UMSL IB Programs
Enhancing the Global Perspective/Perception of Doing Business
The study abroad programs at the University of Missouri-St. Louis provide IB students the opportunity to experience unique cultures and business practices of other countries. This learning experience is essential to enhancing the students’ abilities to appreciate and engage in the unique business environments of the world. UMSL students have the opportunity to experience unique cultures and businesses of other countries. This learning experience is essential to enhancing the students’ abilities to appreciate and engage in the unique business environments of the world. The International Business Institute Advisory Board includes academic and business leaders - St. Louis-based and global. Board members represent companies of various sizes. This linkage is critical to the ongoing development of the International Business Degree programs at the University of Missouri-St. Louis. Business members of the advisory board provide valuable insight to the curriculum and internships for international MBA students, and participate in classes and other forums to share their experience and knowledge with our students.

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3. Twenty undergraduates spent a transformational month in Germany studying, growing, and exploring.
4. Our MBA for working professionals now includes an international experience. This year, it’s 10 days in Germany!
5. Enrollment in our international MBA almost doubled in size this year with a great cohort from our new partner school in Taiwan. These students earn an MBA from both UMSL and their home university.
7. The IB Advisory Board has grown in size and is actively engaged in our classrooms, the IB Case Competition, the IMBA internship program and the International Business Career Conference.
8. Hundreds of UMSL students transform their lives and their understanding of the world through studying abroad and sharing a classroom with international students in dozens of countries.
9. Our students compete and win in IB Case Competitions, including UMSL’s Case Competition.
10. Our faculty is everywhere: teaching in China, Germany, Japan, and Finland and being published in top academic and practitioner journals.
11. Here’s to 11 more years in the top 20!!

Hopeful thoughts and this newsletter will give you a better picture of all of the exciting accomplishments of our IB faculty, students and board are doing in IB at UMSL. Please consider joining us!

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IBnews

International Business Institute at the University of Missouri-St. Louis publishes IBI News twice a year for alumni, friends, students and prospective students.

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Charles Hoffman believes what made him successful as a business leader are the same attributes that will propel him in his new position as the dean of the College of Business Administration at the University of Missouri–St. Louis. Hoffman, who most recently served as president and chief executive officer of Covad Communications, the national broadband carrier, began his new position as dean Sept. 1. He fills the role left by Keith Womer, who has now returned to the classroom. "Business is an honorable profession," Hoffman said. "When I look back on my business career I don’t think about stock price increases or net income improvements, but I do think about, and often hear from, people I was able to influence and mentor. The exciting thing about business is people and organizational development that leads to great results. One of my goals at UMSL is to help students realize that’s what business is all about.” Hoffman, a resident of Clayton, Mo., feels this new role will aid UMSL because he understands business challenges and has a great deal of practical business experience. And, as a UMSL alumnus who earned a BSBA in 1974 and an MBA in 1976, he can connect with both alumni and students.

"I’m a champion for UMSL. I’m a product of UMSL. No one cares about the college more than I, so I feel it’s really a perfect fit.”

Charles Hoffman

New dean of UMSL Business

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UMSL hosts successful Midwest Model European Union

The University of Missouri–St. Louis hosted the Midwest Model European Union (EU) for the first time last spring. Over 90 students and their faculty advisors from eight regional universities attended the event. Each university brought up to two delegations (six to eight persons per delegation) to represent the EU’s 28 member states. The students spent two and a half days demonstrating their debating and negotiating skills as EU Commissioners, national prime ministers, and their respective foreign ministers, finance ministers, environmental ministers and agricultural ministers. Controversial issues ranged from the EU response to developments in Syria, to the setting of renewable energy standards and responses to the Eurozone crisis. UMSL Provost Glen Cope introduced the keynote presentation from Mark Pittuch, who works at the official European Union Delegation to the United States in Washington, D.C.

At the event’s conclusion, UMSL earned awards for Best Foreign Minister (Adis Alagic, standing in for Germany’s Guido Westerwelle) and Best Delegate for the Directorates-General, the EU’s research wing (Mustafa ben Beyette). The award for Best National Delegation (Greece) went to Ball State University.

Professors Betty Vining (Business) and Joyce Marie Mushaben (Political Science) coordinated the proceedings. Vining and Mushaben have been training students for this simulation since the early 1990s. Midwest Model EU participants are drawn primarily from two classes regularly offered each spring: Mushaben’s The Politics of European Union, and Vining’s European Business Practices. For more information on how you can participate, email vining@umsl.edu or mushaben@umsl.edu.
students soar at inaugural Case Competition

The greatest feature of the trip was being so well taken care of. I was able to focus on what I was learning and the important friends and contacts I was making.”

