Agenda

• Faculty introductions and course overviews
• Recommendation: Building skills
• Resume building before/after graduation
• Jobs and the job market
• Some representative hires
• Past IBUS success stories
• Study abroad
• The IBN
• We also have a minor!
Shantala Samant

Background
- BS- Mumbai University, India; MS- Mumbai University, India; PhD- Virginia Tech.

Classes
- **IBUS 470** International Business Operations
  - International business operations from a firm’s perspective
  - Why should a firm go international? Where? What strategies should it adopt? How should it undertake and organize international operations?
- **MGMT 495** Strategic Management (i.e., thinking like a CEO)
  - Understanding a firm as a whole, analyzing its activities from different functional perspectives, defining its future direction
- **IBUS 474** Topics in International Business
  - Business in emerging economics – evolving markets transforming institutions and home to the global work force
  - Learn how to do business in fast-paced, complex environments
Skylar Powell

Background
• PhD - University of Hawai’i
• Bulk of my international experience is in Korea

Classes
• **IBUS 370**
  • A buffet of international business topics
• **IBUS 372**  Cross-cultural management
• **IBUS 474**  Topics in International Business
  • International Entrepreneurship
  • (Spring 2023)
Shih-Fen Chen

Background
- BA in Management Science from Taiwan; MBA from Michigan State; PhD from University of Illinois at Urbana-Champaign
- 10+ years of industrial experience
- Taught in the US, Canada, Taiwan, and...(from 1985-2018)
- Kaiser Chair of International Business and Director of Center for International Business

Class
- **IBUS 474** Topics in International Business Managing Global Value Chain
  - Product / service outsourcing
  - Upstream procurement of parts and components
  - Downstream distribution of final products
  - A case-based course 13 cases available free)
  - A team project to sharpen presentation skills
Background

- Ross Distinguished Visiting Professor of Canada-US Economic Relations
- Bernard L. Schwartz Senior Fellow at the Council on Foreign Relations in Washington, D.C.
- Formerly Washington bureau chief, Financial Times
- Columnist for Foreign Policy magazine
- Mellon fellowship in humanities; MacArthur Foundation graduate fellowship
- BA from UBC; MA from UC-Berkeley

Classes

• ECON 365  Canadian Economy
  - Canada’s Economy in the World: An introduction to Canada’s economic development and contemporary issues in the Canadian economy, with emphasis on Canada’s international economic relations and its interactions with its largest trading partner, the United States

• ECON 361  Introduction to International Business and Economics
Background

• Math undergrad + Political Science MA + Asian Economics PhD
• A professor forced me to be uncomfortable
• Research on Japanese business relationships

Classes

• **IBUS 474 Asian Business**
  • Learn/understand the ways business people interact in China and Japan
  • Learn about how institutions and the local context influence actors and/or local players
  • Cases offer students an opportunity to imagine how they would react as Chinese and Japanese players

• **IBUS 473 International Trade Operations**
  • 3-person teams working with local companies for export promotion
  • Better than an internship!
  • Work directly with a manager
  • Experience in dealing with a complex issue that requires combining skills
  • Result is a PPT presentation and a report that shows your capabilities
Building an international business skill set

- Be enthusiastic about going after messy problems
  - Almost all international relationships can give you grey hair
  - They have no ‘silver bullet’ solution
  - Situations evolve quickly and unexpectedly

- Adding challenges can help build your skill set
  - Case competitions
  - Internships
  - Study abroad
  - IBUS 473
  - Faculty led short-term study experiences

- Do careful preparation of the basics
  - Be confident with analytical skills
  - Know the core courses ‘cold’

Narrowly trained managers will freeze; You will thrive!
Good sources of skill-set building: Seek out non-class experiences!

- All IBUS Courses
- IBUS 473 Projects Class
- Case Competitions
  - Boeing Case Competition (fall)
  - NASBITE IBUS Case Competition (winter)
  - UW Tacoma Sustainability Case Competition
  - Join other functional area competitions if double major
- Internships
  - Volunteer opportunities
  - Large firm internships (e.g. Expeditors)
  - International internships
- Advice:
  - Your network can generate
  - Apply even if you do not quite qualify
- Study Abroad (more later in the talk)
Does your resume need more entries?
Resume building before/after graduation

Peace Corps

• Apply late in junior year to avoid a long period between graduation and assignment
• Paid; two years; some community development opportunities as well and English teaching
• Success stories:
  • Erin at Starbucks after working with coffee growers in the Caribbean
  • Chris (a career change to helping disadvantaged high school students with business skills in the inner city)
Resume building before/after graduation

