May 18 & 20, 2006

Internationalization of Business School Curricula
New Developments in Core Areas of Undergraduate & Graduate Programs with Global Competitive Perspectives

Featuring Symposium & Workshops in AACSB Core and Functional Areas
Conducted by 28 Leading Professors and Textbook Authors
Sponsored by 21 US Dept. of Education-funded CIBERs & BIEs

Location: WSU Marcus Welcome Center, Devlin Hall See p.3 & p.6 for details & p.4 for Registration

30th Annual World Trade Week 2006
Honors The European Union

May 18, 2006

Doing Business with The EU25 - Trade Conference
Featuring EU Trade Panels, Country Briefings/Consultations & Lunch Keynote Speaker
and VIP Reception, Banquet & Keynote Speaker EU Presidency

Location: Wichita Marriott See p. 2 for details & p. 4 for Registration
Thursday May 18, 2006  Wichita Marriott  Cost: $50

7:30am  REGISTRATION - Continental Breakfast (Marriott Atrium)
8:00  INTRODUCTIONS - Dr. Dharma deSilva, Chair, WTC
     WELCOME & World Trade Week Proclamation
     Honorable Carlos Mayans, Mayor, City of Wichita
     Honorable Dr. Robert Zischg, EU Presidency, Austria

8:15  USA - EU25 TRADE PARTNERSHIP
     Honorable Eric Stewart, Deputy Assistant Secretary, Europe, USDOC Washington, D.C.

8:40  PANEL I -  Doing Business with Austria; Belgium; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany
     Chair Mark Paolucci & Panel of Country Delegates*

10:00  BREAK

10:15  PANEL II -  Doing Business with Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Luxembourg; Malta; The Netherlands
     Chair David Glassner & Panel of Country Delegates*

11:45  LUNCHEON- Keynote Address
     Mr. Peter Berz, Deputy Head of Delegation’s Trade Section, European Commission in Washington D.C.

1:20pm  PANEL III -  Doing Business with Poland; Portugal; Slovakia; Slovenia; Spain; Sweden; United Kingdom
     Chair David Glassner & Panel of Country Delegates*

2:30  PANEL IV - International Business Strategy & Success of Wichita MNC’s in The EU25
     Chair Woody Swain, Executives from Koch/Invista; Cargill; Raytheon Aircraft; Cessna Aircraft; LSI Logic/Engenio Storage Group; AirBus N.A; Bombardier Aerospace/Learjet; and Spirit AeroSystems.

3:45  Break-out Sessions for Country Consultations & Individual Meetings
     Coordinated by WTC executive board member companies

5:30  ADJOURN

* Country presentations & delegates TBA, their bios and trade/investment literature will be made available at the conference registration

30th Annual World Trade Week Honors EU25 VIP Reception & Banquet

Thursday May 18, 2006  Wichita Marriott  Cost: $40

6:00pm  Hosted VIP Reception - Hors d’ Oeuvres, EU Country Beers & Wines
7:10  Banquet & Wines (Ballroom)
     Presiding Dr. Dharma deSilva, Chair, WTC
     Introduction of EU Ambassadors, Consuls General, Trade Commissioners & Patrons
     Mr. Mark Paolucci & Mr. David Glassner

8:00  EU25 - USA WORLD’S LARGEST TRADE & INVESTMENT PARTNERSHIP
     Kansas Governor’s World Trade Week Proclamation & Messages by US Senators & Representatives

     Special Remarks:  Mr. Peter Berz, Deputy Head of Delegations Trade Section, European Commission in Washington D.C.
                        Honorable Eric Stewart, Deputy Assistant Secretary Europe, USDOC Washington, D.C.
                        Ms. Gudrun Hager, Austrian Trade Commissioner

     Keynote Address:  “The European Union: Moving Towards a United States of Europe?”
                        Honorable Dr. Robert Zischg, EU Presidency, Austria

9:00  International Business Excellence Award & Recognition of Scholar/Interns
     Mr. Dan Meyer and Dr. John Beehler

9:15  Vote of Thanks & Door Prizes - Adjourn for Individual Consultations

Register early for either or both programs by May 12. Special rates are available at Wichita Marriott and American Airlines code #A9456AJ
Internationalization of Business School Curricula Symposium & Workshops

[Friday May 19, 2006]

Venue: WSU Marcus Welcome Center, Devlin Hall, Olive Tree Banquet [See Map]

7:30 am REGISTRATION - Continental Breakfast - Textbook Publishers Exhibit
8:15 WELCOME - Dr. Donald Beggs, President, WSU

SYMPOSIUM - Role Function of AACSB: Approaches, Strategies & Programs to Enhance Business Curricula with Global Perspectives

8:30 Role & Function of AACSB: Approaches, Strategies & Programs to Enhance Business Curricula with Global Perspectives
Dr. Jerry Trapnell, E.V.P. & Chief Accreditation Officer, AACSB – Chair: Dr. John Beehler, Dean Barton School of Business, WSU

The Federal Role in International Business Education, Grants & Programs - USED Washington DC, CIBER & BIE

