



INTERNATIONAL
BUSINESS
CENTER

UNIVERSITY OF PITTSBURGH

ANNUAL REPORT

2015-2016



University of Pittsburgh
PittBusiness

Joseph M. Katz Graduate School of Business
& College of Business Administration



**INTERNATIONAL
BUSINESS
CENTER**
UNIVERSITY OF PITTSBURGH

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.

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About this report

This annual report covers the fiscal year of July 1, 2015 through June 30, 2016.

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From the Director

Consistent with the IBC's mission of connecting our students to learning opportunities worldwide, our focus during the 2015-16 academic year was twofold: to continue providing support for Katz global programs and to develop and launch new initiatives designed to take our global programs to the next level.

Throughout this past academic year, the IBC organized and co-organized 23 events for students and other stakeholders, provided funding to Katz students for these events (e.g. IBC Global EBL Travel Award Fellowships for participating in the Global Research Practicum), actively assisted in the student application process for the prestigious Foreign Language and Area Studies Scholarships, and provided ongoing support to the MBA and undergraduate programs with the expanded use of the Global Competence Aptitude Assessment.

As important as it is to support current programs, however, the IBC's distinctive contribution is to function as a **launch pad** for exciting new initiatives that will make the Katz School a leader in global programming. A strategic goal of the Katz School is to provide all MBA and MS students with meaningful global-learning experiences, and the IBC has helped drive significant progress in global experience-based learning (EBL). At the request of the Katz MBA program, the IBC designed and delivered a curricular practical training experience for international students undertaking a summer internship.

Our primary goal for the year ahead is to accelerate and expand the global EBL initiative, while also positioning the Katz School for effective collaboration with the rest of the University on global-learning programs. The IBC is working closely with Katz faculty to develop engaging new formats of global learning, such as the Global Issue Workshops that will complement existing offerings like the Global Research Practicum. In the coming year, the IBC team will continue to collaborate across campus with other University units, both in global EBL and in research.

Enhancing Partnerships with Businesses and Organizations

We continue to develop "win-win" programming with IBC partner organizations that is consistent with our mission and which enhances the intellectual value-add the IBC provides to regional organizations. One such partnership, with the Pittsburgh chapter of the German American Chamber of Commerce (GACC), led to a full-time job offer for an undergraduate Pitt Business student. This was the result of the student and the company CEO meeting at a GACC event.

Assessing Global Competency

This year, we expanded the use of the Global Competence Aptitude Assessment to the graduate and undergraduate programs. The assessment addresses an important element of the global skillset with which we aspire to equip our students. Furthermore, it serves as a sensitizing device for students when they come into the program, as a benchmark for global skills throughout their academic career, and as a tool for assurance of learning. The assessment also reinforces the idea that global experiences are valuable not merely in a "feel-good" way, but because they translate into concrete skills and behaviors that recruiters value.

A Year of Collaboration

The IBC partnered with units of the University Center for International Studies (UCIS) on regular programming and important new initiatives. The 2015-16 academic year was deemed Pitt's Year of the Humanities, and IBC Managing Director Jacqueline Saslawski led a collaborative effort with the Global Studies Center to secure funding from the Office of the Provost to sponsor a business panel and networking event on the role of humanities education in international business careers.

Continued on page 2.

Another critical collaborative effort with the Asian Studies Center launched in summer 2016. The partnership is to develop and strengthen Katz linkages in China. With less and less traditional federal funding, it is important for the IBC and for UCIS units to partner with each other on value-adding initiatives. Among other benefits, such partnerships will also help to project Katz's expertise across the University.

New Global Initiatives

This academic year, the IBC completed a significant benchmarking initiative to learn about innovative formats in the global-learning arena, including IBC Managing Director Jacqueline Saslawski's attendance at global education conferences. Read more on page 14.

While it is now taken for granted that future economic growth will largely take place outside developed markets of the West, most people and MBA programs focus only on emerging markets such as China and India. Our program has taken a particular focus on another class of markets slowly coming online. In many ways, frontier markets such as Cuba present huge learning opportunities for MBA students who want to demonstrate to recruiters that they have acquired an understanding of, and ability to operate in, uncertain and ambiguous environments where first-mover opportunities still exist.

In an effort to explore the potential of this idea, Visiting Clinical Professor Bud Smith Jr. traveled to Cuba in summer 2016. As a near-shore destination with significant market potential, Cuba is an excellent example of a frontier market in which to assess global learning potential. Professor Smith's visit has opened up a number of opportunities for teaching, student consulting projects, and research, which we will be pursuing in the year ahead.

Looking Forward

After an exciting year that brought new program initiatives and worldwide learning opportunities to Pitt Business students, I am looking forward to another successful year in 2017. I am fortunate to work with the talented IBC team: Jacqueline Saslawski, managing director; Natalie Kiener, assistant program coordinator; and faculty advisors, Paul Harper, clinical assistant professor of business administration; Bud Smith, visiting clinical professor; Jennifer Shang, professor of business administration and area director for business analytics and operations; and Josephine Olson, professor of business administration. As a team, we are committed to pursuing new global opportunities for our students. The IBC's success depends on effectively partnering with the MBA and other Master's programs as well as other Katz and University units. In fact, here at the IBC we view our mission through the lens of "partnered innovation," because that is the only way to develop stakeholder-relevant innovations with staying power.

