THE SIXTH BIENNIAL INTERNATIONAL BUSINESS INSTITUTE
FOR COMMUNITY COLLEGE FACULTY

Program

Saturday, 14 May 2005

4:00-6:00pm  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

Sunday, 15 May 2005

Ongoing Registration in Room 108, Kellogg Center

7:00-7:45am  Continental Breakfast in Red Cedar A & B

8:00-8:30am  Welcoming Remarks in Lincoln Room
S. Tamer Cavusgil, Michigan State University
Tomas Hult, Michigan State University
Bill Motz, Lansing Community College

8:30-9:45am  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, Cross Cultural Management Institute

10:30-10:50am  Break outside Lincoln Room

10:50-Noon  Overview of International Business
Ben Kedia, University of Memphis

12:15-1:15pm  Lunch in Centennial Room

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

2:15-2:35pm  Break at the Fountain Court
2:35-3:45pm  **Panel on the Status of IB in Community Colleges**  
Bill Motz, Lansing Community College  
Ellen Lindemann, Raritan Valley Community College  
Mac McGuire, Forsyth Technical Community College

3:45-5:00pm  **Small Group Session I**  
Building an International Business Survey Course—Workshop I  
**Lincoln Room**—Mac McGuire  
Small Business Training in **Room 110**—Greg Cutchin  
Infusion of IB into General Business in **Willy Room**—Ellen Lindemann

**Networking Dinner on your own (suggestions will be provided)**

**Monday, 16 May 2005**

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

8:15-9:15am  **Teaching International Marketing** in **Lincoln Room**  
David Griffith, Michigan State University

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

10:00-10:20am  Break outside **Lincoln Room**

10:20-12:00pm  **Panel on Developing Partnerships with the Business Community**  
Toshikata Amino, Cross Cultural Management Institute  
Ellen Lindemann, Raritan Valley Community 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

2:30-2:50pm  Break at the **Fountain Court**

2:50-3:30pm  **globalEDGE Knowledge Portal**  
Tomas Hult, Michigan State University
3:30-5:00pm  **Small Group Session II**
Infusion of IB into General Business in **Lincoln Room**—Ellen Lindemann
Building an International Business Survey Course—Workshop II
**Willy Room**—Mac McGuire
International Business Curriculum in **Room 110**—Michael Kuryla

**Networking Dinner on your own (suggestions will be provided)**

**Tuesday, 17 May 2005**

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

8:15-9:00am  **Briefing on Japan and Asia/Pacific Rim**
Toshikata Amino, Cross Cultural Management Institute

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

10:00-10:20am  Break in the Lincoln Room

10:20 -11:00am  **International Accounting**
Sue Haka, Michigan State University

11:00 - Noon  **International Strategy and Management**
Chris White, Michigan State University

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

1:30-2:30pm  **Understanding the Ideal and Actual Plant Culture: Developing a Decision-Support Tool**
Elizabeth Briody, General Motors Corporation

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

2:45-3:30pm  **Moving the Classroom Online**
Mac McGuire, Forsyth Technical Community College

3:30-4:00pm  **Academy of International Business (AIB)**
Networking Dinner on your own (suggestions will be provided)

Wednesday, 18 May 2005

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

8:15-10:00am  Panel Discussion on Classroom Strategies for Internationalizing Business Courses:  Sharing Models and Experiences
Ellen Lindemann, Raritan Valley Community College
Mac McGuire, Forsyth Technical Community College

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

10:15-11:00am  International Finance
Kirt Butler, Michigan State University

11:00-11:15am  Online International Business Modules
Tomas Hult, Michigan State University
Tunga Kiyak, Michigan State University

11:15-11:30am  Trade Finance Modules
Bruce Magid, Michigan State University
Jerry Rhead, Michigan State University

11:30-12:15pm  The Euro:  Past, Present, and Future
Carl Liedholm, Michigan State University

12:30-1:30pm  Lunch in Red Cedar A&B
Dean Robert Duncan, welcome remarks

1:30-2:15pm  Remarks on Africa
Amin Tejani, International Service Society

2:15-3:00pm  Study Abroad –Cheap!
Mac McGuire, Forsyth Technical Community College
Michael Kuryla, SUNY Broome Community College

3:00-3:20pm  Break in the Lincoln Room
6:15pm  Group Photo on East Patio

6:30pm  Dinner and Keynote Address in Red Cedar A & B
        Sten Sjöberg, President of Gestamp US HardTech, Inc.

Thursday, 19 May 2005

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

8:15-9:15am  Applying for a Business and International Education Grant from the U.S. Department of Education
              S. Tamer Cavusgil, Michigan State University

9:15-9:30am  Break in the Lincoln Room

9:30-11:00am  Grant Preparation Workshop
              S. Tamer Cavusgil, Michigan State University
              Theo Sypris, Midwest Institute for International & Intercultural Education
              Carol Sanchez, Grand Valley State University

11:00-11:30 am  Feedback and Evaluation Session

11:30-12:30 pm  Lunch and Adjournment in Red Cedar A & B

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