

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