



INTERNATIONAL BUSINESS INSTITUTE

PRELIMINARY INFORMATION BULLETIN - 2020

The International Business Institute is a cooperative overseas program in international economics and business management. Affiliated schools include Anderson University, Cedarville University, Cornerstone University, Eastern Mennonite University, Eastern Nazarene University, George Fox University, Houghton College, Malone University, Messiah College, Milligan College, Mount Vernon Nazarene University, Olivet Nazarene University, Roberts Wesleyan College, Westmont College and Whitworth College. Students from other institutions are welcome but priority is given to the institutions that are affiliated with IBI. Students in the past have enrolled from the following institutions: Biola University, Calvin College, Cambridge University (UK), Dordt, Duke, Georgetown, Harvard, The Pennsylvania State University, Pepperdine, Taylor, UCLA, University of Chicago, St. Olaf, SMU, University of South Carolina, University of Tennessee, University of Virginia, Vanderbilt, Wake Forest, Wheaton College, and The College of William and Mary.

For close to 50 years, the International Business Institute has been giving students who are studying in the fields of international business, economics, finance, accounting, marketing, management, business-as-missions, politics and related areas a distinctive opportunity to study the international dimension of these fields in an experiential context overseas.

The program is ten weeks in length. It exposes students to both mature and developing economies through periods of residence in or near internationally powerful cities, emerging economies and less developed regions. While completing academic coursework in these locations, students also participate in coordinated visits and presentations. For 2019, plans are underway for IBI to visit important political and economic centers in Europe, the UAE, India, Thailand, China and Japan.

An essential purpose of this program is to encourage and facilitate the integration of academic study with the international field experience. The academic work is conducted in a variety of settings from the usual classroom to corporate headquarters, manufacturing plants, and the offices of governmental or international agencies.

DISTINCTIVE FEATURES:

There are several features that together make this program particularly distinctive. **First**, there is a significant degree of involvement by a distinguished group of faculty and lecturers drawn from leadership posts in private business and finance, government and academic life. Students are often given an opportunity for personal and in depth contact with these persons beyond the usual classroom or lecture presentation. In the past, these have included parliamentary leaders, cabinet officials, top management personnel, and outstanding academic figures.

Second, the program concentrates on visits and contacts with leading corporations, as well as national and international organizations. These have included US Embassies, European Central Bank, WTO, OECD, KPMG, E&Y, Coca-Cola, Hyundai, Ford Motor Company, Stanley Black and Decker, Control Risks Services, Intel, Nestle, SAP, Swarovski, PWL and VISA.

Third, the academic or classroom work includes the standard level of coverage in an on campus course but is coordinated with the enriching and complementary field seminar experiences and visits along with the guest faculty. This combination provides the student with the intellectual and analytical background and then grounds it with the field experience and personal contacts with guest faculty and professional practitioners.

Fourth, while students examine the international dimensions of business they interact with foreign cultures and are exposed to a significant percentage of the world's population. The program deepens faith and perspective on God's work in the world by bringing students into contact with numerous historical places / events, ministry organizations, Christian churches and traditions.

PREREQUISITES:

The International Business Institute is a rigorous academic program. All participants are expected to have completed a full year of principles of economics, a semester of accounting or finance, and one course in management and marketing. These are the foundational courses which the student will find helpful in fulfilling the academic expectations of the program. Some exceptions may be made in consultation with the student's advisor and the Managing Director of IBI. A minimum GPA of 2.75 (on a 4.0 scale) is required at the time of participation, which is usually following the completion of the junior year or 75 credits. A positive recommendation from a faculty member and the appropriate student affairs office is required along with the official transcript and notation of the student's GPA. **PLEASE NOTE: All IBI courses must be taken for a grade. IBI courses may not be taken on a Pass/Fail basis. Students from affiliated institutions receive their actual letter grades not transfer grades.**

CURRICULUM:

The following four courses of three semester credit hours are planned for the 2020 session of IBI:

Comparative Economic Systems: A survey of the major economic systems, including the underlying ideological foundations and institutional arrangements. The major theoretical aspects of various types of systems are covered in terms of political economy and their central organizational features. Special attention is given to changes and developments in the former Soviet Union and Eastern Europe. The European Union is covered in depth along with the major Asian economies of China, India and Japan.