I encourage you to get involved with the IBC, whether you are a student, an alumnus, a faculty or staff member, or represent a business or nonprofit stakeholder. Our team will help connect you to relevant and impactful global business experiences.

Ravi Madhavan

Professor of Business Administration
Alcoa Foundation International Faculty Fellow
Director of the International Business Center

World Business Career Toolkit and Networking Event

IBC and Global Studies Center Join Year of the Humanities Celebration

The 2015-16 academic year was named the Year of the Humanities at the University of Pittsburgh, a designation to highlight the important role humanistic thinking plays in research and education across the University. Throughout the year, the Provost's Office supported a range of events and programs that were intended to infuse the importance of the humanities into the spectrum of academic disciplines.

The IBC, in collaboration with the Global Studies Center, submitted a proposal for a career town hall and networking event. The proposal was accepted, and the IBC was awarded \$2,000 for the event. On January 29, 2016, the "World Business Career Toolkit and Networking Event: How Humanities Skills Provide a Competitive Advantage for Pitt Students Who Want to Pursue a Business Career" was held, and it featured two moderated panels consisting of business professionals and University faculty with humanities backgrounds.

Paul Harper, clinical assistant professor of business administration, moderated the first panel, which featured Heidi Bartholomew, clinical assistant professor of business administration and faculty for the Kenneth R. Woodcock

Leadership Fellows Program; David Iwinski Jr, managing director of Blue Water Growth LLC; and Susan Belville, AVP, Strategic Marketing Research and Competitive Intelligence at PNC Bank.

The second panel was moderated by Ravi Madhavan, IBC Director, professor of business administration, and Alcoa Foundation International Faculty Fellow. It featured panelists Sabina Coraluppi, director of operations at Chorus Call, Inc.; Ryan Will, director, The Hackett Group; and Suzi Pegg, vice president, Global Business Development, Allegheny Conference on Community Development and the Pittsburgh Regional Alliance.

Panelists shared how their humanities backgrounds have been applicable and valuable throughout their business careers and offered insights on the skills their companies look for when hiring new talent.

After the presentations, students had the opportunity to network with the panelists.



Panel session with Ravi Madhavan, Sabina Coraluppi, Ryan Will, and Suzi Pegg



Panel session with Paul Harper, Heidi Bartholomew, David Iwinski, Jr., and Susan Belville

Katz Team Innovates, Connects, and Competes in John Molson MBA International Case Competition

Katz MBA students Manjunath Nellaippan, Bharath Naidu, Madhumitha Sowndararajan, Matthew Lefkowitz, and Max Gutierrez competed in the 35th annual John Molson MBA International Case Competition in Montreal, Canada. Greg Coticchia, adjunct professor of business-to-business marketing and Executive in Residence for software and information technology at Katz, served as the faculty coach. The Katz team joined MBA students from around the world to test their business skills, knowledge, and experience in the intensive weeklong case competition.

Now in its 35th year, the 2016 competition's theme was "Innovate. Connect. Compete." The competition hosted 36 top MBA schools from 19 different countries representing six continents.

"I sat in on every case presentation throughout the competition. This served as an incredible learning experience and helped to establish global connections," Nellaippan says.

"Only a handful of teams were from the United States," Coticchia says. "There were teams from South Africa, Japan, Brazil, Israel, and everywhere in between. It was a truly international competition."

In the weeks leading up to the competition, Coticchia helped the team prepare for what he calls the "most difficult and challenging case competition out there."

"The coach is not allowed to be with the team once they receive their case. They are given five cases to present upon over three days. They do not have internet access and must rely only on their knowledge of the subject and their presentation skills. The students have to be ready for anything," Coticchia says.

The Katz team developed strategic solutions to the unique challenges businesses around the world are facing, including developing a turnaround business plan for McDonald's and a supply chain solution for the retail company Uniqlo.

For the team, the highlight of the weeklong competition was the "live case" in which a senior executive of a major company gave a live presentation on a current business challenge they face.

While the Katz team did not advance to the final round of competition, the team says the experience was invaluable. "What our team really learned from this competition was quick analytical thinking. We polished our presentation skills and learned, firsthand, how to manage our time under pressure," Sowndararajan says.

Nellaippan will serve as the Katz team lead in the 2017 competition.

"This year, I want to push my team to move to the final rounds of the competition," he says.



Katz Molson Team 2016 (from left to right): Manjunath Nellaippan, Bharath Naidu, Madhumitha Sowndararajan, Matthew Lefkowitz, and Max Gutierrez

Global Experiences Shaped My Career Path

by Adam Lough

As a Pitt Business student, I took full advantage of the international opportunities the University offers. I knew as a freshman that I wanted my career to have an international focus but was unsure as to exactly what I wanted to study. After participating in Plus3 Germany, which focused on the manufacturing industry, I became drawn to supply chain management. This major gave me a breadth of knowledge and allowed me to narrowly focus my internship and job search.