Brian Sebelski
Being a part of the international summer school program at Hochschule (University of Applied Sciences) Bremen was one of the most rewarding and adventurous experiences I have ever been part of. Bremen has such a rich culture that a simple walk to class felt like a stroll through a completely different world. The city has many historic landmarks located in the market square as well as throughout Bremen, the City on the River, which were a part of our everyday scenery. Some of the sights included the Roland statue, the Bremen Town Musicians statue, Schnoor (Bremen’s oldest quarter), Wallanlagen Park and much, much more.

Taking a course abroad (or two) was an intellectual challenge that was rewarding on many levels. It was rewarding because not only were we getting the traditional information and lessons of a course, but we were also getting to experience it firsthand on an international level. We were able to apply our newly gained knowledge to the big picture and further our business careers. Our lives were enriched outside of the classroom as well. The summer school program in Bremen also included cultural events and excursions. These excursions varied from karaoke nights to walks on the North Sea, and even a trip to the Autostadt in Wolfsburg, Germany. In addition to being totally immersed in a different culture while studying, we also got to meet many people from all over the world. This broadened our horizons and formed lasting friendships. There was always something new and exciting to do while in Germany, regardless if it was going out with a big group or just walking through the market square.

Using Bremen as our “home base”, we were also able to be even more adventurous and do some traveling outside of Germany. Classes were typically only Monday through Thursday, which left the weekends open to our imaginations. Many of us took our own mini trips to London, Paris, Venice, Rome and even Amsterdam.

I am sure all of us would agree, that this trip was a once-in-a-lifetime experience and a fantastic opportunity! It was wunderbar!!!
2014 International Business Career Conference connects students with global leaders

Article by Hannah Russell

March 14, 2014 marked the University of Missouri-St. Louis’s 8th Annual International Business Career Conference. Hundreds of students from across the Midwest, and as far as Virginia, traveled to St. Louis to attend this educational event. The successful, student-organized conference allowed attendees to gain knowledge and skill through networking with over twenty international companies. Additionally, executives were able to get to know the dedicated students from various schools throughout the region.

“UMSL students displayed their dedication to hard work in staging this conference, and attendees showed that they had a thirst to obtain the knowledge that these executives came to share,” said Hannah Russell, project manager of the conference.

A keynote address from Tom Wilson, vice president of Global Communication and Corporate Marketing at Monsanto, kicked off the event. Wilson left students excited and hopeful for their futures in international business. Wilson presented how important understanding other cultures is in conducting business on a global scale.

“My advice for students interested in global careers is to start building their global networks now. It is common practice at UMSL to bring in guest speakers. I frequently invite executives from various multinational companies to class and that’s a great networking opportunity for students. We have a very successful IB Career Conference at UMSL every year in March and numerous executives from multinational companies interact with and mentor students interested in global careers. Take advantage of these international networking and mentoring opportunities we provide at UMSL. Global dexterity is a skill that can be developed, however, students interested in developing this skill should put forth the effort to immerse themselves in international environments. St. Louis provides an excellent context for learning another language at least at a basic level. Learning another language provides you with a window into a fascinating new culture and offers you a different perspective, which will further empower you to successfully master this skill in my MBA classes!”, said Tom Wilson, vice president of Global Communication and Corporate Marketing at Monsanto.

WHAT DOES IT TAKE TO BE A GLOBAL LEADER?

“Being a global leader requires a multicultural competency to effectively lead in today’s culturally diverse work environment. This requires an understanding of cultural differences with respect to business practices and more importantly an appreciation that no culture is better than another. Effective global leaders are informed about, accept and appreciate cultural differences instead of trying to find ways to defend their own position. Learning about cultural differences is clearly important, but it’s only the first step towards developing cultural intelligence. Being a global leader is being able to adjust your behavior and adapt in light of these cultural differences. This is not an easy undertaking and it is very common to feel inauthentic or even resentful when trying to adapt behavior overseas. How do you learn how to successfully master this skill? In my MBA classes!”

WHAT ADVICE DO YOU HAVE FOR STUDENTS PREPARING TO BE GLOBAL LEADERS?

“Teach leadership, international management, and organizational behavior at the undergraduate, MBA and PhD levels. I also provide corporate training through UMSL. In today’s global environment, teaching management to practitioners is challenging due to increasingly dynamic work arrangements. Producing relevant and timely research in this area enables me to share current insights and practices with my students. The required readings in my classes are very frequently “in press” reports and research that have yet to be published, which enables us to discuss leading-edge methods and practices.

WHAT DOES IT TAKE TO BE A GLOBAL LEADER IN THE 21ST CENTURY?

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WHAT ADVICE DO YOU HAVE FOR STUDENTS PREPARING TO BE GLOBAL LEADERS?

“It is essential to understand that there are cultural differences that exist in the world today. These differences come in various forms, including language, customs, and beliefs. A global leader must be able to communicate effectively in different languages and cultures. This requires a deep understanding of each culture and the ability to navigate the complexities of working across cultural boundaries.

“Global dexterity is a skill that can be developed with practice and exposure to different cultures. It involves adapting one’s behavior and communication style to fit the cultural context in which they find themselves. This requires flexibility, open-mindedness, and a willingness to learn about and respect other cultures.