9:30 Panel “Management Education: Gordon-Howell to Porter-McKibbin Reports - Historical Perspectives & Future Imperatives”
Dr. Dale Flesher, U of Mississippi, Dr. Jerry Trapnell. Panelists Dr. Ben Kedia, Dr. Randy Folks and Dr. Arvind Phatak

10:10 Transitioning to a New Teaching Context – Introduction by Dr. Jeffrey Strauss [Northwestern, Michigan & DePaul industry-academic team]

10:30 BREAK - Networking & Textbook Publishers Exhibits

10:45 "Competitiveness of the Global Aircraft Industry" Senior Executive Panel of Wichita's Air Capital Firms

Mr. Roger Whyte, Cessna; Aircraft; Mr. Ted Farid, Raytheon Aircraft; Mr. Kevin Polian, Bombardier Aerospace/Learjet; Mr. John O’Leary, AirBus North America; Ms. Marci Johnson, Spirit AeroSystems

12:00pm Luncheon Keynote Address – Pizza Hut Entrepreneurial Founders Story Messrs Frank & Dan Carney - Chair, Professor Fran Jabara

1:30–4:15  Concurrent Workshops

A WORKSHOP: Management, OB & HRM and International Management in Majors/Concentrations
Leaders: Dr. Fred Luthans, U of Nebraska; Dr Arvind Phatak, CIBER Temple U; Dr. Linda Ferrell, U Wyoming

B WORKSHOP: Marketing & Consumer Behavior and International Marketing in Majors/Concentrations
Leaders: Dr. Vern Terpstra, U Michigan; Dr. Subhash Jain, CIBER U Connecticut; Dr. O.C. Ferrell, U Wyoming

C WORKSHOP: Finance & International Finance in Majors/Concentrations
Leaders: Dr. Raj Aggarwal, Kent U; Dr. Julian Gasper, CIBER Texas A&M; Dr. Randy Folks, CIBER U S Carolina; Dr. Chris Anderson, CIBER KU

D WORKSHOP: Accounting & Taxation Issues and International Accounting in Majors/Concentrations
Leaders: Dr. Lee Radbaugh and Dr. Ero Black, CIBER Brigham Young U; Dr. Dale Flesher, U Mississippi

E WORKSHOP: DS/Operations/Mfg., Gmgt., GSCM, Mgmt. Info. Systems, and in respective Majors/Concentrations
Leader: Dr. Christian Albright, CIBER Indiana U; Dr. Prashant Palvia, U North Carolina Greensboro; Dr. John Chenoweth, BIE UIW-W

F WORKSHOP: Entrepreneurship & SME as a core or elective in Majors/Concentrations
Leaders: Dr. Robert Hisrich, CIBER Thunderbird-TGSIM; Dr. Tim Pett, Wichita State U

G WORKSHOP: Strategic Management & Business Policy [Capstone course]
Leaders: Dr. Ben Kedia, CIBER U Memphis; Dr. Mike Peng, U Texas at Dallas

H WORKSHOP: Business Environment, Economics, Ethics & Social Responsibility, Legal & Public Policy Issues as core or electives in Majors/Concentrations
Dr. Melissa Birch CIBER KU; Dr. Clyde Stoltenberg, CSU Long Beech; Dr. Mark Ballam, CIBER San Diego State U; Dr. O.C. Ferrell, U Wyoming

4:30 pm Site visit to LSI Logic/ENGENIO Storage Group – Global Operations [37th & Rock Rd]
6:15 Reception & Banquet at Olive Tree Banquet Hall [2949 N. Rock Rd]
8:00 Banquet Keynote Address – Koch’s Philosophy & Practice of Market Based Management and Global Business Strategy
Dr. Tony Woodlief, Director MBM Institute, Koch Industries

[Saturday May 20, 2006]

7:30am Continental Breakfast - Textbook & Publisher Exhibits at Devlin Hall
8:00 Workshops [cont’d] New Curricula Developments in Undergraduate & Graduate Programs – Integration of Global Perspectives
Towards a state-of-the-art AACSB Core-Area Curricula Models, Majors & Components, Courses, Outlines/Syllabi & Resources

10:00 BREAK - Networking & Textbook Publishers Exhibits

10:30 WORKSHOP [concluding] The state-of-the-art International Business Curricula Model, Components, Courses & Resources
Expertise shared by workshop leaders, authors CIBER & BIE Directors, Dr. Jeffrey Strauss, Dr. Zubair M Mohamed
Co-Chairs: Dr. Randy Folks & Dr. Dharma deSilva

12:30pm Working Luncheon to collate proceedings of A - I Workshops by Chairs, Workshop Leaders & Coordinators

Cost $195 [Meals & Materials]

RSVP: Register early or before April 28, 2006 - use reservation form on p. 4 for special faculty rates at hotels and America Airlines
Announcing Twin Events Sponsored by Participating US-ED CIBERs & BIEs

[1] Doing Business with The EU^{25} - Trade Conference

Date: May 18, 2006
Location: Wichita Marriott

Austria; Belgium; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Luxembourg; Malta; Netherlands; Poland; Portugal; Slovakia; Slovenia; Spain; Sweden; United Kingdom

