

# IBUS Information Session



# 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





# Ted Alden



## 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

# Tom Roehl



# 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?

REGENT 4-4459

YUN GEE  
24 EAST 67TH ST.  
NEW YORK, N.Y.

1925 One man show at modern Gallery  
Sold 70 paintings

1926 Galerie Ferné le Mait  
Sponsor by Princesse Achille Murat

1926 Galerie Carmine  
Sponsor by André Salmon

1927 Galerie Bertheim Teeme  
Sponsor by Paul Guillaume  
" Marquis A. Pourville  
" Ambroise Vollard

1932 One man show at  
Temple Gallery  
Brooklyn Museum

1933 Balzac Gallery  
1933 collage Art Assoc portrait show  
1934 mural show at Modern Museum

1934 Last Supper painted for St. Peter's  
Lutheran Church in the Bronx

1936 One man show at Reine de Marsot  
Sponsor by Princesse Achille Murat  
" Pierre Mille  
" Alain St-Ogan  
" A. Vollard  
" Maurice Lemormier  
" Charles Théophile

# 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...

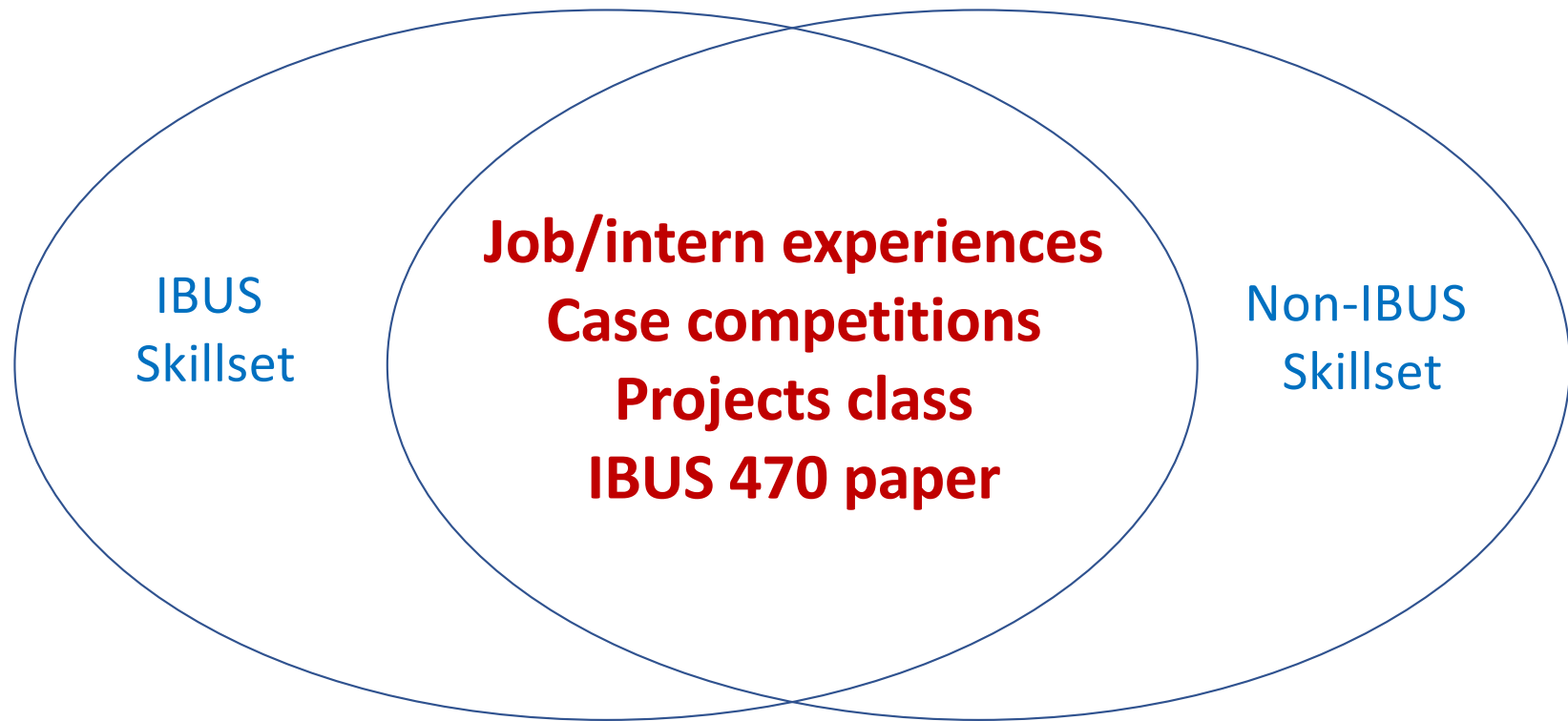


# Transition to Jobs:



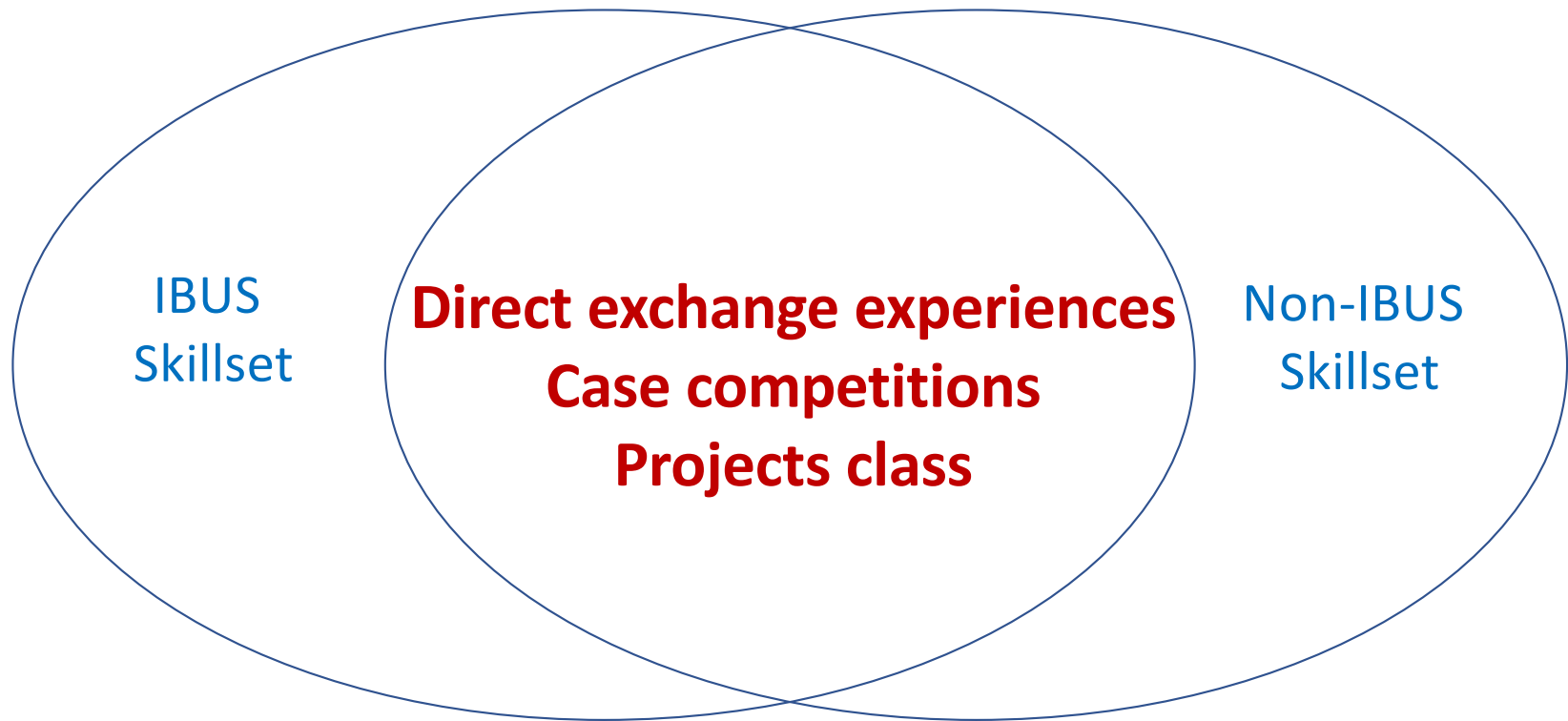
# Transition to Jobs:

