

# GLOBAL MANAGEMENT CENTER

BYU MARRIOTT SCHOOL | *Center for International Business Education and Research* | SPRING 2008

## MBA Students Tour Switzerland, Visit Nestlé, Cisco, and Dow



*Brooklyn Derr with his HR class in Switzerland last fall.*

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 625 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.

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

*(continued on page 4)*

## Other News

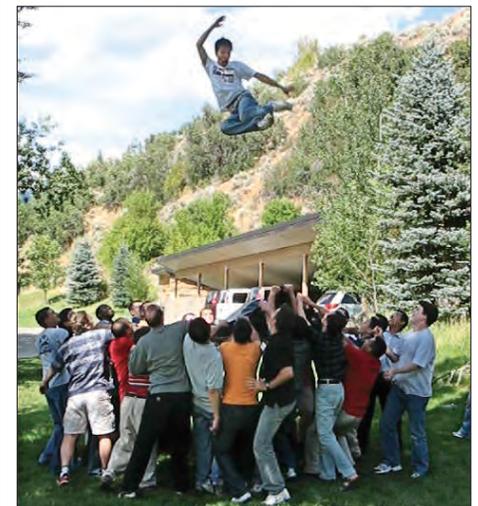
### IB PROGRAM 19TH IN THE NATION

Last August, *U.S. News & World Report’s* annual “America’s Best Colleges” survey ranked the Marriott School’s international business program 19th in the nation, up from 21st the year before. The survey ranks about 1,400 four-year accredited colleges and universities by mission and region.



### INTERNATIONAL STUDENTS WELCOMED AT ORIENTATION

Before starting classes in the fall, thirty-three new international students at the Marriott School gathered at Spring Haven Lodge in Springville Canyon for orientation classes and team-building games.



### BYU WELCOMES STUDENTS FROM CHINA, MEXICO, AND BRAZIL

The Marriott School welcomed Jinguo Zhang and Shan Huo last summer as its first exchange students from Xi’an International Studies

*(continued on page 2)*



## 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 Studies 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.

In addition to language ability, which was largely but not exclusively acquired through eighteen to twenty-four months of service as missionaries for The Church of Jesus Christ of Latter-day Saints, all of the students I interviewed had significant international work experience before entering the MBA program, in internships, or through global consulting projects while in the program. They are all taking advantage of the Global Management Certificate to signal to employers that they are serious about international careers.

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 Burton, 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 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.

We also have several 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.

The future is bright, and we appreciate the help of our alumni and friends for helping us to find more opportunities for our students in global field study projects, internships, and jobs.

Sincerely,

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

### Other News

*(continued from page 1)*

University (XISU) in Xi'an, China. In the fall, the Marriott School also welcomed Tavhata Oliveros, its first exchange student from the Instituto Tecnológico y de Estudios Superiores de Monterrey in Monterrey, Mexico, and Fabio Barreto, the Marriott School's first exchange student from Fundação Getúlio Vargas (FGV) in Sao Paulo, Brazil. In exchange, BYU was represented by Michael Storm at XISU last fall and Jeff Harmon 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 shares 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

In fall 2007, 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.

### GOLFERS CONTRIBUTE SCHOLARSHIP MONEY

The World Trade Association of Utah raised \$760 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 from as far away as Denver, participated in what has become a yearly ritual for many businesspeople in the region.

## Center Spotlight

Milton R. Camargo, vice president of marketing at Telefonica 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.

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 missionary 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.

# BYU Wins 2007 International Business Case Competition

After spending a continuous twenty-four hours developing an international business strategy, an undergraduate team of management students from Brigham Young University placed first at the Center for International Business Education and Research Case Challenge. The BYU team beat students from other top international business programs including Università Bocconi in Italy, Instituto Tecnológico Autónoma de México 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 Valient 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 Kahuku, 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 needed 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 final rounds, teams presented their case analysis 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," says Dixon, who went with the team to Ohio.

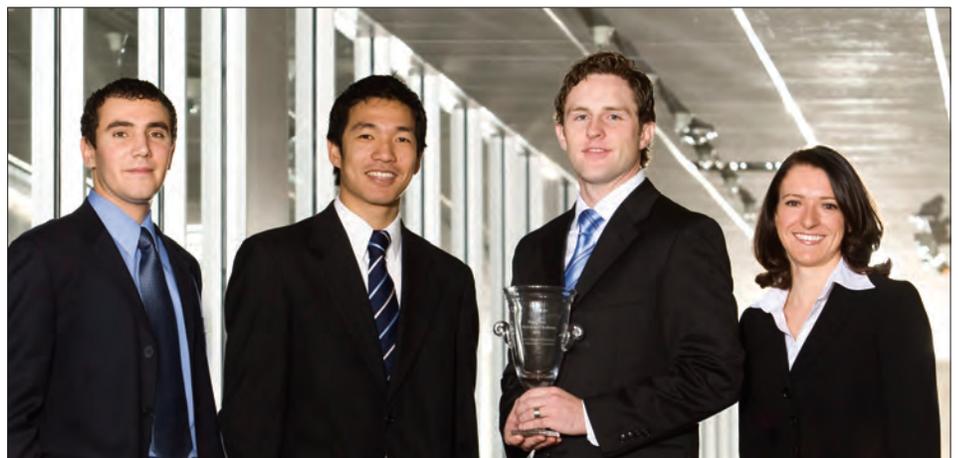
The team focused its strategy on developing the company's dermatology line and created a plan for distribution with the proposition of entering the cosmetology market. This strategy led them to the final round, along with the University of Texas at Austin and Audencia Ecole de Management of France.

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

*"After the presentation, one of the judges said he would hire [the BYU team] on the spot."*



*From left: Jorge Mazal, Solomon Lee, Jake Kirkham, and Laura Thompson.*

# BYU Hosts the Nation's First Portuguese-Speaking Business Competition



*From left: Trent White, Adam Finehout, Mike West, Ryan Tibbits, and Coach Bruce Kusch.*

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 which they recommended applying for government assistance and implementing a quality-improvement program.

"They presented a good business solution with very clear Portuguese," Castro says. "They thought very thoroughly through the alternatives of the case and presented the best solution."

Winning teammates Trent White, Adam Finehout, Mike West, and Ryan Tibbits got the judges' attention by inviting the judges to challenge their proposals, which turned the presentation into a two-way conversation.

"Our goals were 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 Ryan Abegglen, Tyson Brown, Andrew Berger, and Adam Williansen from Weber State.

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

—ARIE DEKKER

## Upcoming Events

**29 April–21 May**

Asia Business Study Abroad to China, Hong Kong, Japan, Vietnam, and Singapore

**20 May**

Zions Bank World Trade Center International Conference, Salt Lake City, Utah

**11 July–12 August**

Europe Business Study Abroad to Scotland, England, France, Switzerland, Austria, Germany, and Italy

**6 June**

World Trade Association of Utah Twentieth Annual Scholarship Golf Tournament, Saratoga Springs, Utah

**4 August–19 August**

International Graduate Student Orientation, Provo, Utah

**Ongoing**

Accepting applications for the Global Management Certificate. For details, visit [gmc.byu.edu](http://gmc.byu.edu) or 360 Tanner Building

## Switzerland

*(continued from page 1)*

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."

—IRASEMA ROMERO