Moving into my sophomore year, I knew I wanted to spend even more time abroad. I decided to study in Sevilla, Spain where I was able to immerse myself in an entirely new culture and become conversationally fluent in Spanish. My junior year was heavy with coursework from my supply chain management classes, and I knew that securing an internship specific to my major would help me to stand out after graduation. For that reason I sought an internship abroad.

After I spent six weeks in Cyprus studying maritime supply chain management through Pitt in Cyprus, I started an internship with Bosch Automotive Steering in Germany for the rest of the summer following my junior year. I was not only able to obtain conversational fluency in German, but I also received hands-on experience working in procurement, logistics, and supplier relations for a large multi-national corporation.

I looked for opportunities after graduation that would allow me to utilize my international experience as well as my language skills. My work at the IBC connected me to the international community in Pittsburgh. While attending an

event with the German American Chamber of Commerce, I met the person who would become my future boss. Networking opportunities such as this are incredibly valuable when it comes to looking for jobs and internships, as I have learned firsthand. Pittsburgh is full of these opportunities; you just have to look for them.

I am currently working for ASKO Inc. as a proposal engineer in Pittsburgh. Not a day passes by where I am not communicating with our vendors, sales agents, or customers

from around the world. I use the skills and knowledge I've acquired throughout my time at Pitt and abroad every day. Working for ASKO has not only allowed me to build off of my prior experiences but has also given me the opportunity to learn about an entirely new subject matter. I've become completely immersed in the steel industry, and in a short period of time I learned a great deal about steel refining, steel processing, metallurgy, and the engineering processes that drive them.

I believe my international experiences at the University of Pittsburgh got me to where I am today. It was

incredibly important for me to find a company that valued my international experiences as much as I did. Through a lot of hard work and patience, that's exactly the kind of company I found.

Adam Lough

Class of 2016

College of Business Administration



Adam Lough

Professor Paul Harper and Katz MBAs Explore The Startup Nation

For the past several years, Paul Harper, clinical assistant professor of business administration, has worked to improve the integration of Arab-Israelis into technology and business in Israel.

In 2015, he led the Global Venturing Israel: MedTech and Inclusive Innovation Conference, which brought together hundreds of leaders in business, government, economic development organizations, and universities, and featured speakers from leading innovation companies in Israel and Pittsburgh.

Harper frequently travels to Israel with the goal of introducing its innovation ecosystem to Katz students. In February 2016, he and Katz MBA candidates India Wilson, Paige Creo, and Tamika Riley ventured to Israel for five days of site visits and networking with entrepreneurs.

Creo, who has focused her studies on the intersection of marketing and strategy in the startup and entrepreneurship sector, says she was excited to join Harper because it was an extraordinary opportunity to utilize her education in a global way.

“One of the highlights of the trip for me was learning about Arab-Israelis, who are also called Arab citizens of Israel,” says Creo. “I knew very little about them prior to the trip, even though they are citizens who represent more than 20 percent of the population. Many have faced discrimination in Israel in education and in the job market, so they have found success in entrepreneurship as a way to pave their own way.”

The group met with Jewish and Arab leaders who were playing a role in bringing the two communities together through business relations.



Katz MBAs connect with Arab-Israeli entrepreneurs during the TRI/O Tech event.



The group visited Reem Younis and Imad Younis, owners of AlphaOmega Engineering at their offices in Nazareth.

The group visited the Northern Israel Center for Arts and Technology; Trendlines Medical, an innovation commercialization company; and AlphaOmega Engineering, a global leader in neurosurgical equipment that uses microelectrode recording and the latest innovation in neuroscience technology.

The group also had the unique experience of attending the opening of an Arab-Israeli technology incubator in Tel Aviv. The TRI/O Tech advanced high-tech entrepreneurial hub in Kafr Kassem, about 12 miles east of Tel Aviv, includes both a startup accelerator and the first Arab-Israeli school of entrepreneurship. The Center is a joint venture of Tsafen, the MIT Enterprise Forum, and the U.S. Department of State Middle East Partnership Initiative.

“One of the most interesting parts of the TRI/O Tech event was seeing so many people come together from different cultures, religions, ages, and ethnicities to work toward a common goal,” Creo says. “It was incredible to hear several languages spoken around the room and in the presentations. It was the first launch of that type that I’ve been to, and the proud sense of achievement and excitement shared among everyone in the room was palpable.”

For Creo, the experience of learning about entrepreneurship in Israel is one she’ll never forget.

“I had a fantastic, immersive learning experience in the short time I spent in Israel. I am grateful to have had the opportunity to learn in person about some of the cultural, historic, and political issues that Israel faces, the country’s budding entrepreneurship scene, and the stories of the Arab-Israeli community in particular. It was inspiring to see what people can achieve in the face of adversity and what they’re planning for the future,” Creo says.

