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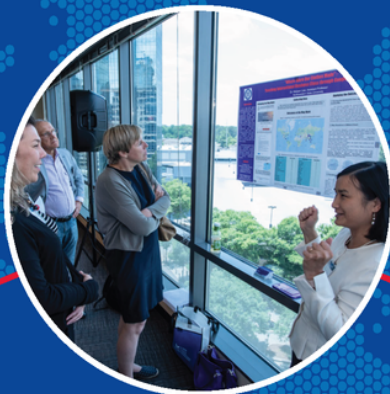
The CIBER MSI Consortium  
Proudly Presents the

# International Business Pedagogy Workshops

hosted by:

**Georgia State University CIBER**

May 31 – June 2, 2023



# INTERNATIONAL BUSINESS PEDAGOGY WORKSHOP

## DETAILED PROGRAM

WEDNESDAY | MAY 31, 2023

Noon - 1:00 p.m. <i>12th-floor lounge</i>	Conference Check-in
1:00 p.m. - 1:30 p.m. <i>Room 1203</i>	Welcome and Introductions
1:30 p.m. - 2:30 p.m. <i>Room 1203</i>	Megatrends in Higher Education: Challenges Ahead <i>John Riesenberger</i> Current trends in higher education are creating both challenges and opportunities in 2023 and beyond. In this session, working in teams, we will identify the challenges each of us sees in our institutions, with us as instructors, and with our students. This data will serve as a foundation for the development of solutions we can implement to improve our effectiveness and outcomes in the classroom.
2:30 p.m. - 4:00 p.m. <i>Room 1203</i>	Dialogue on Challenges in Teaching: Townhall with All Participants Moderated by: <i>Attila Yaprak</i> , Wayne State University
4:00 p.m. - 4:30 p.m. <i>12th-floor lounge</i>	Refreshment Break
4:30 p.m. - 5:30 p.m. <i>Room 1203</i>	Keynote Presentation; U.S. Department of Education Programming for MSIs and Community Colleges <i>Tim Duvall</i> , Ph.D., Senior Program Officer, International, and Foreign Language Education, U.S. Department of Education
5:30 p.m. - 7:00 p.m. <i>Room 802-803</i>	Opening Reception - Special Welcoming Remarks <i>M. Brian Blake</i> , President, Georgia State University <i>Richard Philips</i> , Dean, J. Mack Robinson College of Business, Georgia State University

# INTERNATIONAL BUSINESS PEDAGOGY WORKSHOP

## DETAILED PROGRAM

THURSDAY | JUNE 1, 2023

8:30 a.m. - 9:30 a.m.

*Room 1203*

Teaching Effectiveness: What Does Research Show?

*Laura Carruth*, Director, Center for Excellence in Teaching & Learning, Associate Professor, Neuroscience Institute, Georgia State University

How do you define teaching effectiveness? How can you demonstrate that you are an effective teacher? How does teaching effectiveness impact student learning? We will explore these questions and review the literature from different disciplines to identify high impact teaching strategies and practices.

9:30 a.m. - 10:30 a.m.

*Room 1203*

Designing the Introductory IB Course: Overview of the Global Business Environments at Indiana University

*Roberto Garcia*, Indiana University

The Global Business Environments is a required undergraduate introductory IB course which has been taught for over 10 years to thousands of students in sections of 180-240 students (over 3,000 students per year). This is the first in a sequence of 3 required IB courses for all Kelley School undergraduate students. This session will describe the context and will provide the structure of this introductory course. In addition, this session will cover the pedagogical approach and will provide a sample of the range of tools used to enrich the student experience and to maximize engagement in this typical 'jumbo' course.

10:30 a.m. - 11:00 a.m.

*12th-floor Lounge*

Refreshment Break

11:00 a.m. - 12:30 p.m.

*Room 1203*

Best Practice in Teaching: "I Do It My Way"

*Ausrine Silenskyte, Attila Yaprak, Cuneyt Evirgen, Leigh Anne Liu, Mourad Dakhli, Nicole Coviello, Roberto Garcia, Tevfik Dalgic*

Master teachers display unique ways of organizing and delivering content in their classes. Similarly, they have refined approaches and pedagogical tools to inspire their students. How can we learn and be inspired from them?

12:30 a.m. - 1:45 p.m.

*Room 802-803*

Lunch and Group Photo

1:45 a.m. - 2:30 p.m.

*Room 1203*

Keynote: A Future of IB Education

*Christos Pitelis*, University of Leeds

IB has the advantage of having started interdisciplinary. It can build upon this to expand its scope to other relevant social sciences and relevant STEM-related areas, with an eye to helping foster sustainable organisations, economies, and societies. This is to account for shifts in the global landscape, the resultant increased complexity and the changing needs of managers, entrepreneurs, and society.

2:30 p.m. - 3:30 p.m.

