Last November, the Kay and Yvonne Whitmore Global Management Center sponsored the first Portuguese Business Language Case Competition in the United States.

The competition provided a forum for seven teams of undergraduate students from four universities to test their business knowledge and Portuguese skills in front of a panel of judges both fluent in Portuguese and successful in business.

Teams from Brigham Young University, Weber State University, Utah Valley State College, and Brigham Young University—Idaho had two weeks to prepare a solution to the struggles of a fictional Portuguese company. "It was a great event," says Elyseu Castro, a second-year MBA student and one of the competition’s judges. "This was a unique event because it allowed students to experience a real business situation in another language."

A team from BYU—Idaho won first place and $1,500 for a professional presentation in Spanish and Chinese in future events.

Field trips have taken on new meaning for eight MBA students who traveled to Switzerland last fall as part of the MBA international human resource management class.

Throughout the week-long trip, partially funded by the Kay and Yvonne Whitmore Global Management Center, students met with global business executives from Nestlé, Cisco Systems, and Dow Chemical to learn how each develops global leaders.

"We also wanted to provide students with global business executives from Nestlé, the world’s biggest food and beverage company, accompanied the group to Switzerland in an effort to strengthen BYU’s relationship with Nestlé, a second-year MBA student. The trip not only exposed students to international business cultures but also helped to develop networking and recruiting opportunities.

"By traveling to Switzerland, students obtained a greater sense of the need for prepared graduates in international business," says Brooklyn Derr, professor of organizational leadership and strategy. "We also wanted to provide students with global business experiences that will add to their marketability in an international business world." During their trip to Dow Chemical, students met with two human resource executives to discuss the company’s program for the internationalization of leaders, which is designed for about 650 expatriate employees.

"Students had the opportunity to meet with the Dow executives who select and develop future global leaders," Derr says. "They helped students understand the opportunities, struggles, and experiences of expatriate workers."

At the Cisco Systems Rolle office, company executives discussed with students the need for more globally sophisticated leaders, emphasizing the use of technology in the business world. The meeting was conducted with executives in San Jose, California, via Telepresence, a video conferencing system designed by Cisco.

"Visiting Cisco provided an opportunity to see how technology is growing in a way that enables global business," says Alex Johnson, a second-year MBA student.

BYU WELCOMES STUDENTS FROM CHINA, MEXICO, AND BRAZIL. The Marriott School welcomed Jinguo Zhang and Shun Hao last summer as its first exchange students from Xi’an International Studies.
From the Director

I recently had the opportunity to visit with several first- and second-year MBA students who have targeted international business as their career preference. I was amazed at their international background and qualifications. We truly have outstanding students in both our undergraduate and graduate programs.

The foreign language experience of our students at BYU has been widely reported. A recent study published by the Center for Language Management Certificate. During spring term, Professors Erv Black, an international experience, one of the requirements of the Global Management Certificate to signal to employers that they have outstanding students in both our undergraduate and graduate programs. BYU has one of the top study abroad programs in the country, but we are trying to develop more business study abroad programs that are more appealing to business majors. We are working with universities in Korea, China, and Hong Kong to develop more options for our students. Then we hope to expand to other countries.

We have a few study abroad and exchange programs in Mexico, Brazil, Italy, and China, but we are looking to expand those opportunities for students in all of our undergraduate and graduate business programs. We are exploring the feasibility of requiring an international business course for all students. W e are exploring the feasibility of requiring an international business course for all students. W e are exploring the feasibility of requiring an international business course for all students. W e are exploring the feasibility of requiring an international business course for all students.

SHARED LEARNING CENTER SPOTLIGHT

Milton R. Camargo, vice president of marketing at Telefónica Latin America, brings a robust international business background to the Kay and Yvonne Whitmore Global Management Center’s Executive Advisory Board.

He has proven his business skill and his commitment to high moral standards in several prominent positions. As president and general manager of America Online Brazil, Camargo defended his standards by refusing lucrative deals with purveyors of adult web content. And in his first job after graduating from the Marriott School at Otis Elevator, he implemented important changes that saved the company millions of dollars each year.

Camargo is one of thirty-four international business leaders on the Executive Advisory Board who volunteer their time to advise and support the Whitmore Global Management Center.

Other News (continued from page 1)

University (XISU) last fall and Jeff Harmon at FGV this fall. In the fall, the Marriott School also welcomed Tavhata Fabio Barreto, the Marriott School’s first exchange student from Fundação Getúlio Var- garas (FGV) in São Paulo, Brazil. In exchange, BYU was represented by Michael Storm at XISU and shakes 360 TNRB with the Economic Self-Reliance Center. Drop by for information about studies abroad, scholarships, foreign exchanges, and other opportunities related to international business.

