms in developing growth and markets in Asia. He has more than 27 years of experience in the Asian and European markets. This event was cosponsored by the Asian Studies Center, the University Center for International Studies, the Joseph M. Katz School of Business, and the Society for International Business.

GACC Pittsburgh Launch Reception, April 23, 2015

The launch reception welcomed guest of honor and keynote speaker Dan Rooney, chairman of the Pittsburgh Steelers and former U.S. Ambassador to Ireland. The reception was hosted by the Pittsburgh Chapter of the German American Chamber of Commerce (GACC).

Visiting Fellow Sir Paul Tucker Event, April 23-24, 2015


CCA 2015 International Marketing Competition, April 28, 2015

As part of the International Marketing Business Campaign Business Interscholastic Competition, six teams from Pittsburgh-area high schools presented their marketing strategies for a designated target market (Indonesia) and product (Dr. Scholl’s gel inserts) to a panel of judges. The event was sponsored by CCA, the International Business Center, the Global Studies Center, the David Berg Center for Ethics and Leadership, Bayer Corporation, Chorus Call, and the Pennsylvania State Modern Language Association.
In order to spur new partnerships and new idea exchanges in global venturing, the IBC hosted the inaugural Global Venturing Israel: MedTech and Inclusive Innovation Conference in March 2015. The two-day event brought together hundreds of leaders in business, government, economic development organizations, and universities.

"Israel is often referred to as the ‘start-up nation’ and Pittsburgh is hailed as a sought-after location for young people to reside and work. This conference was successful in providing a chance for innovators from both regions to showcase their ventures and expand business relationships," said Paul T. Harper, the conference chair and a Katz faculty member.

The conference featured a pitch session for startup companies from tech incubators, and attendees learned about Israeli MedTech and Pittsburgh startup companies. Keynote speakers from leading innovation companies in Israel and in Pittsburgh included S. Morry Blumenfeld, chairman of the Medical Advisory Board of OurCrowd; D. Todd Dollinger, chairman and CEO of The Trendlines Group and chairman and CEO of Trendlines Medical; and William E. Strickland, Jr., president and CEO of Manchester Bidwell Corporation. Pittsburgh Mayor Bill Peduto also spoke at the conference, and his remarks outlined the opportunities for Pittsburgh organizations to strengthen their global connections.

“The attendees learned the process of making deals across national boundaries. The conference was different from others in the U.S. because it brought to the forefront the challenges of inclusion for successful innovation-driven economies,” Harper said.

The conference also involved collaboration between Katz and several regional institutions, including UPMC Enterprises, the Jewish Federation of Greater Pittsburgh, the Urban Redevelopment Authority of Pittsburgh, Urban Innovation 21, and the Jewish Healthcare Foundation.

Under the new global venturing initiative, Katz faculty and staff have introduced new courses, produced new research and thought leadership, established student exchanges, and coordinated special events to highlight the importance of new ventures and innovation as a strong economic driver in the global economy.
As part of the IBC’s commitment to combine the spirit of globalism with experience-based learning — which requires that students and faculty engage in learning through hands-on activities around the world — the IBC has established a professional collaboration with the Industry Studies Association (ISA).

Since July 2014, the IBC has housed the ISA Secretariat. In addition, IBC Director Ravi Madhavan is executive director of the ISA. With its grounding in observations of firms and workplaces, ISA research draws on a wide range of academic disciplines and fields, and it is naturally allied with international business.

The ISA seeks to advance industry studies scholarship by facilitating the exchange of ideas among and between its members and the general public. ISA activities bring together scholars from many academic disciplines who are committed to investing the amount of time necessary to learn about the markets, firms, and institutions in their industry or industries of study.

Several Katz PhD students and faculty have been involved in the association, as have faculty and students from other departments at Pitt.

Conferences organized by the ISA provide a forum in which research findings and methodologies can be shared across disciplinary boundaries, industries, and other specializations. The 2016 ISA Conference will be held from May 24-26 in Minneapolis, Minnesota. Please visit www.industrystudiesconference.org for conference and award details.

The IBC is also working with Pitt’s Center for Industry Studies (CIS) on interdisciplinary activities beyond the ISA Secretariat tasks. A three-year Memorandum of Understanding with annual support from the CIS supports this collaboration.

The IBC welcomes Natalie Kiener as an assistant program coordinator.

