Greetings CIBER Colleagues

The GSU-CIBER team members that attended the AD meeting in Charleston enjoyed listening to the other CIBER presentations and learning about their activities and initiatives. Our team was further energized by all of your projects and the enthusiasm we saw among you for enhancing International Business education and research.

GSU-CIBER Current Objectives

Our programming at GSU-CIBER will continue to respond to the mandated activities of the CIBER legislation. In addition, we will have the following foci:

- Development of teaching resources for IB
- Innovative export education and training for the business community
- Research on country risk measurement and mitigation
- Teaching of LCTLs
- Expanding the study abroad program

Flagship Projects

National Project for Articulating the Core Body of Knowledge for Introductory Course in International Business:

In order to articulate the core body of knowledge for the introductory course in International Business, GSU-CIBER, in February 2011 surveyed 144 international business executives, ranging from the positions of manager to CEO, on their perspectives about globalization and implications on business school curriculum. The survey was conducted in order to obtain executive perspectives on International Business education for a national benchmark. The academic survey was recently sent to faculty members in other universities. The results of the survey will allow us to produce and widely disseminate valuable pedagogical resources to faculty nationally.
Southeast U.S. Higher Education Consortium for International Business: One of the GSU-CIBER signature activities was to spearhead the Southeast U.S. Higher Education Consortium for International Business. We scheduled a one-day planning meeting on November 8, 2010 to formally launch this initiative. In attendance were representatives from 36 institutions in the Southeast region. Our vision for the Consortium is that it will serve as a substantive international business education resource to partner institutions to provide faculty development workshops, share pedagogical materials for teaching International Business (IB), support the development of instructional resources, provide various opportunities for students of Consortium institutions to study less commonly taught languages at GSU, participate in study abroad activities, and provide technical assistance to members to assist with writing grant proposals. After launching the Consortium on November 8, GSU-IIB formed the Advisory Council, which consists of representatives from 13 institutions in the Consortium, and held its first meeting on January 21, 2010. The Consortium now represents 40 institutions from the Southeast region and will serve as a clearinghouse for faculty development, teaching material preparation, jointly sponsored programs, and regional resource sharing. The Consortium conducted its first International Business Teaching Workshop on March 11, 2011 and a Grant Writing Workshop on May 6, 2011. Three other workshops were scheduled for the rest of the year and another for the following year including a Study Abroad Workshop on August 12, a Teaching Workshop on September 23, a Grant Writing Workshop on October 14, and a Research Workshop in April 2012.

Business Outreach: GSU-CIBER has developed a rich set of partnerships with business industry and public sector organizations that focus on enhancing the international profile of Atlanta, which is a highly dynamic hub for commerce, transportation, and healthcare. These valuable working relationships were developed with such organizations as the World Chamber of Commerce, Georgia Chamber of Commerce, National Association of Chinese Americans, Istanbul Center, Consulate General of Switzerland in Atlanta, World Affair Council of Atlanta, US Embassy in Singapore, French American Chamber of Commerce, Japan America Society of Georgia, and Alliance Française of Atlanta.

GlobalSouth: GSU-CIBER has partnered with GlobalAtlanta to create the GlobalSouth online portal. GlobalSouth will be utilized to disseminate International Business (IB) teaching materials, journals, syllabi, curriculum, and videos to faculty nationally. The portal will be a valuable tool in assisting faculty nationally in the improvement of their International Business curriculum.
**Country Risk Measurement**
A team of researchers led by Professor Cavusgil at GSU have developed a comprehensive managerial tool to assess companies’ vulnerabilities in international markets. The tool has been developed and tested with active participation by world class multinationals.

**Consortium for International Marketing Research (CIMaR):** For almost two decades, CIMaR has brought together a worldwide network of international marketing scholars for the purpose of collaborative research. This year, the CIMaR meeting was hosted by GSU-CIBER in Atlanta, Georgia. This academic conference had over 70 participants from 15 countries. In addition to the participants’ intellectual work that was shared during the conference, the program included presentations from a senior business executive, and a GSU-faculty member who offered interdisciplinary perspectives.

**Languages for Business:** The GSU-CIBER team has expanded and created new section offerings of LCTLs to include: Mandarin, and Portuguese. These additional sections are made possible by recruiting new instructors – a significant commitment by Georgia State.

**Study Abroad Program**
The GSU-CIBER has developed an intensive study abroad course aimed at preparing business, journalism, communications, advertising, and public relations students on such critical trends as globalization, internationalization of media and journalism, and contemporary technology. It incorporates interdisciplinary perspectives including: business, information technology, economics, politics, and geography that shape the practice of media and journalism in the world today. Finally, the course provides the students with a hands-on experience in an Emerging Market context involving field study, interviews, and writing of a series of reports. This study abroad course is available for the first time, **May 5-28, 2011**; the students have begun the course in Atlanta, GA since May 5, and they will continue their studies in Istanbul, Turkey from May 13-24. This interdisciplinary course is being offered with substantial support and involvement of CNN, Global Atlanta, and other business groups. Thanks to their sponsorships, the course is greatly subsidized.