*Room 1203*

Incorporating Career-Focused Skills into IB Curriculum

*John Riesenberger*

*Gary Knight*, Willamette University, Oregon

Contemporary trends such as advanced technologies, a more diverse student population, and concerns about climate and sustainability are driving academics to reevaluate curriculum design, content, and delivery modes. Employers are concerned about attracting committed talent with managerial skills, problem-solving ability, and innovative thinking. In this session, we will describe the distinctive and unmet needs of today's Gen Z students and employers, and share proven methods to address these unmet needs through leading-edge curriculum design focused on 'Career-Relevant Content,' and 'Soft Skills Development.'

3:30 p.m. - 4:00 p.m.

*12th-floor Lounge*

Refreshment Break

4:00 pm - 5:00 p.m.

*Room 1203*

The Role of Inclusion Competencies in Global Leadership Development

*Joanne Barnes* and *Brad Grubb*, both from Indiana Wesleyan University

Leaders working in a global environment need to understand the complexity of the workforce and how to engage with diverse employees/followers. Based on our work as consultants focusing on bias, inclusion competencies and cultural humility, we provide how to revise business curricula to train beyond the hard skills and prepare students to become inclusive leaders grounded in cultural humility. The session will also provide samples on how to modify existing curriculum, incorporate pre- and post- assessments to measure inclusive leadership competencies, and tips for developing global leaders who are prepared to work in diverse environments.

5:00 p.m.- 6:00 p.m.

*Room 802-803*

Competitive Poster Session



# INTERNATIONAL BUSINESS PEDAGOGY WORKSHOP

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FRIDAY | JUNE 2, 2023

8:30 a.m. - 10:00 a.m.      Student Engagement  
*Ausrine Silenskyte, Fernando Doria, Mourad Dakhli, Cuneyt Evirgen, Pinar Buyukbalci, Nicole Coviello, Roberto Garcia, Attila Yaprak*

Master teachers share what works best for them in stimulating class discussions, including in virtual sessions.

10:00 a.m. - 10:30 a.m.      Refreshment Break  
*12th-floor Lounge*

10:30 a.m. - 11:30 a.m.      Innovating Teaching for Making an Impact  
*Ausrine Silenskyte, University of Vaasa, Finland*

Typically, faculty focus on outcomes, overlooking difficulties in innovation process and best practices. We may also refrain from innovating (institutional pressures, fear of failure, potentially bad student feedback, etc.). Ausrine will describe her experiences with teaching innovations and provide examples of classroom innovations.

11:30 a.m. - 12:30 p.m.      Essential Finance Themes for Introductory IB Course  
*Hakan Saraoglu, Bryant University*

Most of us address key finance topics in the teaching of the introductory IB course. Hakan will review essential concepts and techniques we should all be familiar with, and also share teaching resources and tips so that we are better equipped as IB faculty.

12:30 a.m. - 1:30 p.m.      Lunch  
*Room 802-803*

1:30 a.m. - 3:30 p.m.      International Entrepreneurship: Teaching and Research  
*Manuel Serapio, University of Colorado-Denver, and Nicole Coviello, Wilfrid Laurier University*

Teaching international entrepreneurship (IE) means we need to be at the leading edge of both theoretical and practical advances that are changing how we view 'international business' and 'entrepreneurship'. This session will share research- and practice-based insights on teaching IE. We will also address how IE research and practice may be used in the classroom.

3:30 p.m. - 4:00 p.m.      Refreshment Break  
*12th-floor Lounge*

4:00 pm - 6:00 p.m.      Innovations in Teaching:  
*Room 1203*

### Course Enrichment with Video Cases

*Nukhet Vardar, Brands Whisper'g® Consultancy Ltd*

The presentation will review video cases developed by us and other colleagues around the world recently and how they can be integrated into your courses. Based on these specific examples and other video case collections in general, the advantages and disadvantages of using video cases in lectures will be discussed. The presentation will also touch upon some less well-known challenges of using video cases in lectures, with possible ways of overcoming these challenges.

### Virtual Exchange Projects with International Partners

*Mourad Dakhli, Georgia State University*

Mourad will share his experiences in designing, implementing, assessing, and sustaining an impactful virtual exchange program in international partnerships. Strong faculty-led and institutional partnerships can be the foundations on which to build compelling, signature experiences that drive student learning and success. Using examples from various partnerships across Africa, Mourad will share best practices and a process for leveraging alliances between academic, business, and nonprofit stakeholders in international virtual exchanges.

### Students as Case Writers

*Pinar Buyukbalci, Yildiz Technical University, Istanbul*

Case studies can extend beyond published cases and present opportunities to make IB students more engaged with the field. As an innovative teaching approach, Pinar will describe her "case writing project" she has been assigning to students in her IB and IE classes. She will detail how she guides them to engage with practitioners, identify managerial dilemmas, and draft cases.

Following brief presentations, Ausrine, Nukhet, Pinar and Mourad will lead a discussion around teaching innovations and invite all participants to note down ideas they may have gained from this workshop and on how they intend to implement them.

6:00 p.m. - 8:00 p.m.      Reception & Closing Dinner  
*Room 802-803*      Presentation of Certificates and Poster Awards  
Program Adjourns