Katz Students Gain Hands-on Experience in Foreign Cultures through the Global Research Practicum



Yingling Jia



Julie Howell



Anna Langell



Katie O'Rourke



Tamika Riley

The International Business Center awarded six IBC Global EBL Travel Award Fellowships to Katz MBA and Master's students who traveled to the GRPs in either Argentina, Taiwan/Korea, or Germany/Czech Republic. Each fellowship recipient received \$1,000 towards their tuition.

Yue Hang, MAcc, Argentina

Julie Howell, PT MBA, Korea/Taiwan

Yingling Jia, MAcc, Germany/Czech Republic

Anna Langell, PT MBA, Korea/Taiwan

Mary "Katie" O'Rourke, PT MBA, Germany/Czech Republic

Tamika Riley, FT MBA, Germany/Czech Republic

The IBC will again award six Global EBL Travel Awards to the Katz MBA and Masters students traveling to the 2017 GRP destinations in Argentina, China, and UK/Belgium.

GRP TESTIMONIALS

JULIE HOWELL, Part-time MBA, GRP Korea/Taiwan

"I didn't hesitate to sign up for this experience. I have worked in the retail industry for years, and it's becoming increasingly hard to ignore the influence of Asian cultures on the industry. Throughout every part of the trip, I felt an overwhelming sense of pride from every South Korean local we encountered. They showed a tremendous desire to welcome us and show us everything their culture has to offer. What surprised me the most about Taipei was how well their culture marries a peaceful nature with technology. At the Asus headquarters, the company has a Zen garden in their office that mimics the shape of a microchip. I think sometimes we tend to think you have to sacrifice overall well-being to meet the needs of a fast-paced, high-stress business culture. In Taiwan, the two lived together harmoniously."

YINGLING JIA, MAcc, GRP Germany/Czech Republic

"Our group's first stop was in Germany, where we visited UPM Augsburg and Audi Germany. Executives from both companies shared their experience of building business strategies with a global perspective. Next we visited Pilsner Urquell, Česká spořitelna, and CEZ Group in Prague. Having the opportunity to understand the factors that leaders of these global companies must consider in order to operate a successful company is a valuable experience I will draw upon in my career."

ANNA LANGELL, Part-time MBA, GRP South Korea

"Although my professors lectured on bribery and corruption in the global marketplace, to hear an executive at a company visit speak openly about a real-life experience was invaluable. I was impressed with the way technology was incorporated into everyday products in South Korea, including heated toilet seats in the hotel! Seeing an automated production line in Korea made me think that robots may fully replace human labor in the near future."

MARY "KATIE" O'ROURKE, Part-time MBA, GRP Germany/Czech Republic

"Having the opportunity to experience the people, culture, and business strategies of European companies helped me to understand the importance of embracing diversity in the business world. The case studies from class were brought to life, and I experienced firsthand the impacts, risks, and challenges that come with doing business internationally. A broad, inclusive view is often needed if you want to succeed on a global scale."

My Internship Working in the Supply Chain Market

by Natalie Kiener

I spent this summer working within the raw materials department at the U.S. Steel headquarters in downtown Pittsburgh. Raw Materials is one of the four departments comprising the organization's supply chain management department.

U.S. Steel is an international company with a plant in Kosice, Slovakia. The function of the raw materials department is to buy key commodities required to make steel and deliver them to the three running plants. Some raw materials included lime, iron ore, scrap metal, ferro alloys, and coke (coal baked). I worked with scrap metal on a day-to-day basis, writing purchase orders and sales orders for our two largest plants.

My favorite thing about my experience was learning about the steel industry. During site visits to our three Pittsburgh Plants, Clairton, Edgar Thompson, and Irvin Works, I learned firsthand about supplier/buyer relationships and how vital they are to any supply chain. I also learned about the extensive research required to prepare for negotiation. Overall my experience was enormously valuable, and I enjoyed learning about a specific supply chain market.



Natalie Kiener is assistant program coordinator at the IBC. She is a supply chain and finance double major (junior year 2016/2017)

The FLAS Fellowship Expanded My Language Proficiency and Cultural Understanding

by Brandon Libert

As an aspiring business leader and on a personal level, I seek a career with purpose that is worth giving one's time and effort for the betterment of mankind as a whole.

This is a core value of mine. To achieve my ambition in bringing about positive changes on a global scale, I believe bridging the cultural and socioeconomic gap between America and the Middle East could one day end economic disparities that cause unstable conditions for many Arabic countries, which adversely affect millions of Arabs and many others around the world. To best bring about positive change, learning the Arabic language is a sincere way to promote progressive endeavors.



This summer, with the aid of the U.S. Department of Education, the University of Pittsburgh's University Center of International Studies, Global Studies Center, and Summer Language Institute, I was awarded the Foreign Language Area Studies Fellowship so that I could study the Arabic language through a rigorous institutionalized curriculum. The program was very challenging but I couldn't have asked for a better education.