Country Panels by EU delegates, Aircraft & Wichita MNCs, Luncheon Keynote, Networking & Individual Consultations

30th Annual World Trade Week Honors EU^{25} VIP Reception & Banquet

Date: May 19 & 20, 2006
Location: WSU Marcus Welcome Center, Devlin & Clinton Halls

[2] Internationalization of Business School Curricula

Symposium & Workshops in Core Areas to meet AACSB Guidelines conducted by leading Professors and Textbook Authors, focus on:


Unique Opportunities & Outcomes: By participating, faculty will interact with the best professors from the best schools and best practices to gain expertise which will enable them to become more confident and effective in developing state-of-the-art curricula & courses, research pursuits and be re-energized to improve student learning in a global context. This is a recipe for improving the quality of the educational experience and delivery system provided by your business school and its impact on the larger business community.


• Registration deadline April 28, see reservation form inside for details of either or both events and contacts for special rates at Wichita Marriott or Northrock Suites and American Airlines STARfile authorization code #A9456AJ

Center for International Business Advancement [CIBA]
World Trade Council of Wichita, Inc.
Barton School of Business, Wichita State University
1845 Fairmount, Wichita, KS 67260-0088.

wtc.ciwa@wichita.edu, www.wtc.wichita.edu
Inquiries, call CIBA 316-978-3176
Please use this Registration Form and return with payment by check to:

World Trade Council of Wichita, Inc.
CIBA-USED/BIE Project, Barton School of Business
Wichita State University, 1845 Fairmount, Wichita KS 67260-0088

Please Make _________ Reservations for WTW The EU25 Trade Conference @ $50
and/or Reception/Banquet @ $40.00 or both events @ $90
Company/Group _________ Reservations for Banquet only at special rate of $300 per table
of 8 members/guests
Check enclosed for $__________ Please indicate here _______if you prefer vegetarian meals
Name[es] __________________________________________ Title ___________________________
Company / Agency _______________________________________________________________
Address__________________________________________________________________________
Tel_________________________ Email______________________________

RSVP: Register early. EU Events Deadline is May 12, 2006. Cancellations not made by May 15 are billed.

Hotel & Airline Conference Special Rates: Wichita Marriott [contact Nicole or Roberta, 316-651-0333]
or North Rock Suites [Hydee, 316 634 2303], and American Airlines STARfile Authorization Code
A9456AJ 1-800-433-1790 or WSU travel agents John, Laurie or Margo Sunflower Travel, 316-634-1700

Please copy this Registration Form and return with payment by check to:

World Trade Council of Wichita, Inc.
CIBA-USED/BIE Project, Barton School of Business
Wichita State University, 1845 Fairmount, Wichita KS 67260-0088

Faculty Member[es] Please Make _________ Reservations for Internationalization B-School Curricula
workshops @ $195 covers all meals and materials
Faculty Member[es] Please Make _________ Reservations for accompanying EU25 both day & evening
events @ $80 OR WTW Honors EU25 VIP Reception/Banquet @ $30
Check enclosed for $__________ Please indicate here ___________if you prefer vegetarian meals
Name[es] __________________________________________ Title ___________________________
University/Dept/Center __________________________________________ Title ___________________________
Address:__________________________________________________________________________
Tel________________________________ Email______________________________
Indicate Participating Workshop[ A B C D E F G H I ]

RSVP: Register early before April 28, on-site registrations are subject to a fee of $25.
Sponsors

World Trade Week Honors
The European Union

Presented by the World Trade Council of Wichita, Inc., a non-profit organization affiliated with Wichita Metro Chamber of Commerce & WSU Center for International Business Advancement and co-sponsored by CIBA-USED/BIE Project, EU Presidency Embassies, Consulates General & Trade Commissioners, International Business Studies Students Association (IBSA-WSU); Kansas Department of Commerce; Kansas International Trade Coordinating Council; Kansas World Trade Center; CIBER University of Kansas; U.S. Dept. of Commerce (KC & Wichita); Mid-America DEC; US-SBA; Wichita Committee on Foreign Relations; Wichita Convention & Visitors Bureau, City of Wichita; Greater Wichita Economic Development Coalition, Sedgwick County, The Wichita Eagle, KM UW, and Wichita Business Journal.

Patrons of WTW Honors
EU25 VIP Reception

Biggs Wilkerson, L.C.
Bombardier Aerospace/Learjet
Cargill Meat Solutions
Cessna Aircraft Company
Cessna Finance Corporation
Commerce Bank; Grant Thornton, LLP;
Greater Wichita Economic Development Coalition; INTRUST Bank;
Kansas World Trade Center,
Klenda, Mitchell, Austerman and Zuecher, L.L.C.
LSI Logic/Engenio Information Technologies; Ponder Balloon Company
Raytheon Aircraft Company;
Standard Beverage,Dean & DeLuca;
The Coleman Company, Inc.;
Tramco, Inc.; Wichita Marriott.