Agenda

• Faculty introductions and Course overviews
• Recommendation: Building skills and getting out of your comfort zone
• The Boeing Case Competition
• The IBN
• Jobs and the job market
• Past IBUS success stories
• Panel
• Study abroad
Tom Roehl

- **Background**
  - Math undergrad + Political Science MA + Asian Economics PhD
  - A professor Forced me to be Uncomfortable
  - Research on Japanese business Relationships

- **Classes**
  - **IBUS 370 Introduction to International Business**
    - Economics and Political Science Focus
    - Focus on Environment
    - Markets, Institutions and Distribution
    - Cases and News Articles
  
  - **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 you capabilities
Skylar Powell

• **Background**
  • BA- Montana State University; MA- Durham University (UK); 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
Shantala Samant

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

• **Classes**

• **IBUS 470**
  - 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?

• **MGT 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
Building an International Business Skill Set: Tom Roehl’s Opinion

• Decide that you are going to be Comfortable Being Uncomfortable
  • Essential to Building Capabilities
  • Forces you Away from Easy Answers

• Do Careful Preparation of the Basics
  • Be Confident with Analytical Skills
  • Know the Core Courses ‘Cold’

• Be Enthusiastic about Going After Messy Problems
  • Almost all International assignments give you grey hair
  • They have no ‘silver bullet’ solution
  • Situations evolve Quickly and unexpectedly

• Narrowly Trained Managers will Freeze; You will Thrive!
Good Sources of ‘Uncomfortable’ Experience: Seek Them Out!

- All IBUS Courses
- IBUS 473 Projects Class
- Case Competitions
  - Boeing Case Competition
  - UW Tacoma Sustainability Case Competition
  - Join other Functional Area Competitions if Double Major
- Internships
  - Volunteer Opportunities
  - Expeditors (we should own these)
  - German Internships
  - Your Network Can Generate
  - Apply even if you don’t quite quality
- Direct Exchange and ISEP Study Abroad Programs
Boeing Case Competition

BUILD SOMETHING AMAZING

As a part of our team at Boeing, your work will make a difference from day one. Join us and help shape the future of aerospace— and your career.

6TH ANNUAL NORTHWEST BUSINESS CASE COMPETITION

Enhance critical business skills by applying your education to a "real-world" scenario focused on supply chain, lean manufacturing and finance.

The winning team will compete against other Northwest Universities to a panel of Boeing Executives at the Future of Flight in Mukilteo on November 17, 2017 for a cash award and an interview for select positions (if eligible).

Participating teams must consist of five undergraduate CBE students. Each team must have a minimum of:

- 2 Manufacturing & Supply Chain Management Majors
- 1 International Business Major
- 1 Finance or Accounting Major

To register a complete team of five, please sign up for a team outside Parks Hall 290A

Registration deadline: Oct. 20, 2017

boeing.com/careers
The IBN
(International Business Network)

Meets almost every Thursday in Parks Hall 146

- Speakers
- Cases
- Networking
- Career preparedness
Transition to Jobs

• **Measures of Success**
  • Jobs in a Top Tier Company
  • Promotion to Manager Quickly
  • Jobs with International Content

• **IBUS Major Alone is Not That Strong in Getting a Job**
  • A High GPA does not correlate with success
  • Double Major Does not correlate with success
  • Language Alone does not correlate with success

• **What Matters**
  • Meaningful Study Abroad
  • Projects Class Experience
  • Internships
  • Language PLUS one of the Above
  • Shows you can execute
The Job Market is a Challenge

- **Look for non-International 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
Techniques to Increase Your Odds

• Don’t Be Passive; Seek out Interaction
• Be Visible in Seattle Events
• Do ‘Informationals’ with IBUS graduates
• Apply for all kinds of Internships
  • Can Be outside IBUS
  • Aggressively Challenge the Criteria
  • Look for Medium Sized Firms
• Attend the MSCM Career Planning Sessions
  • Networking + Resume + LinkedIn + Interview Skills
Success Stories

Fernanda Gray  (IBUS 2006)