Now, with the ability to read, write, and speak the Arabic language, I made a giant leap forward in achieving my personal goals. I am grateful to be the recipient of the Foreign Language Area Studies Fellowship for the 2016-17 academic year. The fellowship will help me further improve my language proficiency and cultural understanding.

I want to thank the University Center for International Studies, the Global Studies Center, the Summer Language Institute, and the U.S. Department of Education for giving me the opportunity to learn the Arabic language and much of its rich culture over the summer and in the upcoming school year. I would also like to thank Veronica Dristas, Dr. Dawn Seckler, Jacqueline Saslawski, Christine Mitel and all those involved in my FLAS at Pitt for their ongoing support. Upon graduation from the Katz Graduate School of Business, I plan on giving back by making a strong positive impact in the Middle East and will pursue a career path that enables me to do so.

FLAS Fellowship Offers Generous Support to Foreign Language Study

The 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 Asian Studies Center, Global Studies Center, and Center for Russian and East European Studies at the University of Pittsburgh.

This prestigious award enables the recipient to devote themselves full time to graduate study. Summer FLAS recipients receive \$5,000 toward their program tuition and a stipend of \$2,500. Summer FLAS are a great opportunity as the fellowship recipient conducts the equivalent of one academic year of foreign language study during an intensive summer experience. Academic Year FLAS recipients receive full tuition plus an \$18,000 living stipend for one year.

Katz students Julie Nelson and India Wilson completed their FLAS years in 2015-16. Both were portrayed in last year's IBC Report.

IBC Events at a Glance

2015 – 2016

The IBC focuses its priorities on three areas: students, external shareholders, and scholars (faculty, doctoral, and visiting). Naturally, some initiatives affect multiple constituencies, but in this overview, activities are listed by the main purpose of the event or activity.

The programming would not be possible without the support of the Katz School, Katz alumni, collaborations with graduate and undergraduate units within Pitt Business, and collaborations with other University units, especially the University Center for International Studies and its area studies centers and programs.

Students

Global Competence Assessment

Assessment Conducted Throughout the Academic Year

The Global Competence Aptitude Assessment (GCAA) is a tool that objectively measures the global readiness of Pitt Business students through eight distinct dimensions of global competency, 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 and is available for educational or professional evaluation.

For the second consecutive year, all incoming Full-time MBA and specialized MS students (not including students enrolled in the MS in Accounting program) took the professional version of the instrument during orientation in August. For the first time, all incoming Pitt Business students took the educational version of the GCAA. Pitt Business administered the instrument as part of the BUS 10 introduction classes. In addition, 96 Pitt Business seniors took the assessment in February 2016. Also for the first time, graduating MBA candidates who took the GCAA in 2014 or 2015 took a post-GCAA instrument at the end of the 2016 spring semester. Covering the same eight dimensions, the questions of the post-GCAA are different from the regular professional GCAA. Finally, incoming one-year MBA students took the instrument during their orientation in early May.

Brazil Today

September 11-13, 2015

Brazil Today, a one-credit weekend mini course, explored how various intersections of economy, society, and identity interact in Brazil and in relation to the perceived position of Brazil as an emerging world economy. Brazil Today is part of the BRICS Today mini courses offered by the University of Pittsburgh and Carnegie Mellon University, which focus on these countries with emerging economies: Brazil, India, China, Russia, and South Africa. The intense format is attractive for MBA students. The University of Pittsburgh Global Studies Center, Center for Latin American Studies, Department of Economics, Katz Graduate School of Business, College of Business Administration, Swanson School of Engineering, and the International Business Center sponsored the course in conjunction with the Carnegie Mellon University H. John Heinz III College, the Office of the Provost, and the Division of Student Affairs.

National Security Symposium

September 24, 2015

Hosted by students from the University of Pittsburgh's Graduate School for Public and International Affairs, the theme of the Inaugural National Security Symposium was "Media, Democracy & Citizenship." The event provided an outlet to facilitate discussion of ideas, concerns, and questions revolving around the role of media in shaping public opinion and influencing civic engagement pertaining to contemporary national security issues.

Global First Friday

October 2, 2015

Professors Ravi Madhavan and Ryan Teeter, along with staff and affiliated faculty from the IBC, hosted Global First Friday on the international floor of Bruce Hall, a Living Learning Community for Pitt Business freshmen. Students learned about recent issues in international business, for example, the automotive industry diesel scandal, and study-abroad opportunities. Pitt Business students who completed Plus3 programs also shared their experiences with peers.



Foreign Languages

Familiarity with major foreign languages is a key element of a global business skill set. The IBC supports foreign business language classes for Katz students by funding and organizing the courses tailored to fit the Katz student's schedule. The IBC has also supported business language course development for both graduate and undergraduate business students, and for professional students from other disciplines. In the fall 2015 semester, four Katz students took the IBC-offered Spanish for MBA 1 course. In the spring 2016 semester, three of those students continued their studies in the IBC-offered Spanish for MBA 2 course. The IBC also facilitated Chinese tutoring sessions for an MBA student for summer 2016.