Kiener is a sophomore studying supply chain management and finance at the Pitt Business College of Business Administration. She is also planning to pursue the Certificate in International Business and is considering a minor in economics.

Kiener took seven years of Latin, and has now joined the Spanish club to use her background in Latin to pick up a more actively spoken language. She plans to go abroad while at Pitt, preferably in an experience that combines her academic studies with an internship in South Africa or Ireland. Kiener is also interested in studying abroad in Latin America or China. She is a co-fundraising chair and active member of the Pitt Women’s Lacrosse team and is a member of the professional business fraternity Delta Sigma Pi.
What We Do

The IBC has more than 25 years of experience in the creation, development, and oversight of programs that enhance the global business competency of our students, faculty, and staff, as well as of our business and community partners. We are proud to offer the following programs.

Student Programs

The IBC helps the business school offer an array of undergraduate and graduate programs that deeply integrate globally focused Experience-Based Learning into the curriculum. Some examples include:

**Global Competency Assessment** — Incoming MBA students complete an assessment of their competency in global business and receive guidance on how to improve their skillset.

**MBA Global Research Practicum** — Students immerse themselves in a foreign culture through a short but intensive, business trip to global hot spots such as China, Brazil, or Germany.

**MBA Consulting Field Project** — Students complete a management consulting assignment, which often involves international travel, for a sponsoring company.

**International Programs and Concentrations** — Undergraduate students may complete the global management major and MBA students may complete the MBA/Master of International Business dual-degree program. Additionally, both undergraduate and graduate students may earn certificates in international business.

**Plus3** — In the summer before their sophomore year, business and engineering undergraduates travel abroad to complete an interdisciplinary project.

**Foreign Language Training** — Graduate students can receive support to take business language classes for academic credit in Spanish, Portuguese, and Mandarin Chinese.

Alumni, Businesses, and Community

External partners, including alumni and the businesses that recruit our students, are crucial links in our ability to provide global learning opportunities. Some examples include:

**Conferences and Outreach** — The IBC hosts or sponsors business events such as the 2015 MedTech Global Venturing Israel Conference, which brought together entrepreneurs from Israel and Pittsburgh to create promising links between entrepreneurial clusters.

**Knowledge Resources** — The IBC provides a range of knowledge resources on global business to entrepreneurs and enterprises in Western Pennsylvania, for example, facilitating internships and student consulting assignments or by identifying expert speakers on global business topics.

**K-12 Programs** — The IBC spearheads an international marketing competition for high schools and supports a variety of internationally focused programs for middle school and high school students from across Western Pennsylvania.

Faculty, PhD Students, and Staff

The IBC also helps to internationalize the faculty, PhD students, and staff of the business school through globally focused programs. Some examples include:

**International Visiting Scholars** — Accomplished business scholars from all over the world come to the business school for temporary research-based appointments, and the IBC assists in the effort to incorporate the visiting scholars into the Katz community.

**Dissertation Awards** — The IBC supports PhD dissertation projects that have a significant international business component, thus helping to develop the next generation of scholars.

VISIT US ONLINE TO LEARN MORE

business.pitt.edu/katz/ibc
Get Involved

To learn more about the IBC, and to see how you can connect to learning opportunities worldwide, please contact us.

University of Pittsburgh
Joseph M. Katz Graduate School of Business
& College of Business Administration
International Business Center
110 Mervis Hall
Roberto Clemente Drive
Pittsburgh, PA 15260

Phone: +1 412-648-1778
Fax: +1 412-648-1683

Visit us online:
www.business.pitt.edu/katz/ibc

IBC Staff

Ravi Madhavan
Director & Professor of Business Administration
208 Mervis Hall
412-648-1530
rmadhavan@katz.pitt.edu

Josephine Olson
Senior Advisor &
Professor of Business Administration
308 Mervis Hall
412-648-1715
jolson@katz.pitt.edu

Jacqueline Saslawski
Managing Director
110 Mervis Hall
412-648-1559
jsaslawski@katz.pitt.edu

Contributors: Jacqueline Saslawski, Jo Olson,
Natalie Kiener, Adam Lough, Julie Nelson, and India Wilson

Designer: Amy Benscoter

Editor: Jacqueline Saslawski

Co-editors: Greg Latshaw, Megan Grguras, and Karlye Rowles