Fulbright Teaching Fellowship

- 80% teaching English + 20% your own creative activity; local expenses paid; helps with graduate school entry
- Wide choice of countries, with or without local language
- Apply in fall of senior year, but start in spring to develop a story
- Tom Roehl is CBE Contact.
- Tom Moore provides guidance
- Western has the best track record of any school its size, but few CBE students apply
- Success Story: Chris Crow. Indonesia; MA SAIS, Currently World Bank Manager in Indonesia
Resume building before/after graduation

Internships at US embassies

- Internships at US Embassies and Consulates
- Paid. Three to six months
- Work with the Commercial Foreign Service People
- Generally available outside of the summer period.
- Success Story: Argentina; Connections helped land a consulting company position in San Paulo
Resume building before/after graduation

Internships at American Chamber of Commerce (AmCham) organizations

• Internships at American Chamber of Commerce Organizations in various countries
• Unpaid; length is flexible; work with senior business managers
• No track record yet at Western Washington University
• Example countries: China; France; Korea; Montenegro; Singapore; Taiwan; Thailand; etc...
Transition to Jobs:

This is where you need to position yourself

IBUS Skillset

Non-IBUS Skillset
Transition to Jobs:
Combining IBUS and problem solving skills

IBUS Skillset

Job/intern experiences
Case competitions
Projects class
IBUS 470 paper

Non-IBUS Skillset
Transition to Jobs:
Combining IBUS with ability to work with relationships

IBUS Skillset

Direct exchange experiences
Case competitions
Projects class

Non-IBUS Skillset
Transition to Jobs:
Combining IBUS skills with any other WWU skills

Language skills (professional)
- internships
- jobs
- volunteer activities
- projects
- class
Transition to Jobs: 
Able to combine IBUS with basic proficiency in other areas

IBUS Skillset

Data analysis skills
Majors
Minors
Even a couple of classes

Non-IBUS Skillset
Making the Transition to the Job Market

- 900 IBUS alumni have made the transition
- Look also for non-international business jobs initially
  - Lots of evidence you can ’upgrade’ after a few years
  - Build a capability set
- You may find IBUS skills valuable in other areas
- Look for medium-sized firms
  - Often growing fast if they are hiring
  - UW Grads may ignore
  - Less Bureaucratic
  - Often short of managers, so you can progress fast if you are capable
<table>
<thead>
<tr>
<th>Job title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customs Administrative Assistant</td>
<td>Pacific Customs Brokers (2)</td>
</tr>
<tr>
<td>Concierge</td>
<td>Four Seasons Hotel</td>
</tr>
<tr>
<td>Event Marketing Specialist</td>
<td>Techtronics</td>
</tr>
<tr>
<td>Recruiter</td>
<td>Amazon (2)</td>
</tr>
<tr>
<td>Customer &amp; Sales Experience Mgr</td>
<td>Scion Group</td>
</tr>
<tr>
<td>Product Specialist</td>
<td>Alpha Technologies / Enersys</td>
</tr>
<tr>
<td>Customs Compliance</td>
<td>Sanmar</td>
</tr>
<tr>
<td>Financial Analyst</td>
<td>Alaska Airlines</td>
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<tr>
<td>Purchasing &amp; Production Coord.</td>
<td>Erin Baker</td>
</tr>
<tr>
<td>Project Planner</td>
<td>Stryker</td>
</tr>
<tr>
<td>Assistant Buyer</td>
<td>Costco</td>
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<tr>
<td>E Commerce Supervisor</td>
<td>Whole Foods</td>
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<tr>
<td>Buyer Planner</td>
<td>Fluke</td>
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<tr>
<td>Investment Solutions</td>
<td>Fidelity</td>
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</tbody>
</table>
Information on our More than 990 Alumni

- A network of >600 with whom we keep ties
  - company, position and email contact information available
  - There is a LinkedIn Group, WWU International Business Alumni
  - This information is available for all to use
  - Most are willing to help with advice and job information

- 20% work with large firms (widely spread, only three in double digits: 18 at Amazon, 16 at Microsoft, 11 at Expeditors.)

