

# Building Successful International Business Programs

February 27-29, 2008

University of Colorado Denver CIBER

*Conference support is provided by the U.S. Department of Education through its Center for International Business Education & Research (CIBER) Program*

*A conference for faculty and administrators from two and four year colleges and universities who are interested in further internationalizing their business programs and curricula*

## Western Regional CIBER Consortium

- Brigham Young University
- San Diego State University
- University of California at Los Angeles
- University of Colorado Denver
- University of Hawaii at Manoa
- University of Southern California
- University of Texas at Austin
- University of Washington

*Additional support is provided by California's Centers for International Trade Development*

### Location

The Curtis Hotel  
1405 Curtis Street  
Denver, CO 80202  
800.525.6651 (t)  
www.thecurtis.com

### Lodging

The Curtis Hotel  
\$119/night  
Contact hotel for reservations  
*\$90 discount on second night for first 40 registrations*

### Registration

**\$100** - If staying at The Curtis Hotel / **\$50** - If using alternate lodging

*Registration fee includes evening reception, 2 breakfasts, 2 lunches, and one dinner*

**Fax or mail completed form below**

## Wednesday, Feb. 27

- Networking Reception

## Thursday, Feb. 28

*Sessions:*

- The Changing Landscape of International Business: Implications for Building International Business Programs
- Emerging Topics and New Approaches to Teaching International Business (such as International Entrepreneurship, Incorporating China and India Dimensions into the International Business Course, Sustainability, Micro-enterprise, Technology-based Platforms for Teaching International Business, Online Course Design, Innovative Design, Collaboration in International Field Study Programs)
- What's New in International Business Teaching Resources
- Best Practices in Developing an International Business Curriculum
- International Business Funding Sources
- Emerging International Business Networking Opportunities for Faculty, Programs and Schools
- Industry Needs for International Business Graduates

*Dinner:*

- Tables for Specific International Business Topics

## Friday, Feb. 29

- International Business Site Visit

### Registration Form

Name (First & Last): \_\_\_\_\_

Title & Organization: \_\_\_\_\_

Mailing address (Street, City, State, Zip): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### **Please answer the following:**

- Will you be staying at The Curtis Hotel? \_\_\_\_\_
- Please note dietary restrictions or other special needs: \_\_\_\_\_
- Will you attend the Wednesday evening reception? \_\_\_\_\_
- How many years of teaching experience do you have at an institution of higher learning? \_\_\_\_\_
- Are you currently or have you taught international business courses? \_\_\_\_\_
- What is your level of expertise in teaching international business? \_\_\_\_\_
- What do you hope to gain by attending this conference? \_\_\_\_\_

• What current needs does your department have in delivering international business? \_\_\_\_\_

- Check should be payable to: **University of Colorado Denver**

**Please mail to:** Jana Blakestad, Institute for International Business - University of Colorado Denver CIBER

Campus Box 195 - P.O. Box 173364 - Denver CO 80217-3364 - (t) 303.315.3710 - (f) 303.573.3945 - (e) jana.blakestad@cudenver.edu

# Building Successful International Business Programs

February 27-29, 2008

University of Colorado Denver CIBER

---

## Speakers

**Wayne Cascio** is US Bank Term Professor of Management at the University of Colorado Denver (UCD), a Fellow of the National Academy of Human Resources and the Academy of Management, and Editor of the Journal of World Business. He co-designed and conducted the academic program of UCD CIBER's highly successful faculty development in international human resources program. Dr. Cascio, 2007 Chair of the Society for Human Resource Management Foundation, has authored 21 books and 125 book chapter and journal articles and is past winner of the Heneman Career Achievement Award from the Human Resources Division of the Academy of Management. Dr. Cascio holds a PhD in industrial/organizational psychology from the University of Rochester and an honorary doctorate from the University of Geneva in Switzerland.

**Kang Rae Cho** is Associate Professor of International Business at the University of Colorado Denver (UCD). He teaches courses in international business, cross-cultural management, and international business policy. His research on firm characteristics and MNCs' intra-network knowledge sharing, foreign divestment behavior of MNCs, and the role of cultural distance in MNCs' foreign ownership mode choice has been published in International Business Review, Management International Review, and the Journal of International Business Studies. He was identified as one of the Ten Most Prolific International Business Authors by Management International Review. Kang Rae Cho holds a PhD in International Business from the University of Washington.

**Lee Radebaugh** is KPMG Professor of Accountancy at Brigham Young University (BYU), Director of the Kay & Yvonne Whitmore Global Management Center, Director of the BYU CIBER, and a Fellow of the Academy of International Business. His research interests are stock listings on foreign exchanges; accounting problems of multinational corporations; impact of exchange rates on operations, accounting and reporting; impact of foreign exchange on performance evaluation; and influences on accounting standards and practices and accounting education. Former council member of Utah District Export and president of the World Trade Association of Utah, he was International Person of the Year of the District Export Council of Utah, and Outstanding International Accounting Educator for the International Section of the American Accounting Association. Dr. Radebaugh holds DBA and MBA degrees from Indiana University, and BS degrees in business and accounting from BYU.

**Manuel Serapio** is Associate Professor of International Business and Management at the University of Colorado Denver (UCD), Director of the Master of Science in International Business Program, and Faculty Director of the UCD CIBER. He has designed and conducted dozens of international business and development programs for various universities and multinational companies. Dr. Serapio teaches courses in international business, cross-cultural management, international entrepreneurship, international marketing management, and entry strategies in international markets. His research on foreign direct investment, international outsourcing, international human resource management, international alliances, and global leadership development, has been published in Management International Review, Research Policy, Organizational Dynamics, IEEE Spectrum, Asian Business Management, Research Technology Management, and Academy of Management Executive. Manuel Serapio holds a PhD in International Business from the University of Illinois, an MBA from the University of Hawaii and a BA in Economics from Ateneo de Manila University.

**Thomas Shane** is Chairman of the Board of Shane Co., Direct Diamond Importers, a business he founded in 1971 which he has grown to 23 stores in 12 states. His business philosophy has been quite simple: be a direct diamond importer; offer the largest selection of high quality jewelry at the lowest possible prices; and give each customer an unconditional, money-back guarantee. As well as quite difficult. He personally travels to the world gem markets: to Antwerp and Tel Aviv for diamonds; to Bangkok, Bombay and Hong Kong for precious stones such as rubies and sapphires; and to Japan for pearls. Mr. Shane has BS and BA degrees in marketing from the University of Colorado. His awards include the Knight in the Order of Leopold II Award of the King of Belgium and the University of Colorado's Alumnus of the Year Award.

**Zenia Tata** is Executive Director of International Development Enterprises (IDE), an international non-profit organization based in Denver which works globally to alleviate rural poverty in the world's least developed nations. IDE engages farmers in income generating activities, particularly through affordable access to water. In its 25 years of existence, IDE has touched the lives of over 17 million individuals. Originally from Bombay, Ms. Tata has worked in non-profits in the US and India for 15 years. She designs and manages programs for individuals with acute mental illness and criminal behaviors, teaches adult literacy programs in urban slums, works with Alaskan Native tribes on child welfare issues, coordinates medical aid for children forced to work in the sex trade, and served as a grief and trauma counselor immediately following the tsunami in South Asia.

---

## Western Regional CIBER Consortium

Brigham Young University | San Diego State University | University of California at Los Angeles  
 University of Colorado Denver | University of Hawaii at Manoa | University of Southern California  
 University of Texas at Austin | University of Washington

*Additional support is provided by  
 California's Centers for International Trade Development*