Combining IBUS and problem solving skills



# Transition to Jobs:

Combining IBUS with ability to work with relationships



# Transition to Jobs:

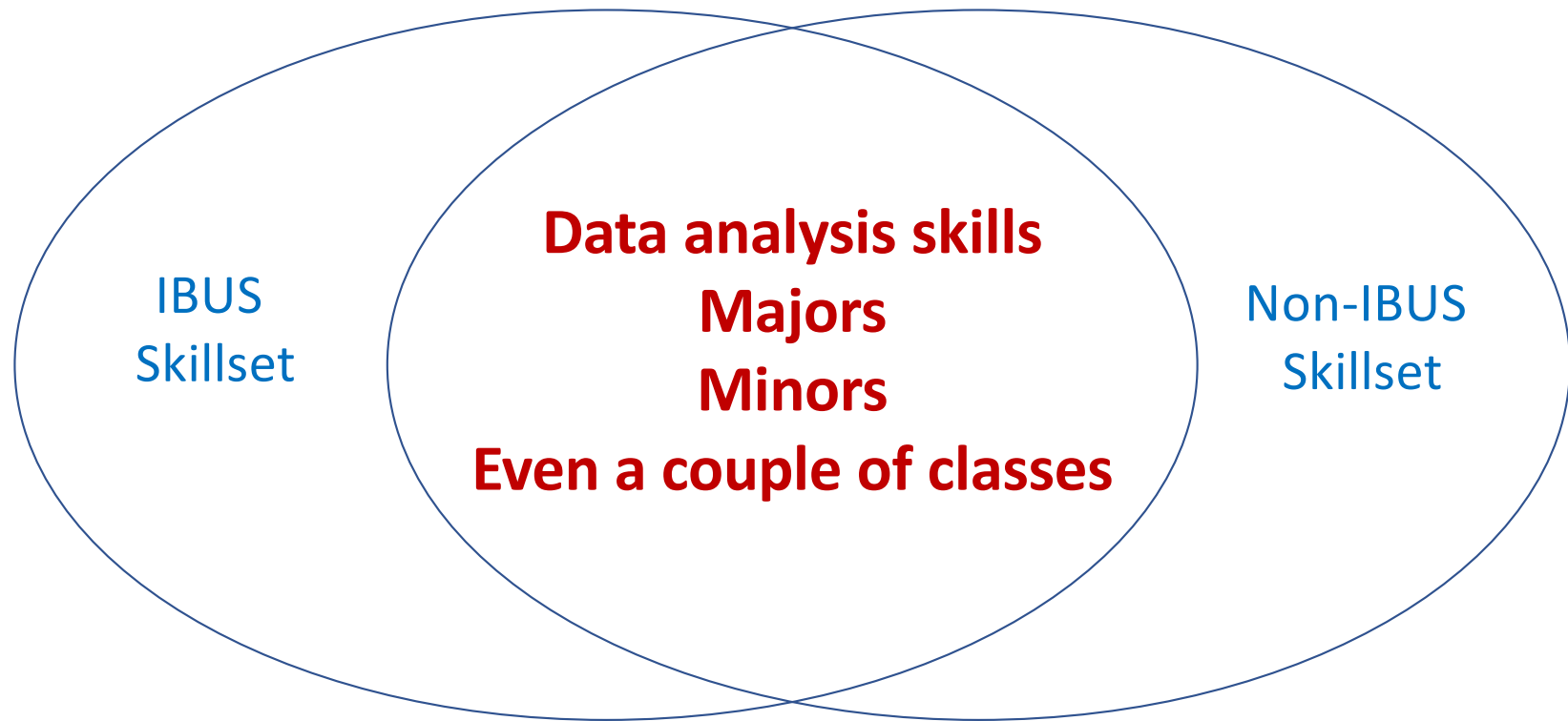
Combining IBUS skills with any other WWU skills





# Transition to Jobs:

Able to combine IBUS with basic proficiency in other areas



# 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



# Representative Hires

Spring 2020 ~  
Summer 2022

Job title	Company
Customs Administrative Assistant	Pacific Customs Brokers (2)
Concierge	Four Seasons Hotel
Event Marketing Specialist	Techtronics
Recruiter	Amazon (2)
Customer & Sales Experience Mgr	Scion Group
Product Specialist	Alpha Technologies / Enersys
Customs Compliance	Sanmar
Financial Analyst	Alaska Airlines
Purchasing & Production Coord.	Erin Baker
Project Planner	Stryker
Assistant Buyer	Costco
E Commerce Supervisor	Whole Foods
Buyer Planner	Fluke
Investment Solutions	Fidelity

# 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 mid-sized and/or local firms
- Seattle Examples: Flexport, Pitchbook Data, Convoy, Zillow, Zuilly, Docusign; Blue Origin
- Bellingham Examples: Brambleberry, SPIE, Faith Life, Alpha Technologies, Superfeet, Erin Baker)
- 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 Orthodontics
- 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

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



# 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



Microsoft

# 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 Firm Success 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



# 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

**Prior:** Finance Manager, Pollinate Energy, Bengaluru India; Compliance Administrator, Management Systems International, Washington DC; MPA Candidate, Columbia University



# 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<sup>nd</sup> 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<sup>nd</sup> 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

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

# 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?