- Majority at growing midsized and/or local Firms

- Seattle Examples: Flexport, Pitchbook Data, Convoy, Zillow, Zuilly, Docusign; Blue Origin

- More than 30% of the alums we follow on LinkedIn have either had a promotion or moved firms (positive in the current environment) in both 2020 and in 2021
Several Paths to Career Success

• Use Your Capabilities in Large, Well-known Firms

• Use Your Capabilities in Growing, Mid-size Firms
  • Ability to Raise to Senior Management
  • Varied Paths to Reach Career Goals

• Use IBUS Capabilities in other non-IBUS Areas
  • These Graduates Often Cite Relationship Skills from IBUS
  • Small Non-Profits Use these IBUS Skills
  • Health Care and other ‘Values’ Career Changes
Use Your Capabilities in Growing, Mid-size Firms
Examples of Top Management Success

• Anab Hersi (10), Director, Pitchbook Data
• Allison Bilas (03), EVP Operations and Growth, Game Analytics in EU
• Katrina Anderson (07), Captain, Foss Maritime
• Nicole Kramlich (06), Director of Sales Western Region, Primal Pet Foods
• Kalen Hanna (06), CFO, Saturna Capital
• Kaisha Nelson (10) Marketing Director, Aquastar
• Maggie Presby (08), Director of Sales, Hirology
• Brindy Patterson (06), VP Insight Global
• Ben Hummer (01) President and CEO, Nexxterra Wine
Use IBUS Capabilities in other non-IBUS Areas
Examples of Long Term Success

• Aimee Carpenter (08), CEO and Founder, Good Energy Solar
• Kiersten Fellrath (06), Curator and VP Art Collection, JP Morgan Chase
• Andrea Vitalich (06), Executive Director, Pacific Rim Orthodonics
• Andrew Behl (06), Program Development Officer, St. Lucia Olympic Committee
• Adam Sherman (04), Associate Dean for Academic Affairs, Stanford University Medical School
• Kelli Pallansch (03), Accupunturist
Use your Capabilities in Large Firms

• Often Requires Moves from the Pacific Northwest
• Recently, Many IBUS Alums Move to these Firms Mid-Career

• Advantages
  • They are often more international in focus
  • Often have better support for further education and training
  • Potential to be assigned abroad later in a career

• Disadvantages
  • Often do not permit as varied a career path
  • Can be much more bureaucratic
  • Finding a good mentor/manager can be challenging
Large Firm Success Stories: International jobs

Heather Stephens (IBUS 2008)

At Western: Study Abroad; Projects Class; Double Majors Spanish and Economics

Current Job: Senior Finance Manager, Global Commercial Training Campuses (located in Singapore)

Prior: Selected to prestigious Boeing rotational program for financial managers; Parts supplier manager, Boeing Spain; MBA IE (taken in Spanish); Aircraft Support Manager, Boeing Defense UK
Large Firm Success Stories: Consulting

Alex Helpenstell (IBUS 2010)

At Western: Study Abroad - Costa Rica; Projects Class; Minors in Spanish and Economics

Current Job: Consultant, EY UK

Prior: Peace Corps Ecuador; Senior Financial Analyst, Joshua Green; Oxford MBA
Large Firm Success Stories: 
High Tech

Shannen Gnagey (IBUS 2014)

At Western: Double Major Marketing; German Internship; Projects Class

Current Job: Manager, Google Zurich

Large Firm Success Stories:
Managing IT

Sebastian Kohlmeier  (IBUS 2007)
At Western: Projects Class; Study Abroad Uruguay; Internships in Latin America; Double Major in Spanish
Current Job: Principal PM Manager, Microsoft
Prior Jobs: Senior Program Manager, Microsoft; Software Development Manager; Amazon Web Services; Senior Technical Program Manager, Allen Institute for Artificial Intelligence
Large Firm Success Stories: Using Graduate School to Grow Professionally

Josh Lozensky (IBUS 2014)
At Western: Projects Class; Study Abroad in Japan; Boeing Internship
Additional Education: MS Computer Science Student Northeastern University
Current Job: Software Engineer, Microsoft
Prior: Event Recruiter, Amazon; Brand Specialist Amazon
Large FirmSuccess Stories: Corporate Career Path

Josh Quinn (IBUS 2004)

At Western: Projects Class; Double Major Spanish; Boeing Internship

Current Job: Senior Strategy Analyst; Interiors Boeing

Prior: Business Preparedness Project Analyst Boeing; Contracts Administrator, Boeing

[Boeing logo]
Success Stories: Sustainability

Julie Banerjee (IBUS 2010, CPA Columbia)

At Western: Study Tour to India; Microfinance Intern

Current Job: Senior Energy Management Analyst, Seattle City Light

Success Stories:
International Students

Thanh Le (IBUS 2015)