At Western: Club Leader; Projects Class

Current Job: Operations Quality Manager at PACCAR

Prior: Regional Business Process Analyst, Expeditors Brazil
Resident Coordinator CIEE Brazil
Success Stories

**Shannen Gnagey** (IBUS 2014)

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

**Current Job:** Manager, Google Zurich

**Prior:** Contract Worker, Google New York; Google Positions in New York and London
Success Stories

Sebastian Kohlmeier  (IBUS 2007)

At Western: Projects Class; Study Abroad Uruguay; Internships in Latin America; Double Major in Spanish

Current Job: Senior Technical Program Manager
Allen Institute for Artificial Intelligence (A12)

Prior: Senior Program Manager, Microsoft; Software Development Manager; Amazon Web Services
Success Stories

**Josh Lozensky** (IBUS 2014)

**At Western:** Projects Class; Study Abroad in Japan; Boeing Internship

**Current Job:** Brand Specialist  Amazon

**Prior:** Event Recruiter, Amazon
Success Stories

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
Success Stories

**Julie Banerjee** (IBUS 2010)

**At Western:** Study Tour to India; Microfinance Intern

**Current Job:** MPA Candidate, Columbia University

**Prior:** Finance Manager, Pollinate Energy, Bengaluru India; Compliance Administrator, Management Systems International, Washington DC
Success Stories

Thanh Le (IBUS 2015)

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

Current Job: Contract Worker, KL, Malaysia

Prior: Optional Practical Training, Green Logistics, Tacoma
Success Stories: Panel

• Swann Davis

• Evan Thayer

• Karl Thomas
The IBUS Concentration elements:

International Business Concentration Flow Chart

**IBUS370**
Introduction to International Business

prerequisite

**IBUS470**
International Business Operations

**IBUS 372**
Cross Cultural Mgmt

**IBUS 473**
Trade Operations

One International Economics Course
Or OPS 461 Project Management

- International Experience Requirement
  - Complete one of the following:
    - a approved foreign education experience
    - a qualified global internship
    - foreign language (second year college)

**FIN 442**
Multinational Corporate Finance

**IBUS 473**
International Trade Operations

**IBUS 372**
Topics in International Business

**MKTG 486**
International Marketing

**OPS 466**
Supply Chain Management

**MGMT 481**
Managing Cultural Diversity

**INTL 3xx**
International Accounting

**ECON 385**
Comparative Economic Systems

**ECON 360**
International Economics

**ECON 388**
Economics of EU

**ECON 389**
Economics of Pacific Rim

**ECON 365**
 Canadian Economy

**ECON 343**
Population, Environment and World Agriculture

Three More Courses form

**ECON 343**
Population, Environment and World Agriculture
## Study Abroad Options

<table>
<thead>
<tr>
<th>Type</th>
<th>Challenge</th>
<th>Interaction</th>
<th>Length</th>
<th>Expense</th>
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<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</td>
<td>Cheapest Western Tuition Scholarship Priority</td>
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<tr>
<td>Faculty Led Tours</td>
<td>Low</td>
<td>Little Interaction with locals</td>
<td>Short</td>
<td>Medium to High</td>
</tr>
<tr>
<td>Contact Programs</td>
<td>Low to Medium</td>
<td>US Students</td>
<td>Varies</td>
<td>Expensive</td>
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Getting Started with Study Abroad

Miller Hall

Explore the World of Learning Opportunities

Western

Study Abroad! Exchanges!

Abroad 101
Information Sessions
Monday & Tuesday @ 4pm
Miller Hall 113
Wednesday & Thursday @ 9am
Miller Hall 112

Education Abroad
https://studyabroad.wwu.edu/  360-650-3298
EdAbroad@wwu.edu  Miller Hall 208 #WWUabroad

For disability accommodations, please contact Education Abroad, 360-650-3298
Getting Credit for Study Abroad

• IBUS Concentration and Minor is ‘Credit Friendly’
• One Course for any 300 level Course taken for Credit
• IBUS Minors may get one more course credit
• IBUS Concentration Students May get two more course Credits
• Approval is a Two Step Process
  • Registrar Assigns INTL Credit
  • Student Applies to CBE for Major or Minor Credit
That’s all folks