

alumNews

Spring 2007

INTERNATIONAL BUSINESS PROGRAMS • TERRY COLLEGE OF BUSINESS • THE UNIVERSITY OF GEORGIA

New Study Abroad Programs

We are very excited to announce three new study abroad opportunities for graduate and undergraduate students of the Terry College.

Bocconi University, Milan, Italy

Starting fall 2007, students in the MAcc program of Terry College of Business will have the opportunity to participate in a Maymester course offered as part of our exchange program with Bocconi University in Milan. In addition, Terry MBA students will be able to participate in a semester-long exchange program with Bocconi. Bocconi's MBA program is ranked 12th in Europe by *Financial Times* and first in the world for "value for money" by Forbes.

Oxford University, Oxford, Great Britain

Starting summer 2008, Terry MBA students will have the opportunity to study abroad at Oxford University. During this six-week summer program, in addition to taking a course at Oxford with an Oxford Don, MBA students will intern with a company in London. If your company has an office in London and offers internships, please let us know. This program is an extension of the Terry@Oxford program — a six-week summer program at Oxford University for Terry undergraduate students (see www.uga.edu/oxford for a description of the UGA@Oxford programs).



Terry '06 students before a formal dinner at Trinity College, Oxford.

City University, Hong Kong, China

Starting fall 2009, students in the MIS department of Terry College of Business will have the opportunity to participate in a semester-long exchange program with City University of Hong Kong, while their City University counterparts will be taking MIS courses at the Terry College.

First Business Students to Study Abroad

Mark Greene, Richard Beacham, Sidney Carter, Jack Floyd, Jacobus Severiens, John McArthur, Robert Causey, George Daniel, John Covington, Eddie Lewis and William Dallas ... any of these names sound familiar? Their inaugural study abroad trip to Holland was announced in the *Athens Banner-Herald* on September 1, 1972, the day of their benchmark departure.



FROM the DIRECTOR



Elena Karahanna

Our first alumni newsletter was a great success. We heard back from a number of you with news and stories from your UGA days. We also found out tidbits about the program that we did not know. For example,

we thought that the IB major was established in 1976. Were we surprised when we heard back from an alumnus telling us that he enrolled in the major in 1970! He found out about the "newly created" International Business major from an article in the Atlanta Journal Constitution. Apparently, our inaugural IB class consisted of seven students. We also heard back from Rick Beacham who participated in the first ever College of Business study abroad exchange program. The program, led by Professor Mark Greene, involved a year abroad at Nijenrode Netherlands. Rick shared some fun pictures and the newspaper clipping included in the newsletter (see "First Business Students to Study Abroad"). Thanks, Rick!

The International Business program has come a long way from its "firsts." It is one of the most popular majors in the Terry College and across the University (as per UGA's Admissions Office list of "Most Popular Intended Majors"). We offer students a choice of over 15 study abroad programs with a University-wide selection of over 90 programs (see www.uga.edu/oie/studyabroad.htm). While undergraduate study-abroad programs

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International Exposure: Stories of Study Abroad

The San Luis Ecolodge is the hub of UGA activity in Costa Rica. It is also the primary employer in San Luis, a farming community of 400 persons. Hence, UGA and the San Luis community share a unique and mutually dependent relationship. During summer 2006, Julia Beatrice Reed, Esq., traveled to the Ecolodge, along with Charles Squires and Jay Aronson, Director of Executive Programs and MIS professor at Terry, respectively, to prepare a strategic plan for the University's Costa Rica Program. She writes:

One of my greatest concerns in traveling to Costa Rica was the language barrier—I did not speak nor understand Spanish—but this proved to be only an occasional inconvenience, not an impediment, as the universal language of beautiful smiles, warm embraces, firm handshakes and compassionate eyes continuously assured my welcome. With each morning, through the cabina patio windows, I awakened to the wonderfully green mountains and hills of Monteverde Cloud Forest, the sounds of birds and monkeys, and the aromas of tropical flowers. On clear days, I could see the waters of Costa Rica flowing to the Atlantic Ocean!

Interviewing the San Luis community leaders and residents in this setting, one better understands their quagmire, needing and wanting a mutually favorable relationship with the global community, while preserving their original identity and environment, which are inseparable and which are up against the threat of “progress.” It was a tremendous learning experience to observe how Fabricio Camacho, the General Manager of the UGA Ecolodge, interacted with his Costa Rican partners in an egalitarian and respectful manner while simultaneously making business decisions that supported the institution’s mission and needs. As an MBA student, I believe I learned as much from observing his management style as I would have any executive manager operating on behalf of an international conglomerate in a developing country. These are lessons not readily grasped in the classroom. I hope similar experiences will continue to be made available to Terry students. ■



Julia Beatrice Reed

Amazing IB Faculty: Global Text Project

Textbooks are the mainstay of mass education, but what if students can't afford textbooks? Imagine you live in Ethiopia, where per capita income is \$170 per year. Can you afford textbooks even if they sell at ten percent of the US price? The Global Text Project wants to put textbooks in the reach of everyone, everywhere. The goal is to create a library of more than 1,000 free electronic textbooks, which will be distributed via the Internet.