The language departments offer courses such as Business Spanish, Business French, or Professional German for students with advanced language skills.

New in the fall 2015 semester, Pitt Business 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.

GoinGlobal Subscription

Subscription Available to Students throughout the Academic Year

The IBC and the MAcc program sponsored an unlimited access subscription to GoinGlobal, a leading provider of both country-specific and USA city-specific career and employment information. Katz students now have access to the database, which features 38 country career guides, 53 city career guides for the United States and Canada, corporate profiles, and more than 16 million internship and job listings within the USA and around the world.

China Town Hall: Local Connections, National Reflections

October 5, 2015

The IBC and the Asian Studies Center sponsored the Pittsburgh location live streaming event. Former Treasury Secretary Robert Rubin led an expert panel that examined the impact of China's investments in the United States on American workers, communities, and the economy. The panel was followed by a presentation by Karin Fischer, senior writer for *The Chronicle of Higher Education*. Karin discussed how Chinese families are spending big on American education, and how it could change both countries in the future.

Foreign Language and Area Studies Fellowships for Katz Students

October 26, 2015

The academic year and summer Foreign Language and Area Studies Fellowship (FLAS) awards enable recipients to devote themselves full time to graduate study. In the 2015-16 academic year, Julie Nelson (her third FLAS) and India Wilson received FLAS awards. The summer 2016 FLAS and 2016-17 academic year FLAS were awarded to Brandon Libert (more on page 9).

The IBC hosted an information session for Katz students, advisors, and admissions staff about FLAS opportunities for Katz students. Veronica Dristas, associate director, Global Studies Center, and Julie Nelson, joint MBA/Master of Public and International Affairs student and 2013-2016 FLAS recipient, informed attendees about the application process and requirements of the FLAS Fellowships.

KPMG International Case Competition

November 13, 2015

Created in part to promote KPMG's Global Mindset Initiative, the KPMG International Case Competition challenges students to develop innovative business solutions at the local, regional, and national levels. This was the



first year the University of Pittsburgh was selected to host the local round of the competition. Six teams of Pitt Business, Katz, and MAcc students received the case 48 hours prior to the event and then had 20 minutes to present their findings and recommendations to the panels of judges.

IBC Managing Director Jacqueline Saslawski, Katz Professor Jo Olson, and Pitt Business International Programs Director Bryan Schultz volunteered to serve as judges for the competition. Pitt Business students Zhouji "Jim" Duan, Sergey Litvinenko, Krishna Raj, and Yiheng "Tony" Tan won the local round of competition and advanced to the regional round in Washington, D.C. The team went on to compete in the national round held at KPMG's U.S. headquarters in New York City. They competed against teams from across the U.S. for a spot in the final round in Dubai.

Wharton Latin America Weekend

November 13-15, 2015

The IBC sponsored MBA candidate Nadiezhda Cantu Medellin to attend the Wharton School of Business at

University of Pennsylvania's Latin America Weekend in Philadelphia, Pa. Medellin connected with fellow Latino MBA students and learned about their different career goals. The experience at Penn enabled her to identify strengths and weaknesses, and turn those into positive influences on her professional development.

Pitt Business Study Abroad: International Day November 17, 2015

The IBC staff spent the day talking to Pitt Business students about international business learning opportunities. The event provided a great opportunity to connect students with the different international units at the University, most of which are located just outside of Sennott Square.



International Trade and Global Competitiveness: The U.S., China, and European Industry November 20, 2015

The IBC, the Asian Studies Center, and European Studies Center organized the event, which featured a talk by Wolfgang Niedermark, former vice president and head of BASF in Berlin and incoming chairman and CEO of German Industry & Commerce Ltd. in Hong Kong. He spoke about the competition and interaction of markets in the U.S., China, and Europe. Specifically, he shared his experience in China and the effects the country's economic slowdown will have on the rest of the world.



Wolfgang Niedermark, Jacqueline Saslawski (IBC), and Lyn Kawaratani (Asian Studies Center)

Emerging Africa in a Global Economy December 3, 2015

Ndubuisi "Nd" Ekeke, a graduate of the Federal University of Technology Owerri Nigeria, who earned his PhD in electrical engineering from Johns Hopkins University and MBA from University of Calabar in Nigeria, spoke to students, staff, and faculty about the emerging economies on the African continent. His presentation highlighted how Africa is emerging as an important market and how that creates opportunities for business around the world. Ekeke also spoke about the difficulties and strategies for navigating the various national boundaries present throughout Africa.



John Molson MBA Case Competition January 3-8, 2016

The IBC and Katz sponsored a team of Katz MBA students to compete in this international case competition at the John Molson School of Business at Concordia University in Montreal, Canada. The team members were Manjunath Nellaippan, Bharath Naidu, Madhumitha Sowndararajan, Matthew Lefkowitz, and Max Gutierrez. The team presented on five separate cases to a panel of international judges. Out of the 36 participating teams from 15 different countries, the Katz team finished in the top 50 percentile. More on page 4.