“Landing a Job in St. Louis After Graduation”

-Betsy Cohen, project director of St. Louis Mosaic Project, explained how her company was working to help foreigners land jobs in the United States. “Giving the Family a Break” - Elizabeth de Garza-Ahern of Illinois SBDC International Trade Center explained the sensitive topic of working abroad with a family. “Sales as a Key Function in International Business Transactions” - Scott Bell of Siemens explained how domestic sales differ from international sales and what skills are needed to be competitive in the global marketplace. The conference concluded with an executive panel discussion featuring executives from Boeing, Enterprise, Nidec and Sigma-Aldrich. Students had the opportunity to ask questions and interact directly with these top executives in a spirited discussion.

For more information on the International Business Career Conference please visit www.umsl.edu/ibcc.
New partner ship between UMSL, Germany and Finland benefits students

In July 2013, students got to experience a series of graduate seminars centered on international business thanks to the newly formed seminars centered on international experience a series of graduate challenges for the EU.

In addition to two weeks of seminars taught by international instructors, students visited the European Central Bank, several German companies and participated in cultural tours and visits. The students also enjoyed daily language classes to enhance their learning experience.

Courses were offered near Frankfurt, Bavarian Nice - has numerous old town center that combines local tradition and a charming atmosphere. Aschaffenburg boasts a beautiful traditional and a charming atmosphere. Aschaffenburg’s history and culture.

The students took full advantage of the heart of historic Aschaffenburg - a city that King Ludwig called his international business skills, competencies, international business included politics of the themes of the seminar for Doing Business in Aschaffenburg, Germany school) met in March, the international cohort.

In addition to two weeks of seminars taught by international instructors, students visited the European Central Bank, several German companies and participated in cultural tours and visits. The students also enjoyed daily language classes to enhance their learning experience.

The seminar included both oral presentations from the students and written examinations. Students dove into knowledge in international companies, German stereotypes, product adaptation in international companies, enterprise applications and the role of social media. Students will explore new technology trends like social media, crowdsourcing and cloud services that can shatter old business models and challenge managers to find new ways to leverage technology trends for business advantage.

During the intensive 10 days, students and faculty will explore St. Louis Blues hockey game, enjoy a VIP tour of the Anheuser-Busch InBev brewery and learn more about each other and global business services. The final stop for this inaugural colloquium will be Seinajoki, Finland. The Finnish hosts will arrange a 10-day seminar in July, 2014. That course will focus on international marketing and growth trends. Similar to the other seminars, faculty from the partner schools will collaborate to create an intense and substantive course.

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Michael J. Castello
Assistant Teaching Professor of Legal Studies
Castello raised $100,000 to fund an inter-university International Business Case Competition hosted by UMSL. The event featured an international business case written by a local company and judged by area business executives. Castello led campus IBI 100 Day campaign to raise funds for children's charity for the sixth year with students participating at three locations in the community.

Heng-Yu Pang
Dr. T.S. Tyrrell Professor in Chinese Business

Gorsh Gao
Associate Professor of Marketing

Mary Lacey
Assistant Professor of Information Systems

Jaejun Murley
E. Desmond Lee Professor of Marketing

Eki Paliagou
Professor of Management
"Matchmaking the New Millennial with the New Millennium: The Consequences of the Consequences for Market Success", published in Journal of International Business Studies, 42(11), 2012. Revenue: $12,000.

James Campbell
Professor of Management Science and Information Systems

Frank Fu
Associate Professor of Marketing

Clarinda Palafox
Assistant Professor of Marketing

Joseph Rehman
Associate Professor of Information Systems

L. Douglas Smith
Professor of Marketing and Operations Management

Elizabeth W. Vining
Professor of Marketing

Kenny Oh
Assistant Professor of Accounting


Gaiyan Zhang
Assistant Professor of Finance

Ray Moody
Spencer Endowed Professor of Entrepreneurship

Joseph Rehman
Assistant Professor of Information Systems

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What program has ranked in the top 20 for eleven consecutive years according to U.S. News and World Report?

International Business Institute
College of Business Administration
University of Missouri–St. Louis
461 Social Sciences & Business Building
1 University Blvd.
St. Louis, MO 63121-4400

1. University of South Carolina
2. New York University
3. University of Pennsylvania
4. University of Southern California
5. Georgetown University
6. University of California – Berkeley
7. University of Michigan – Ann Arbor
8. Brigham Young University – Provo
9. Northeastern University
10. San Diego State University
11. Florida International University
12. George Washington University
13. Temple University
14. Michigan State University
15. University of Hawaii – Manoa
16. University of Missouri–St. Louis
17. St. Louis University
18. University of Texas – Austin
19. University of Washington
20. University of North Carolina – Chapel Hill
21. University of Richmond
22. University of Virginia
23. University of Oklahoma
24. Washington State University
25. American University

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