The Global Text Project is creating an infrastructure that enables students and professors around the world to contribute to electronic textbooks and learning materials geared for the first few years of university courses. Using modified Wiki software, similar to that used for Wikipedia, scholars and their students can work collaboratively to create a text. However, rather than the free-for-all of Wikipedia where anyone can edit an entry, there will be an expert, usually a professor, in control of the content of each chapter to ensure the texts are credible and authoritative.

The seeds of the project began at UGA in 2004 with a class taught by Richard Watson, co-leader of the Global Text Project and J. Rex Fuqua Distinguished Chair for Internet Strategy in the Department of Management Information Systems at the Terry College of Business. “It was an accidental thing,” he said. Watson wanted to “get rid of the massive waste in education,” saying much of the work done by students is thrown out at the end of a semester. “If you can unleash those creative resources, it’s amazing what you can come up with.”

The Global Text Project wants to get academics engaged in a variety of ways by having students contribute exercises and examples and allowing professors to write chapters or entire textbooks. Students questioned say the Global Text Project will help students understand and apply concepts. The main goal is to make educational materials accessible to developing countries and engage the higher education community worldwide.

The Global Text Project is set up as a transnational model allowing professors throughout the world to contribute, and local professors can adapt texts to their local needs because the Creative Commons license allows anyone to use the material as long as it is attributed. The Global Text Project work-in-progress list includes textbooks in business, agriculture, education and science, including international concerns such as sustainability. Watson asserts “textbooks that are global in their content give students a more global view.” For more information, see globalltext.org. ■

(source: Alexis Garrobo, Red&Black.com, News 1-30-07)

Terry Third Thursday Executive Speaker Series



Terry Third Thursday is a breakfast speaker series for the Atlanta business community and is sponsored by the College’s Alumni Relations Office. Terry Third Thursday has moved to the College’s home in Buckhead: the Atlanta Executive Education Center at One Live Oak on Lenox Road, across from Lenox Square Mall. Third Thursday programs feature influential speakers, as well as special guests from the University of Georgia, who bring local and global perspectives on business and innovation. The program schedule typically begins at 7:00 a.m. with breakfast and ends at 8:30 a.m., followed by social time. The cost is \$30 per person (breakfast and parking included). Reservations are required due to limited seating. For a listing of upcoming speakers check the Terry website at www.terry.uga.edu/ttt/. ■

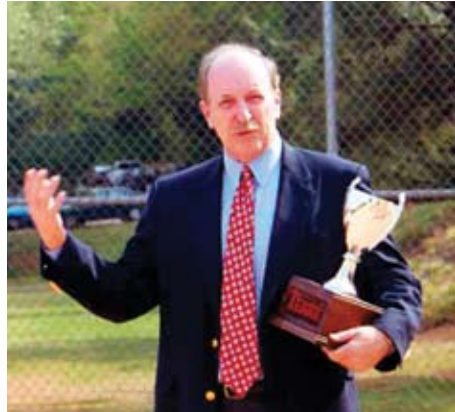
*From the Director
Continued from page 1*

constitute the majority, we have recently expanded our graduate study abroad initiatives. At the graduate level, we currently have programs in Italy, England, China, Germany, Cuba and Costa Rica.

The newsletter describes three of our new study-abroad/student exchange programs: Bocconi University in Italy, Oxford University in England, and City University in Hong Kong. In addition, J.B. Reed, a Terry MBA student, describes her experiences in Costa Rica. JB's visit to help UGA's residential campus in Costa Rica develop a strategic plan. On the faculty front, we describe an innovative way of creating textbooks that are affordable around the world. The initiative, termed the *Global Text Project*, is led by Rick Watson, the J. Rex Fuqua Distinguished Chair for Internet Strategy in the Department of Management Information Systems at the Terry College of Business.

We hope that you enjoy the news from International Business Programs and that you will share of your news and stories with us. ■

Heads Up, Terry Cup



**Former Dean P. George Benson
awarding the Terry Cup in March 2006.**

Each spring semester, the IB Society student group hosts the Terry Cup co-ed softball tournament. Organizations across Terry College will form teams and participate for a nominal fee, and proceeds go to a chosen charity. This year's Terry Cup tournament will be held March 31 at the UGA intramural fields benefiting the charity of the winning team's choice. We would love to get together an IB Alumni team to participate. If interested please email Sally Vandiver at svandiver@terry.uga.edu.

IB Internship Spotlight

Georgia companies interested in selling their products overseas have the opportunity to participate annually in Export GA, an assistance program organized by the University of Georgia's Small Business Development Center. Participants, ideally export-ready companies with more than 10 employees and sales of more than \$1 million, attend a six-session workshop series that helps them identify the best foreign markets for their products, contact potential foreign buyers, determine ways to market their products internationally and learn how to handle the legal and financial complexities of exporting (source: GlobalAtlanta.com).