World Business Career Toolkit and Networking Event January 29, 2016

The IBC, in collaboration with the Global Studies Center, hosted "World Business Career Toolkit and Networking Event: How Humanities Skills Provide a Competitive Advantage for Pitt Students Who Want to Pursue a Business Career." The event featured two panel sessions consisting of business professionals and Pitt faculty with humanities backgrounds. More on page 3.

Undergraduate Research Symposium: "Europe: East and West" April 1, 2016

The annual undergraduate research symposium brought together 33 students from 24 universities in the U.S. and Canada to present their research and hone their presentation skills. The 11 panel topics ranged from the economics and policy of the European Union to Russian healthcare. The symposium was sponsored by the Center for Russian and East European Studies, the European Studies Center, the Dietrich School of Arts and Sciences, and the IBC.



External Stakeholders

Bauman Moscow State Technical University Study Tour

September 26 – October 6, 2015

Representatives from the Bauman Growth Lab at the Bauman Moscow State Technical University (BMSTU) in Russia



met their American counterparts in higher education with the shared goal of advancing entrepreneurial competency in engineering education.

The cohort from BMSTU's newly launched center for entrepreneurship visited the University of Pittsburgh to exchange best practices on developing entrepreneurship education for engineering students, co-working spaces, mentorship programs, intellectual property protection, and technology transfer. REES, Katz, UCIS, the Innovation Institute, the Swanson School of Engineering, Innovation Works, American Councils for Higher Education, Blast Furnace, and BICP co-sponsored and participated in this visit. While there, the delegation attended a panel event hosted by LaunchPitt, an entrepreneurial student organization, which featured entrepreneurs and venture capitalists from the Pittsburgh area, who gave their perspective about the entire journey from starting an idea to sustaining it.

The Bauman visit was a result of Pitt Business faculty member Paul Harper's visit to a conference at Bauman in the summer of 2015 during his Russia trip organized by Washington, D.C.-based NGO American Councils for International Education. Harper worked with two programs, "Enhancing University Research and Entrepreneurial Capacity (EURECA)" and "Russia Professional Fellows Program," to create opportunities for cross-cultural collaboration and knowledge sharing between leaders in Russia and in the United States.

46th Annual PaCIE Conference

October 1-3, 2015

The Pennsylvania Council for International Education (PaCIE) hosted its annual conference in Pittsburgh under the theme of "Building Competence in Global Education." Jeff Whitehead, director of the University of Pittsburgh Study Abroad Office and president of PaCIE, played an instrumental role in organizing the conference and integrating Pitt into the discussions.

Brice Lynn from the University of Pittsburgh presented his PhD research findings on males studying abroad. The Pitt Business Plus3 program in Vietnam following the supply chain of smartphones was recognized by the Asia Institute and was named as the 2014 Innovative New Program at the NAFSA Conference and Expo.

Elaine Linn from Global Studies presented her work on "Borders and Identity: A Presentation of Curriculum Created by Educators as a Result of Fulbright Hays GPA to Jordan" on the last day of the conference.

The IBC became an institutional member of PaCIE, and as part of that sponsored Katz professors Jo Olson, Ryan Teeter, Heidi Bartholomew, and Katz administrator Sandra Douglas, to attend the conference.

Pittsburgh Euro Forum

October 27, 2015

The Pittsburgh Euro Forum serves as a platform for several events each year focused on geography or subjects that define Western Pennsylvania's



business connections with Europe. Organized by the German American Chamber of Commerce, Pittsburgh Chapter, the series is intended to expand both the topics and the participants of regular Chamber programming, and its goal is to strengthen Southwestern Pennsylvania's commercial ties to its dominant and most important trading partner: Europe. The forum focused on the theme "It's Not NAFTA - Why the Trans-Atlantic Trade & Investment Partnership (TTIP) is Not Like Any Other Regional Free Trade Agreement." IBC Director Ravi Madhavan and European Studies Center Fulbright Distinguished Scholar Visiting Professor Raffaella Patimo were the event speakers.

Model UN Simulation

November 2, 2015

More than 460 high school students from near and far represented countries in committees such as the United Nations Security Council and the World Health Organization. This event was a joint effort of the Pitt Model United Nations Club, UCIS area studies centers, the IBC, Global Solutions Education Fund Pittsburgh, and the United Nations Association of Pittsburgh. IBC Managing Director Jacqueline Saslawski served as a judge.

U.S. News & World Report

November 5, 2015

IBC Director Ravi Madhavan responded to questions posed by *U.S. News & World Report* about the Rite Aid - Walgreens merger. The article, titled "Stock Market Showdown: How Marketplace Rivals Fare on Wall Street," was published on money.usnews.com.