NEW MBA IB MINOR

The team from the Marriott School began offering a new MBA minor in international business. MBA students interested in pursuing the minor are required to complete twelve credits of international business courses from an approved list.

GOLDFERS CONTRIBUTE SCHOLARSHIP MONEY

The World Trade Association of Utah raised $90,000 for scholarships for international business students at the nineteenth annual World Trade Association of Utah Golf Tournament in Payson, Utah, last summer. Sixty golfers, some coming as far as Denver, participated in what has become a yearly ritual for many businesspeople in the region.

BYU Wins 2007 International Business Case Competition

After spending a continuous twenty-four hours developing an international business strategy, an undergraduate team of manage- ment students from Brigham Young University placed first at the Center for Interna- tional Business Education and Research Case Challenge. The BYU team beat students from other top international business programs including Università Bocconi in Italy, Instituto Tecnológico Autónomo de Méxi- co in Mexico, and Audencia Ecole de Management in France.

The twelve participating university teams were to design a strategy to enter the European market for Valentin Pharmaceuticals, a company based in Aliso Viejo, California.

The 2007 BYU team consisted of seniors Jake Kirkham, a finance major from Atlanta; Solomon Lee, a finance major from Kauhaku, Hawaii; Jorge Mazal, a marketing major from Argentina; and Laura Thompson, a marketing major from Laguna Hills, California. Coaching the team were professors Bill Baker, Bruce Money, and Liz Dixon.

"When it was 4 a.m. and our project need- ed to be finished in three hours, each member of the team gathered their strength and pulled together," Kirkham says. "I felt that no one on the team was in the competition for personal gain but looked to help each other." The competition included two rounds of judging. During both the preliminary and fi- nal rounds, teams presented their case analy- sis to industry judges and participated in a twenty-minute question-and-answer session, where judges assumed the role of company management.

"The BYU presentation was very crisp, and it followed an overarching theme, which made the strategy memorable to the judges," Dixon says. Shown with the team to Ohio, the team focused its strategy on developing the company’s dermatology line and created a plan for distri- bution with the proposition of entering the cosmetology market. This strategy led them to the final round, along with the University of Texas at Austin and Audencia Ecole de Man- agement in France.

Dixon said the judges were very impressed with the BYU business strategy. "The team was very creative in their strategy and was able to support its choice to focus on dermatology. After the presentation, one of the judges said he would hire them on the spot." This is the third time in four years that a BYU team has won the Ohio competition –Irasema Romero
From the Director

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The foreign language experience of our students at BYU has been widely reported. A recent study published by the Center for Language Development at BYU reported that 75 percent of the students currently enrolled speak a second language. Although the numbers vary a little year to year, 65 percent of our undergraduate business majors, 66 percent of our master of accountancy students, and nearly 80 percent of our MBA students are also bilingual. What a fantastic resource.

We also have foreign business excursions, which are discussed in the newsletter, but we need to provide more opportunities for students. Cost is always an issue, but we hope we can raise more scholarship money to defray the costs for students traveling abroad.

Finally, we are looking for ways to increase the international experience of our faculty, which will have an impact on their teaching and research. Our center helps fund several programs to encourage faculty to go abroad.

As we move forward to implement international business as one of three signature strengths in the Marriott School, we are expanding our reach to find ways to include more students. We are exploring the feasibility of requiring an international business course for all students who graduate from the Marriott School, something we already require for students in the MBA and Executive MBA programs.

We are also expanding our menu of options for students to have an international experience, one of the requirements of the Global Management Certificate. During spring term, Professors Erv Black, Greg Barton, and Richard Dalebout will be teaming up with Professor Donna Street of the University of Dayton to take a group of master of accountancy students from both universities to London to attend meetings of the International Accounting Standards Board and to visit with members of the board and other experts to learn more about the convergence of accounting standards internationally. This is a pilot program, and if it is successful, we hope to establish more trips like this to reach even more of our MAcc students. All of the participants will have completed most of the requirements for the Global Management Certificate and be prepared to work in an increasingly international environment in accounting.

We have a few study abroad and exchange programs in Mexico, Brazil, Italy, and China, but we are looking to expand those opportunities for students in all of our undergraduate and graduate business programs. BYU has one of the top study abroad programs in the country, but we are trying to develop more business study abroad programs that are more appealing to business majors. We are working with universities in Korea, China, and Hong Kong to develop more options for our students. Then we hope to expand to other countries.

