



THE GLOBAL BUSINESS INSTITUTE:

The Tennessee gateway to international business through education, research, and outreach.



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2007 is Out, 2008 is In...

The year 2007 brought a light at the end of the tunneland it is bright. It was an exciting year for the College of Business Administration and its globalization efforts. There were several initiatives that came to a successful completion and many new initiatives started. Agreement initiatives with university in France was initiated and successfully completed and will facilitate future exchanges at the undergraduate, graduate, executive, and faculty levels. A major grant we received provided seed money for starting our strategic initiatives at the undergraduate level, including a programmatic study abroad campaign formulated to increase our undergraduate experiences overseas. Additionally, the College's outreach efforts were enhanced through the collaboration with Global Business Center of East Tennessee.

2007 offered new challenges to the college. The Chancellor's Ready for the World Initiative calls for an aggressive campaign for internationalization and diversification. In order to meet these goals, the College is developing models to increase our international curriculum where appropriate. A significant strengthening of the International Business collateral took place with the development of 4 new courses, and an even more aggressive drive to provide more faculty-led study abroad programs. And we will continue our grant-writing efforts to provide funding support for our international initiatives, including our research agenda as we did in the past year.

It takes a great deal of effort from everyone in the College to make all this happen. For this reason, please consider participating in some of the activities listed below. In addition, if you have any ideas for expanding our presence abroad, or global capabilities within, please let us know. We'd greatly appreciate your input! ***In the meantime, please let us know of any and all global activities, lectures, teaching, awards, research publications and presentations, as we're documenting this for the college.***

Regards,

Matt Myers



Bordeaux, France

CBA had four successful study abroad programs for undergraduates in 2007. Dr. Dave Woehr, co-led with Dr. Don Clark, led yet another successful trip to Italy. The topic of international business attracted a wide variety of UT majors. This program has attracted even more students for the upcoming 2008 trip. Congratulations to Drs. Woehr and Clark! Their 2008 course will focus on international human resource management and international economics.

In addition to the Italy program, Dr. Detelin Elenkov organized his second study abroad program for undergraduates. The topic of his program, experiential international business as well as its location (Bulgaria/Greece) attracted students from different majors and was successfully completed as well. His reflections on the trip are:

“The Bulgaria and Greece program went very well in May of 2007. The students greatly benefited from the opportunities for experiential learning. We had a mixture of meetings with government official, including the President of Bulgaria and the Minister of Economic Affairs of Greece; religious leaders, including the Patriarch of the Bulgarian Eastern Orthodox church; and corporate executives.

The students also had the chance to learn during the education trips (e.g., Alexander the Great trip; the trip to the monasteries in Northern Greece; and the visit to the Alexander Nevski cathedral).”

Congratulations to Dr. Elenkov! This program will be part of the summer 2008 study abroad again.

We increased the number of faculty led study abroad efforts within the CBA in 2007. As a result of a Department of Education grant we offered 4 study abroad programs for summer 2007 in addition to the two already existing, and very successful programs in Italy and Bulgaria/Greece. Two of the originally 4 offered courses attracted enough students to make the trip and were successfully completed. Those are:

- 1). Bordeaux, France “International Business Topics: Global Competition from the French Perspective” offered by Dr. Anne Smith;
- 2). University of the Sunshine Coast, Australia “Global Supply Chain Management” offered by Dr. Diane Mollenkopf;

The above programs are at locations where CBA did not have a representation before. Some of the comments on the trips are:

“This summer, we discovered a hidden gem in France – Bordeaux! With its lovely courtyards, soaring cathedral, protected pedestrian area, rich history, modern tram system, and very friendly people, this city felt both inviting and exhilarating. It is not surprising that city was just awarded UNESCO protected status for its important buildings linked to the wine trade that line the Garonne River. Our group enjoyed learning about the wine industry through formal wine education at the world-renowned Maison du Vin and excursions to many wineries in and around Bordeaux. One highlight of the trip was going to Toulouse and seeing the largest commercial aircraft in production at Airbus – the A380. The trip ended in Paris where we explored the major sights and museums. All logistics were beautifully handled by our partner school the Bordeaux Business School” says Dr. Anne Smith.