Pittsburgh's World Language Connection

November 6, 2015

Regional language teachers and school administrators met at Fox Chapel Area High School to learn about regional opportunities that have international implications. IBC Managing Director Jacqueline Saslawski held two presentations on global competence and opportunities in business for foreign language learners. A Trinity High School German teacher who attended her presentation requested a school visit that took place in March. *More on the Trinity High School Visit on page 14.*

TIE Pittsburgh - 2nd Annual Start-Up Award/ BMR Showcase

December 1, 2015

Ten teams of aspiring entrepreneurs competed in the second annual pitch competition held at The University Club. First place and \$10,000 went to Rorus, a company that filters undrinkable water in a portable backpack. Rorus also won an office renovation donated by IKEA. Second place went to RistCall and third place went to Trusst lingerie.

Brazilian Portuguese Language and Culture Workshops

Spring Term 2016

The IBC teamed up with the Center for Latin American Studies to offer community courses of both beginner and advanced conversation levels of Portuguese. These were offered once a week in Mervis Hall.

Institute of International Education (IIE) 2016 Best Practices Conference

March 10-11, 2016

IBC Managing Director Jacqueline Saslawski attended the conference, which focused on themes such as internationalization strategies, expanding participation in study abroad, and building international partnerships. Leading experts in the field and the winners of the 2016 Andrew Heiskell Awards for Innovation in International Education presented successful models and strategies for internationalizing the campus. Pitt Business received the 2005 Heiskell Award for its Plus3 programs.

Trinity High School Visit

March 18, 2016

IBC Managing Director Jacqueline Saslawski and IBC Student Assistant Adam Lough, along with two speakers, Visiting Professor Dr. Katja Wezel, and German American Chamber of Commerce, Pittsburgh



Chapter Intern Lucas Langel, traveled to Trinity High School in Washington County to discuss economics and business in contemporary Germany. All presentations were held in German. Saslawski focused on German versus U.S. business culture and Lough spoke about his multiple international experiences.

Institutional Memberships

The IBC has formalized its involvement in local, national, and international business and international educational organizations through institutional memberships. In the 2015-16 academic year, the IBC held institutional memberships with in the Pennsylvania Council for International Education (PaCIE), Pittsburgh Chapter of the German American Chamber of Commerce, World Affairs Council of Pittsburgh, Global Pittsburgh, and the Academy of International Business (AIB). Membership benefits extend to Katz faculty, students, and staff by being added members in the institutional membership or by receiving membership pricing for organization events. In addition, the IBC provides intellectual value, speakers, and other support as needed.

Op-Ed in *Smart Business*

May 1, 2016

IBC Director Ravi Madhavan wrote an Op-Ed in *Smart Business*. In the article, titled "The Globalization of Entrepreneurship," Madhavan explains that of the four factors

of production — land, labor, capital, and entrepreneurship — entrepreneurship is intensely local, while the other factors are heavily globalized. He explains that there is some evidence, however, that it is beginning to give way to the forces of globalization.

Read more by visiting www.sbnonline.com/article/the-globalization-of-entrepreneurship.

CCA International Marketing Competition

May 5, 2016



The IBC works with high school language and social science teachers to introduce international business concepts through this program, which culminates in a competition at Pitt in late spring. This program involves about 60 students and includes support from the Cultural Communications Alliance, an organization of teachers, corporate sponsors, and University affiliates.

Each year, the program focuses on a country and a product, and this year's competition ventured into new territory by choosing a business-to-business product. The IBC and the Global Studies Center held an interactive video conference on February 17 to the high schools, featuring experts on international business, corporate social responsibility, and the country in question.

Clinical Associate Professor Bob Gilbert presented on business-to-business marketing, Professor of Business Administration Jennifer Shang presented on Taiwan, and IBC Director Ravi Madhavan presented on non-market strategies. The final competition was held May 5, 2016 in Sennott Square.

Scholars: Faculty, Staff, and Doctoral

International Visiting Scholars Reception

February 15, 2016

The IBC hosted its second annual reception for the Katz International Visiting Scholars program. During the event, the scholars had the opportunity to network with their peers and Pitt



Business faculty and staff. Dean Arjang Assad made a short presentation to the visiting scholars, and Professor Jennifer Shang and Katz Administrator Gee



Chin, who both work closely with the international visiting scholars, were in attendance, as well as many other Katz faculty and staff.

PhD Dissertation Grants

The IBC supports PhD dissertation research projects of Katz and other Pitt PhD students that have a significant international business component, thus helping to develop the next generation of International Baccalaureate scholars. The grants awarded support field research travel, conference presentations, and acquisition of special data or software. A typical grant is \$2,500.

Industry Studies Association

The IBC is the Secretariat of the Industry Studies Association (ISA), and since 2014 has streamlined the operations of the ISA's committees and sections, greatly improving the planning and execution of the ISA awards and ISA conference. For the 2016 conference, the IBC facilitated the enhancement of conference marketing and materials. The IBC is also working with the Center for Industry Studies (CIS) on interdisciplinary activities beyond the ISA Secretariat tasks. A three-year memorandum of understanding with annual \$15,000 in support from the CIS funds this collaboration.

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.

Global Issue Workshops — Students address regional business or related issues requiring decisive action.

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

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Get Involved

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

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