International Trade and Finance: A survey of the analytical and institutional aspects of international trade and finance. The historical and contextual elements are the foundation for the examination of current theoretical and empirical approaches to international economic and financial relations. Major areas of emphasis include international finance and international trade.

Global Marketing: The theory and practice of contemporary global marketing management. The context or environment of international marketing management is covered along with the task of marketing within a variety of national and cultural markets. Major topic areas included in this course are: the global marketing environment; global market research, including market entry and product planning; marketing strategy in a global context. Assigned projects will involve students in global marketing research and analysis as well as case studies.

Global Business Strategy: This course is intended to integrate the field experiences and presentations by guest faculty and practitioners in the area of international business management with the reading and academic work including the recent developments and literature in this field. Students will be expected to take quizzes or prepare analytical reports on some of the firms and institutions visited on the field seminar. Major topics covered in this course include: the role of the multinational firm in the global economy; international and global business strategy; cultural adaptation and organizational behavior in the global firm. The discussion of ethical values and issues in global management will also be included in this course as well as in the other courses.

PLEASE NOTE: IBI IS AN ACADEMIC PROGRAM AND NOT A TOUR OR A TRIP. Academic work is continuous throughout the program, but an effort is made to include cultural, scenic, and historic points of interest and a limited amount of free time is also allotted for students to pursue their own interests. Some of the highlights for the IBI 2020 program are identified in the table below.

2020 PRELIMINARY CALENDAR AND FIELD SEMINAR ITINERARY: The schedule below and the related activities are tentative but consistent with prior years. Ongoing research is done which may bring to light other or additional opportunities we wish to take advantage of, requiring us to amend this itinerary. There may also be adjustments in this itinerary due to factors beyond our control. However, the academic coursework and integrity of the program will be maintained. The detailed bulletin and 2020 calendar will be available in March with more definitive information.

Month	Region	Locations	Continuous Activities	Example Experiences
May June	Europe	- Heidelberg, Germany - Prague, Czech Republic - Innsbruck, Austria - Geneva, Switzerland - Paris, France - Rotterdam, Netherlands - London, England	- orientation, classes, corporate visits, cultural & historic tours	- Tour historic castle(s) - Visit a Nazi concentration camp - Visit historic palace of Versailles - River cruise - Major points of interest in Paris & London - Tour of the Alps - Overnight cruise ship
June	UAE	- Dubai	- Orientation, corporate visits, cultural tours	- University of Dubai - Burj Khalifa - Jumeirah Mosque - Dubai fountains and mall
June July	India	- Agra - Delhi - Chennai	- orientation, classes, corporate visits, cultural & historic tours	- Executives in business and ministry networking event - Tour of Old Delhi - Immersion retail outing - Visit the Taj Mahal - Major points of interest
July	Thailand	- Bangkok	- Corporate visits, cultural and historic tours	- Floating market - Dinner cruise - Grande Palace - Temple of the Emerald Buddha - Cultural show
July	China	- Shanghai - Suzhou - Beijing	- orientation, classes, corporate visits, cultural & historic tours	- Bund cruise - Tea ceremony - Tour the Forbidden City - Visit the National Museum - Day trip to Great Wall - Tiananmen Square
July	Japan	- Tokyo – tentative. Alternate city may be necessary due to the 2020 Olympics.	- corporate visits, cultural and historic tours	- Asakusa Kannoni/Temple - Mt. Fuji Excursion

NOTE: An effort will be made to attend church services on Sundays. All scheduled activities are mandatory.