“The trip to Sunshine Coast was very successful in 2007. The University of the Sunshine Coast, as our host institution, provided excellent facilities and were very helpful in all ways to make sure the program went smoothly.

UT students lived in the on-campus apartments with Australian students, so had some very fun inter-cultural exchanges with their flat mates, who taught them how to cook and eat Australian-style, took them grocery shopping,



Australia trip, 2007



Australia trip, 2007

showed them the local students hangouts, etc.

Field trips to local businesses were interesting. We visited the Port of Brisbane's container yard, as well as the XXXX Brewery. The logistics of beer making (and drinking) were of great interest to the students! Cultural field trips included a shopping trip to Eumundi markets, the Australia Zoo, and Fraser Island (more on that below). Additionally many of the students went to their first Rugby League match, and traveled to the Gold Coast for their free weekend.

We also learned about the culture of the local Aboriginal tribe. Our Aboriginal host taught us to throw boomerangs and spears, and to play the didgeridoo, a unique Aboriginal musical instrument.

The trip to Fraser Island at the end of the course was the highlight for many students. Somewhat dubious about what we would do on an island with no TVs or cell phones, the students unanimously declared the island to be one of the most memorable aspects of the program. The unbelievable beauty of a sand island that supports an eco system including freshwater lakes and a rainforest, the chance to see wild dingoes, whales, dolphins and sharks was a great experience for all" as per Dr. Diane Mollenkopf.

Our 2008 offered study abroad programs are:

- 1). Bordeaux, France " International Business Topics: Global Competition from the French Perspective" offered by Dr. Anne Smith;
- 2). University of the Sunshine Coast, Australia "Global Supply Chain Management" offered by Dr. Diane Mollenkopf and "International Marketing Management" offered by Dr. Dan Flint.
- 3). Santiago, Chile "Integrating US and Foreign Systems" offered by Dr. Ramon DeGennaro; and
- 4). Shanghai/Beijing, China "Thriving in the next global stage" offered by Mr. John Hoffman.
- 5). Hungary/Czech Republic "Global Issues, Accounting and Business" offered by Dr. Dan Murphy.

These are in addition to the already well established study abroad courses in Italy and Bulgaria/Greece.

GLOBI office offers help with completing your proposals within CIE guidelines as well as informs the faculty of important deadlines and dates. Once a proposal is completed it is turned onto CIE for review and approval. Administration of faculty led study abroad trips is now centralized through the University's Center for International Education on Melrose Ave. All accounting and contract issues as well as work with students is conducted through the CIE office. The programs abroad office offers the following important dates:

April 1, 2008 is the target date to submit complete proposals for the following academic year (2009) for new trips (e.g. trips that have not been offered the past year). While this is not a fixed deadline, we strongly urge the faculty member to discuss the idea with department chair/dean and the Director of Programs Abroad by this time.

April 1-Sept 15. Proposals for new and renewed trips will be accepted and reviewed on a rolling basis by the CIE director, and then the proposal will be submitted to the UT Programs Abroad Committee.

September 2008. Faculty with complete proposals submitted by the deadline will be able to advertise their program at the Study Abroad Fair.

For more information about faculty led programs abroad, and how to submit an application please contact Dr. Valentina Bopkova at GLOBI (974 6110)

Grants and Beyond

Program Development Grants

To further ease the financial burden while organizing a study abroad program, the Center for International Education (CIE) and the Programs Abroad Office (PAO) are accepting proposals from UTK faculty for the development or strengthening of study abroad courses or campus-based courses that have a study abroad component. These funds can be used for site visits by faculty to plan study abroad programs. The grants will vary from \$500 to \$1,500 per program and the grant will cover no more than one-half of the cost of travel expenses related directly to program development. The other half can come from other sources such as department or college funds or private (i.e. development) funds. The grant can be used for visits to proposed study abroad program sites. Review of applications for this grant is done on a quarterly basis. Applications are reviewed at the end of March, June, September, and December for the coming quarter. **For more information or an application contact Dr. Valentina Bopkova at 974 6110.**

Fulbright

Dr. Elenkov is going to spend five months in Europe conducting research on cross-cultural leadership. His primary base will be at Sofia University, but he'll also travel to other countries of the EU, in order to collect data. In addition, he is going to develop a program for developing international and cross-cultural skills in future leaders at Sofia University. As a part of this program, he'll teach a seminar on Experiential Cross-Cultural Leadership.

