Northwest International Business Educators Network (NIBEN)

Eighth Annual Workshop
April 17-18, 1998

Tentative Program

April 17
8:00 AM    Registration
8:30 AM    Keynote Speaker and Discussion
            Jeffrey S. Arpan, University of South Carolina
            President, Academy of International Business
            "Making Sense and Cents Out of Internationalizing Business Education: A
            Global Perspective"
10:00 AM    Break
10:30 AM    The Asian Economic Crisis: What Lessons Can We Learn?
            This will be a panel discussion, with panelists focusing on the economic,
            political and business aspects of the crisis.
            • James Cullen, Executive Vice President, International Banking, US Bank
              -- the banking/investor perspective.
            • Karma Hadjimikalakis, School of Business, University of Washington
              -- the macroeconomic perspective.
            • Daniel Lev, Political Science Department, University of Washington
              -- the political perspective.
Noon        Lunch
1:30 PM    Visit to the Boeing Company
            We will take a bus to Boeing's facilities in Everett, where the 747, 767 and
            777 aircraft are assembled. We will have a tour of the facility and a
            discussion with executives focused on the management of the international
            aspects of their business.
6:00 PM    Reception and Dinner
            This will be held at the University of Washington Faculty Club
April 18

8:30 AM  **International Business Simulations**

Two new international business simulations will be demonstrated:

IBSIM - This is a complex internet-based simulation developed at the University of California at San Diego. Robert Spich of UCLA will demonstrate the use of the simulation.

Emerging Markets Simulation - This is a simulation focused on strategic issues in emerging markets. It was developed at the Kellogg School at Northwestern University and will be demonstrated by Jeffrey Strauss of that school.

10:30 AM  **Materials Fair: International Business Programs and Materials**

For this session we will have displays and demonstrations on IB materials and programs. This will include:

- Previews of videos useful in IB classes.

- Displays by NIBEN member schools on their programs and on materials developed at their schools. We are asking each NIBEN member school to develop a display and to distribute sample copies of materials and program brochures to the workshop participants. (See attached description)

Noon  **Workshop Wrapup**