ARRANGEMENTS AND ACCOMMODATIONS: Transportation will include planes, a train, a ship and chartered coach. The program accommodations are in university residences, tourist hotels, and similar facilities. Much of the time, the rooms will be on a double basis with a private shower or bath. There will be occasions when it may be necessary to assign triples or quads. Students will be expected to room with a variety of students from different schools on the program. **Flights are booked as a group tour package; no deviations may be accommodated with a group ticket. Anyone requesting a deviation must notify IBI at the time of acceptance; that person’s flights will not be booked as part of the group and the cost of an individual flight ticket will be an additional charge. The cost of traveling as an individual instead of as part of the group can be significantly higher.**

All meals will be provided for in the program, including occasional packed lunches or a meal allowance. Further details will be available in the Information Bulletin available in March.

NOTE REGARDING VISAS: The itinerary requires IBI to obtain Indian and Chinese visas. This necessitates that the applicant surrender his/her passport to IBI on January 15. Thus, applicants should be aware that, if accepted, they will not be able to be outside the U.S. during the period IBI needs their passport. This will interfere with travel and study abroad plans for spring of 2019. **In addition, non-U.S. passport holders are responsible for applying and paying for any visas they may need for the program with the assistance of their home institutions. There is a timeline that must be followed in order to obtain all of the necessary visas. IBI will provide you with this timeline.**

PROGRAM COST AND PAYMENT ARRANGEMENTS: The total program fee for IBI 2020 is projected at \$22,930.00. This is intended to be as comprehensive as possible and includes 12 semester hours of academic credit; all room and board; and all transportation (Note: Students are responsible for their transportation to and from the IBI gateways.) Indian and Chinese visas; academic materials; and all admissions and excursions on the program schedule are also included. Students will be required to purchase their own textbooks. We suggest they do this online as soon as we inform them of the book selections for 2020. **Financial aid is not available from IBI but students should consult with their advisor and financial aid office on campus for possible sources of financial assistance and the IBI website for funding suggestions. Credit Cards will not be accepted.**

In order to apply for a place in the program, a deposit of intent of \$1,000.00 must be submitted with the application form. This deposit will be refunded if the student is not admitted to the program or if the withdrawal is prior to January 10, 2020. The payment schedule is as follows:

Deposit with application	\$1,000.00
February 1, 2020	\$5,000.00
March 1, 2020	\$6,000.00
April 1, 2020	\$7,000.00
May 1, 2020	\$3,930.00

DEPARTURE INFORMATION:

Tentative plans call for departures from LAX and JFK on Wednesday, May 20, 2020 and returning on Thursday, July 30, 2020. Students are required to secure their own transportation to and from the departure airport.

ADMISSION PROCEDURE:

Students should apply for IBI through the following link: <https://intercultural.messiah.edu/>. Application materials should be completed by the submission date listed on the application instructions. The IBI office will maintain a careful record of all these materials. Additionally, a deposit of \$1,000.00 must be submitted with the application. Checks should be made payable to: International Business Institute, One College Avenue, Suite 3042, Mechanicsburg, PA 17055. Phone: (717) 796-5364 and email: internationalbusinessinstitute@messiah.edu.

Applicants should be aware that if they will be enrolled in the spring semester before IBI and the fall semester after IBI, they will be paying for three semesters in one year. This financial reality should be carefully considered by the applicant before he/she enters into the application process.

PASSPORT INFORMATION: IBI participants must have a valid passport that does not expire until at least February 1, 2021. If you do not have a current passport, you should initiate the application process immediately. If you have a current passport but it is within a year of expiration, you should initiate the renewal process. More information can be found at <https://travel.state.gov/context/passports/en/passports.html>

NOTE TO INTERNATIONAL STUDENTS: Securing visas for international students can often prove to be difficult. International students must understand that if IBI incurs additional expenses on their behalf due to the non-issuance of a visa, they are responsible to reimburse IBI for such expenses. These expenses typically involve room, board and transportation.