THE FIFTH BIENNIAL INTERNATIONAL BUSINESS INSTITUTE
FOR COMMUNITY COLLEGE FACULTY

Program

Saturday, 10 May 2003

3:00-6:00pm  Registration at the Conference Desk, Kellogg Center

6:00pm  Reception and Barbecue on the East Patio (weather permitting) or Centennial Room
S. Tamer Cavusgil, Michigan State University
Bill Motz, Lansing Community College
Tomas Hult, Michigan State University
Alison Barber, Michigan State University

Sunday, 11 May 2003

7:00-8:30am  Registration at the Conference Desk, Kellogg Center

7:00-8:15am  Continental Breakfast in Red Cedar A & B

8:15-8:45am  Welcoming Remarks in Lincoln Room
Michigan State University
S. Tamer Cavusgil, Michigan State University
Tomas Hult, Michigan State University
Bill Motz, Lansing Community College

8:45-9:45am  Concepts and Resources for Teaching Globalization
S. Tamer Cavusgil, Michigan State University

9:45-10:30am  Status of Management and Business Education in Japan: How to Internationalize in your Own Environment
Toshikata Amino, Honda of America (Retired)

10:30-10:45am  Break in the Lincoln Room

10:45-Noon  Overview of International Business
Ben Kedia, University of Memphis

12:15-1:15pm  Lunch in Red Cedar A & B
David Wiley, Michigan State University
Remarks on Africa

1:30-2:15pm  Briefing on Mexico and South America
Manuel Chavez, Michigan State University

2:15-2:30pm  Break at the Fountain Court
2:30-3:45pm  
Panel on the Status of IB in Community Colleges
Bill Motz, Lansing Community College
Gretchen Carroll, Owens Community College
Mac McGuire, Forsyth Technical Community College

3:45-5:00pm  
Small Group Session I
International Business Survey Course in Lincoln Room—Bill Motz
Accounting in Willy Room—Mac McGuire
Marketing in Room 107—Gretchen Carroll
Small Business Training in Room 110—Glenn Doolittle

5:00pm  
Resource Room Open in back of the Lincoln Room

Networking Dinner on your own (suggestions will be provided)

Monday, 12 May 2003

7:00-8:15am  Continental Breakfast in Red Cedar A & B

8:15-9:15am  International Marketing
Attila Yaprak, Wayne State University

9:15-10:00am  Legal Issues in International Business
Stuart Deming, Counselor at Law

10:00-10:15am  Break in the Lincoln Room

10:15-12:00pm  Panel on Developing Partnerships with the Business Community
Toshikata Amino, Honda of America (Retired)
Glenn Doolittle, Rancho Santiago College

12:15-1:15pm  Lunch in Red Cedar A & B

1:30-2:30pm  International Business Logistics
JoAnn Eaton, DHL Danzas Air and Ocean

2:30-2:45pm  Break at the Fountain Court

2:45-4:45pm  Small Group Session II
Infusion of IB into General Business, Lincoln Room—Glenn Doolittle
International Business Survey Course in Willy Room—Bill Motz
Business Communications in Room 107—Mac McGuire
International Business Curriculum in Room 110—Gretchen Carroll

Networking Dinner on your own  (suggestions will be provided)
Tuesday, 13 May 2003

7:00-8:15am  Continental Breakfast in Red Cedar A & B

8:15-9:00am  International Finance
Kirt Butler, Michigan State University

9:00-10:00am  International Banking
Michael Rinkus, Midwest Trade Finance Group of Comerica Bank

10:00-10:15am  Break in the Lincoln Room

10:15 -11:00am  International Accounting
Sue Haka, Michigan State University

11:00 - Noon  International Strategy and Management
Robert Wiseman, Michigan State University

12:15 -1:15pm  Lunch in Red Cedar A & B
Provost Lou Anna Simon will give remarks

1:30-2:15pm  Briefing on the European Union
Mattias Hamberg, Norwegian School of Economics and Business Administration

2:15 -2:30pm  Break at the Fountain Court

2:30-3:30pm  Cross-Cultural Effectiveness: The Concept of Reciprocity In R&D Partnerships, Elizabeth Briody, General Motors Corporation

3:30-4:00pm  Demonstration of International Business Management Simulation
Brian Murray, Irwin-McGraw Hill

4:00-5:00pm  e-Learning in International Business: Building/Embellishing Your Curriculum through a Modular Approach
Tunga Kiyak, Michigan State University
Irem Kiyak, Michigan State University

Networking Dinner on your own (suggestions will be provided)
Wednesday, 14 May 2003

7:00-8:15am  Continental Breakfast in Red Cedar A & B

8:15-10:00am  Panel Discussion on Classroom Strategies for Internationalizing Business Courses: Sharing Models and Experiences
Gretchen Carroll, Owens Community College
Glenn Doolittle, Rancho Santiago College
Mac McGuire, Forsyth Technical Community College

10:00-10:15am  Break in the Lincoln Room

10:15-10:45am  “The Euro Has Arrived: What is Its Future?”
Carl Liedholm, Michigan State University

10:45-11:30am  Briefing on Japan and Asia/Pacific Rim
Toshikata Amino, Honda of America (Retired)

11:30-12:15pm  Study Abroad Panel
Elvin Lashbrooke, Michigan State University
Kathleen Fairfax, Michigan State University
Katherine Hawes, Lansing Community College

12:30-1:30pm  Lunch in Centennial Room A B & C

1:30-2:30pm  Global Supply Chain Management
Tomas Hult, Michigan State University

2:30pm  Tour of General Motors Grand River Plant
MSU Bus will pick up in front of Kellogg Center

5:45pm  Group Photo on East Patio

6:30pm  Dinner and Keynote Address in Red Cedar A & B
John R. Riesenberger, Pharmacia & Upjohn (Retired), and Co-Author, “The Global Challenge: Building the New Worldwide Enterprise”
Thursday, 15 May 2003

7:00-8:15am  Continental Breakfast in Red Cedar A & B

8:15-10:00am  Re-thinking Internationalization Efforts in Business Education: Lessons Learned and Fresh Approaches
S. Tamer Cavusgil, Michigan State University
Commentator: Peter Dowling, University of Canberra, Australia

10:00-10:15am  Break in the Lincoln Room

10:30-Noon  Grant Preparation Workshop
S. Tamer Cavusgil, Michigan State University
Theo Sypris, Midwest Institute for International & Intercultural Education

12:00-1:15 pm  Lunch and Adjournment in Red Cedar A & B

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