At Western: Double Major in Marketing; IBUS Club Marketing; Two Projects Classes

More Education: MBA Lakehead University Canada

Current Job: Operations Manager, Hobart Canada (Food Processing Equipment)

Prior: Optional Practical Training, Green Worldwide Shipping, Tacoma; Contract Job with Google, KL, Malaysia
Success Stories:
Non-profit

Emily Inslee (IBUS 2009, MPA Evans School, UW)
At Western: Study Abroad in Spain; Econ and Political Science Minors
Current Job: Program Officer, Bill and Melinda Gates Foundation
Prior: Program/Security Associate, Mathematica Policy Institute
IBUS concentration elements:

Required IBUS Courses:
- IBUS 370 Introduction to International Business
- IBUS 470 International Business Management

Take One Elective IBUS Course:
- IBUS 372 Cross-cultural Management
- IBUS 473 International Business Operations (Projects)
- IBUS 474 Asian Business Systems
- IBUS 474 Global Supply Chain Management
  (It is okay to take IBUS 474 twice if the topics are different)

Take One Analytical Course:
- Any International ECON course
- Any course in the Digital Marketing Minor
- OPS 461, Project Management

Three Additional Courses W/ International Content:
- See website for an up-to-date list

International Experience Requirement:
International Experience Requirement

• Waived for those graduating this academic year
  • COVID has stopped most study abroad opportunities
  • IBUS 473 experiential learning projects with companies as an option this year

• Various options to gain these capabilities
  • Language Equivalent to 2\textsuperscript{nd} Year College Level (Note: this can be done via test)
  • Internship with international content (domestic or foreign)
  • Approved study abroad of one term (six weeks in summer)
  • Be an international student
  • Multicultural upbringing (must test for 2\textsuperscript{nd} Year Language Level)
Getting Started with Study Abroad

Attend a 60 minute Western Abroad 101 Info Session:

Sign up following ‘Education Abroad’ link on Mywestern Home page

Currently the sessions are:
M  12 – 1 HU106
T 12 – 1 Miller 235

On Line Session Any Time

Follow Up
One on One Advising Sessions
(Check web site for times)
# Study Abroad Options

<table>
<thead>
<tr>
<th>Type</th>
<th>Challenge</th>
<th>Interaction</th>
<th>Length</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Exchange/ISEP</td>
<td>High (a regular student)</td>
<td>With locals Students and community</td>
<td>Semester in the Fall / Spring</td>
<td>Cheapest Western Tuition Scholarship Priority</td>
</tr>
<tr>
<td>Faculty Led Tours</td>
<td>Varies</td>
<td>Less Interaction with locals</td>
<td>Short</td>
<td>Varies</td>
</tr>
<tr>
<td>Provider Programs</td>
<td>Low to Medium</td>
<td>Usually with US Students</td>
<td>Varies</td>
<td>Can Be Expensive</td>
</tr>
</tbody>
</table>

| Available Summer      |                                  |                                             |                             |                                   |
Financing Study Abroad

• Direct Exchange / ISEP means you pay WWU tuition

• Out of state students pay in-state tuition while studying abroad

• Provider Programs often have scholarships (check with Institute for Global Engagement)

• National scholarships are available
  • Gilman Scholarships for Pell Grant Students
  • Boren Scholarships for intensive language study
  • Search for more scholarships on-line

• $1000 scholarships for IBUS Students
  • Funded by Alums, firms and an Endowment
  • More than ten scholarships each year
  • Apply through Institute for Global Engagement Scholarship Portal (April for next academic year)
Getting Credit for Study Abroad

- IBUS Concentration and Minor is ‘Credit Friendly’
- One Course Automatic Credit 300 level) for being abroad for IBUS major / minor
- IBUS Minors may get one more course credit
- IBUS Concentration Students may get at most two more courses credit

Approval is a Two Step Process

• Registrar Assigns INTL Credit when transcript arrives
• Student Applies to CBE for Major or Minor Credit
  • Use Transfer Credit Link at CBE Home Page
  • Provide good documentation to show course content

Advice: Keep all documents (e.g., study abroad advising forms; syllabi; and etc.). Scan and e-mail to self!
The IBN
(International Business Network)

Speakers
• IBUS Alums
• Business People with International Roles

Networking
Career preparedness

Meetings: Tuesdays 6 to 7 PH 244
Also, we have a minor!

Good combination with a more specialized major like accounting

Better chance of getting credit for study abroad than most majors

Five Courses, including one from your Major

Don’t give up international business if you decide on another major
That’s all folks

...Questions?