

**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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University Outreach at Michigan State University