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Sincerely,

Lee H. Raddlebaugh, Executive Director
Global Management Center/CIBER

Other News (continued from page 1)

University (XISU) in X’ian, China. In the fall, the Marriott School also welcomed Tahvita Oliveros, its first exchange student from the Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico, and Fabio Barreto, the Marriott School’s first exchange student from Fundação Getúlio Vargas (FGV) in São Paulo, Brazil. In exchange, BYU was represented by Michael Stroem at XISU last fall and Jeff Homer at FGV this winter.

WHITMORE CENTER MOVES
The Kay and Yvonne Whitmore Global Management Center moved to the third floor of the Tanner Building in the fall. The center now houses 360 TNRB with the Economic Self-Reliance Center. Drop by for information about studies abroad, scholarships, foreign exchanges, and other opportunities related to international business.

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Camargo is one of thirty-four international business leaders on the Executive Advisory Board who volunteer their time to advise and support the Whitmore Global Management Center.

As a member of The Church of Jesus Christ of Latter-day Saints, Camargo has had many opportunities for service and leadership outside of business. He was a full-time mission ary in Portugal, a mission president in Porto Alegre, Brazil, and a counselor in the Brazil Missionary Training Center presidency. In April 2005, Camargo was sustained as an Area Seventy.

The BYU presentation was very crisp, and it followed an overarching theme, which made the strategy memorable to the judges,” Dixon says. “I don’t think any team went with the theme that the BYU team did, but they did it very well.”

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-HAYA ROMERO
MBA Students Tour Switzerland, Visit Nestlé, Cisco, and Dow

Field trips have taken on new meaning for eight MBA students who traveled to Switzerland last fall as part of the MBA international human resource management class.

Throughout the week-long trip, partially funded by the Kay and Yvonne Whitmore Global Management Center, students met with global business executives from Nestlé, Cisco Systems, and Dow Chemical to learn how each develops global leaders.

“By traveling to Switzerland, students obtained a greater sense of the need for prepared graduates in international business,” says Brooklyn Derr, professor of organizational leadership and strategy. “We also wanted to provide students with global business experiences that will add to their marketability in an international business world.”

During their visit to Dow Chemical, students met with two human resource executives to discuss the company’s program for the internationalization of leaders, which is designed for about 65 expatriate employees.

“Students had the opportunity to meet with the Dow executives who select and develop future global leaders,” Derr says. “They helped students understand the opportunities, struggles, and experiences of expatriate workers.”

At the Cisco Systems Roll office, company executives discussed with students the need for more globally sophisticated leaders, emphasizing the use of technology in the business world. The meeting was conducted with executives in San Jose, California, via Telepresence, a video conferencing system designed by Cisco.

“Visiting Cisco provided an opportunity to see how technology is growing in a way that enables global business,” says Alex Johnson, a second-year MBA student.

The trip not only exposed students to international business cultures but also helped to develop networking and recruiting opportunities.

Dick Smith, director of the Marriott School’s MBA Career Management Services, accompanied the group to Switzerland in an effort to strengthen BYU’s relationship with Nestlé, the world’s biggest food and beverage company with headquarters in Vevey, Switzerland.

“Nestlé, along with other global companies, are looking for graduates with international experience and adaptability to new cultures, which is a quality most of our MBA students possess,” Smith says. “The Marriott School offers a variety of courses and programs exposing students to international business, which provides great marketability after graduation.”

Jonathan Hart, who is earning a Global Management Certificate through the Whitmore Global Management Center, says the trip complemented his international business classes, and the experience will enhance his post-graduation position with Microsoft.

“It is important to be aware of the global business environment and how it will affect my company’s operations in other parts of the world,” Hart says. “Because of this trip, I feel more comfortable interacting on the global stage, and it’s added a lot more value to my MBA experience.”

The Business Language Case Competition was the first of what is expected to be an annual event. Competitions specialist Álvaro Brisolla says the Whitmore Global Management Center hopes to feature more languages including Spanish and Chinese in future events.

“It was a great event,” says Elyseu Castro, a second-year MBA student and one of the competition’s judges. “This was a unique event because it allowed students to experience a real business situation in another language.”

A team from BYU — Idaho won first place and $5,000 for a professional presentation in which they recommended applying for government assistance and implementing a quality-improvement program.

“My job is to do the best presentation we were capable of with our limited time and represent our school well,” White says. “We honestly were not expecting to win; it was a total surprise.”

The $500 second-place prize went to Rean Abeggen, Tyson Brown, Andrew Berger, and Adam Williansen from Weber State.

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—ABIE DEKKER