Fulbright is an excellent way to further faculty development especially internationally. For more information on Fulbright click here: <http://www.iie.org/Template.cfm?section=Fulbright1>

2007 Academy of International Business Conference, Indianapolis

The 2007 AIB conference was held June 25-28 in Indianapolis. The Academy of International Business is a multidisciplinary academic organization and is the leading association of scholars and specialists in the field of international business. University of Tennessee had a significant presence at the 2007. Among the attendees were Dr. Matthew Myers Department of Marketing and Dr. Don Clark Department of Economics, to name but a few.

The 2008 AIB conference will be held Milan, Italy. More information can be found on AIB's homepage: <http://aib.msu.edu/>



Detelin S. Elenkov earned his Ph.D. at the Massachusetts Institute of Technology in 1992. Currently, he is an Associate Professor of Management at the University of Tennessee, Knoxville.



ProMBA and MBA class in Chile, March 2007

The ProMBA and the regular MBA programs had its traditional yearly study abroad trip. While past ProMBA study abroad trip were to Prague, in March 2007, ProMBA class went to a study abroad trip to Chile, for a second time after a very successful trip in 2006. Impressions from the trip were far beyond favorable. However, it was not all work. Highlights of the tour included seeing Chile's national Cathedral, the Presidential Palace and Cerro Santa Lucia, a famous Chilean garden located in the center of the city. After the tour we had lunch at the Central Market in Santiago and then went shopping in at the FABIA Artisan Market.

To learn more about this trip and the trip in 2007 please visit:

http://promba.utk.edu/theprogram/international_trip.htm

The Executive MBA international residence took place in September (9th – 22nd) 2007. Following CBA faculty accompanied the students: Glen Schuler, Matt Myers. The class visited Warsaw, Poland and Verona, Italy.

The Global Business Center - New Upcoming Seminar on China March 13th, 2008



In February 2005, the CBA's Global Business Institute developed, through partnerships with the U.S. Department of Commerce – Knoxville U.S. Export Assistance Center; the International Trade Center – Tennessee Small Business Development Center, and eleven other state and regional organizations, a consortium called the Global Business Center (GBC). The goals of the center are to 1) provide area businesses interested in expanding their global reach with programs, resources, and services, and 2) help keep East Tennessee a competitive force in the global economy by bringing to the area multinational companies and opportunities. The center seeks to accomplish these goals through education, hands-on assistance to local companies, research, and outreach.

For more information on current events including the upcoming seminar on China and the GBC, visit GLOBI's website listed below.

<http://bus.utk.edu/globi>



Joe Grass



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New aboard GLOBI

In August 2007 Mr. Joe Grass joined GLOBI as a graduate assistant. Joe is originally from Aschbach, Germany, and came to the US in the summer of 1999. He graduated with a BS in Electrical Engineering from the University of Texas – Pan American in 2003, and with a Masters in Engineering Management from Duke University in 2004. After working for two-and-a-half years as a consulting engineer in the construction industry in Atlanta, GA, Joe joined UT in the fall of 2007 to pursue a Ph.D. in Marketing. His research focuses on international business and supply chain management issues. He enjoys the warm climate in Knoxville, the cities character and charm, and – of course – UT football. Joe is expected to finish his degree in the summer of 2011.

In January 2008, Shalini Bhalla joined GLOBI as a Graduate Assistant. Shalini is from Mumbai, India. She has approximately 3 years of experience in IT and Supply Chain. She started with her MBA in Supply Chain and Finance in Fall'07. Shalini believes that the UT MBA is highly respected in the corporate world and is a “true value for money”.

In December 2007 Mr. Amit Sawhney a graduate assistant at GLOBI graduated from his MBA program. He is gainfully employed at Delloitte as a consultant. Headquartered in Atlanta he is still close to Knoxville and spends his weekends here with his wife Vertica. We wish Amit a lot of success in his career.

For more information on the college’s global initiatives, activities, useful international websites, simulations, and upcoming events, visit GLOBI’s website at <http://bus.utk.edu/globi/>