In addition, companies are assigned an International Business student intern from UGA's Terry College of Business to help implement the new export strategies. The following students were accepted to participate in the program this year: Daniel Azoulai, Jen Hsin Samantha Chan, Laura Denton, Mary Kavanaugh, Adrienne Kay, Isaac Lew, Stephanie Nguyen, Krunal Patel, Megan Perino, Phaedra Wells, Quao Ya Zhang. ■

Terry MBA Programs

There are several MBA programs offered by the Terry College of Business that can prepare you to meet your professional and educational goals. For more information on these programs or to speak with someone about opportunities in Buckhead and Athens, contact the following:

MBA Full-time Program

350 Brooks Hall
Terry College of Business
The University of Georgia
Athens, GA 30602-6264
Phone: (706) 542-5671
e-Mail: terrymba@terry.uga.edu

MBA Evening Program

346 Brooks Hall
Terry College of Business
The University of Georgia
Athens, GA 30602-6264
Phone: (678) 407-5099
e-Mail: eveningmba@terry.uga.edu
Internet: www.terry.uga.edu/mba/programs/evening

Executive MBA Program

335 Brooks Hall
Terry College of Business
The University of Georgia
Athens, GA 30602-6264
Phone: (706) 542-8393
e-Mail: emba@terry.uga.edu
Internet: www.terry.uga.edu/emba

IB Speaker Series

On March 27, 2007, John Fentener van Vlissingen, Senior International Executive Lecturer for Terry College of Business, will address faculty and students on the topic of the long-term strength of family companies. Mr. van Vlissingen founded BCD Holdings, N.V., a market leader in the travel industry and successful niche player in financial services. The company employs approximately 14,000 people and operates in more than 90 countries with total sales, including franchising, of U.S. \$13 billion. It is listed as one of the top 200 of the world's largest family businesses. Mr. van Vlissingen was named one of the top 25 most influential travel industry executives in the world by Business Travel News in 2006 (U.S.A). Alumni welcome. ■

International Business Programs

1st Annual Banquet

April 26, 2007, 6:30 PM
The Georgia Center
UGA, Athens

INVESTING IN IB LEADERS

International Business Programs welcomes your continued involvement. You may participate by speaking to IB students either in the classroom or at IB Society meetings, by offering internships to IB students, by arranging international company visits abroad for IB students and for our study abroad programs, by making gifts/corporate matching gifts to IB Programs at Terry College, and in other ways.

If you would like to participate in and support IB Programs, please indicate so below:

- I would like to speak to IB students.
- I (or my company) would like to offer an internship to IB students.
- I (or my company) would like to arrange a company visit abroad for IB students and/or IB study abroad program(s) in (city, state/country):

-
- I commit to give \$_____ toward International Business Programs Fund at the Terry College of Business to invest in future IB leaders.
 - Please add me to the listserv to receive the monthly IB Student e-Bulletin.

International Business Programs 1st Annual Banquet

- I will attend the 1st Annual IB Banquet (\$25 donation requested).
- Vegetarian entree Non-vegetarian entree
- My company will sponsor an IB Banquet Table for \$250.
(please attach list of up to 8 attendees).

Name:

Address:

City, State, Zip:

Email:

Please make checks payable to the Arch Foundation, c/o International Business Programs at Terry College of Business and return to:

Office of Development and Alumni Relations
Terry College of Business
University of Georgia
Brooks Hall
Athens, GA 30602

I wish / do not wish for my name to appear in UGA/Terry College publications identifying me as a donor. I would like for my name to appear as:

**Support can also be given through The Georgia Fund's secure on-line site.
Go to www.terry.uga.edu/ib, and, under Alumni, select Make a Gift.**

Corporate Matching Gifts enable you to double or even triple your gift to Terry. Alumni and friends receive full credit and recognition for personal gifts as well as corporate matches. Participation is simple: check with your company's community relations or human resources office to see if they match; if they do, they will have gift forms for you to include with your gift to Terry.

Please indicate whether your company will match your gift: yes no

Company name:

Contact:

Address:

City, State, Zip:

APPEAL CODE AFBU1B07



**International Business Programs
1st Annual Banquet**

**April 26, 2007, 6:30 PM
The Georgia Center, UGA, Athens**

To honor and promote this year's IB graduates and provide an opportunity for IB Alumni to reconnect with IB Programs and our students. We also plan to honor our first IB alumni (Class of 1973) and the first business students to study abroad at UGA (1972).

If you plan to join us for this 1st Annual IB Banquet, please indicate so on the back side of this invitation and reply by April 2, 2007. To help cover the expenses of the dinner, please enclose a donation of \$25 per attendee. If you or your company would like to participate in the awarding of merit scholarships to our graduates as part of the banquet program or to sponsor a table, please indicate your support on the reverse side as well. A return envelope has been provided for your convenience.

RSVP by April 2, 2007

(Please reply using the reverse side of this invitation.)





What's NEWS with YOU?
Please let us know if you'd like to share your news with other IB alumni in future issues of this newsletter. A return envelope has been provided for your convenience.

INTERNATIONAL BUSINESS

alumNews

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