

Global Business Currents



International Internships: Position Yourself for Success

What spurs an employer to pick one student to interview out of hundreds? An internship abroad can make a lifetime of difference for Cameron School of Business graduates seeking jobs. International experience intrigues employers and helps CSB graduates stand out from the mass of applicants.

To foster these valuable work experiences, CSB faculty members continue to cultivate overseas business contacts and obtain grants offering scholarship funds. They also want students to be aware of the options.

One type of scholarship CSB students have benefited from is the Study and Internship Program (SIP) in Germany, a grant program sponsored by Deutscher Akademischer Austausch Dienst (DAAD), or the German Academic Exchange Service.

SIP enables U.S. students to study in Germany for a year. Classes are taught in English during the fall semester. A DAAD grant recipient receives airfare between the U.S. school and the German university, health insurance, a monthly stipend during academic studies and an internship with a German company.

Job-Hunting Advantage

UNCW graduate John Shartle said he had a great SIP experience in 2008–09 at Hochschule Bremen. “I really loved the international environment,” he said. After the fall semester studying at the German university, he worked in the spring in Bremen as an intern at Gestra AG, which sells equipment for steam and hot-water plants.



IMBA student Mark McCambridge maximized his study-abroad experience by working as an intern with a Spanish design company.

The experience gave Shartle an unusual advantage when applying for jobs. “When I got back, I had between eight and 10 interviews,” he said. “The selling point was you don’t usually see someone coming out of college who has worked internationally.”

Cameron students also have received grant funding for internships in Mexico and Spain. Mark McCambridge, a student in UNCW’s International Master of Business Administration (IMBA) program, worked as an intern at Odos Design, a product design and communications agency in Valencia, Spain. While completing his IMBA specialization studies at the University of Valencia, McCambridge found out about Odos Design through professional networking contacts. He

then took the initiative to secure an unpaid internship with the company.

McCambridge received scholarship funding through a UNCW grant to help with his living expenses during the internship. “Without the support of the UNCW summer internship grant, I would not have been able to afford to work with Odos, as they had no real resources with which to pay me,” he said. “I feel quite fortunate to have been able to get inside access into the Spanish working world, as it is a unique and rewarding experience.”

Speaking the Language

The ability to speak Spanish fluently was an important factor for securing the internship with Odos Design. In fact, McCambridge said, “If I had one piece of advice for any future study-abroad student, it would be to learn the language (as much as you can) before you go! It enriches the experience more than you can imagine to be able to understand the local culture, unedited.”

McCambridge points to the relationships he has built with Odos colleagues, as well as having an international internship on his resume, as valuable factors that will help him with future career moves. “As with anything,” he said, “it takes perseverance to make it happen, but I’m looking forward to the next challenge of finding a long-term international career.”

This year, CSB has seven scholarships available for international internships. Interested students should contact Dr. Rebecca Porterfield via e-mail at porterfieldr@uncw.edu

Students Act as Business Consultants, Travel to Prague Over Spring Break

"Prague is a beautiful city with a rich history and a bright future."

If you're a student who wants an in-depth international experience but can't handle a full semester abroad, consider taking Entrepreneurial Projects in the Czech Republic, a 3-credit directed independent study course. Piloted in spring 2010, the course and trip will be offered again in spring 2011.

Students will conduct international business consulting for a firm in the Czech Republic during the semester, present their findings to the company during a spring break trip to Prague and then visit local business, cultural, and historic sites. "Prague is a beautiful city with a rich history and a bright future," said Assistant Professor of Finance Nivine Richie, one of the instructors for this course.

The class allows Cameron School of Business students with concentrations in international business, finance, and entrepreneurship to gain practical business experience, reap the benefits of cultural immersion and earn elective concentration credits.

Students will work in project teams to solve a company's business needs and then will travel to Prague to present the solution to the company directors. "While in Prague, students visit local

firms and discuss relevant issues with area business leaders," Richie said.

"Students also have the opportunity to enjoy the historical and cultural sights of the city such as Prague Castle, St. Wenceslas Square and the Prague Opera."

To sign up, contact Dr. Nivine Richie, e-mail: richien@uncw.edu, or Dr. Rebecca Porterfield, e-mail: porterfieldr@uncw.edu

Students presented their recommendations to company officials in Prague and explored the city.



UNCW Offers Global Business Certification



Joe Dougherty has launched the Global Business Initiative.

If you'd like more preparation for an international business career, consider UNCW's new Certified Global Business Professional (CGBP) program. The nationally recognized CGBP designation provides a benchmark for competency in global commerce, covering global business management and strat-

egy, international marketing, supply chain management, and trade finance.

The Cameron School's Swain Center for Business and Economic Services will offer a CGBP exam preparation class in Spring 2011.

For professionals with experience in international trade, the certification confirms and endorses their

knowledge while complementing existing skills. For those just beginning a career, the certification offers a base for expanding knowledge and a competitive advantage in the job market.

For more information, contact Joe Dougherty, director of the CSB Global Business Initiative, e-mail: doughertyj@uncw.edu

Benefits of TABSA Program

Students Find a Second Home And Earn a Second Business Degree

Earning a degree from a European university in addition to a UNCW degree can open doors to greater career options for young people. CSB students have the rare opportunity to earn dual UNCW and international degrees if they participate in the Trans-Atlantic Business School Alliance (TABSA) study abroad program.

TABSA participants study at UNCW for two years and then study at an international partner school in England, France, Germany or Spain for two years. Their program also includes an internship abroad to gain real-world experience in international business.

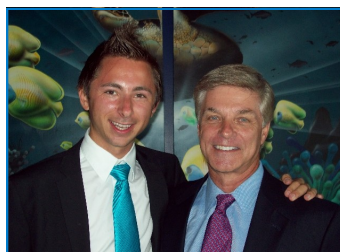
From the other side of the Atlantic Ocean, TABSA students start in Europe and finish at UNCW, participating in a semester-long U.S. internship. These international exchanges benefit not only the TABSA students coming from Europe, but also the U.S. students who sit in the same CSB classes and gain exposure to different cultures and academic approaches.

A 2009 UNCW graduate from Germany, Refika Bilgic, credits the TABSA program with helping her understand differences in

the European and U.S. business cultures. She found that learning from professors who had worked in other countries, such as Dr. Carlos Rodriguez who has worked in Brazil and Spain, helped bring lessons to life. “His experience made it more lively, rather than just a chapter in a textbook,” she said.

After graduating, Bilgic got a job with DryCorp, the Wilmington company where she had her internship. Currently, she is director of sales for laboratory equipment at the Wilmington branch of IKA Works, a German company with offices around the world.

To prepare for the required internship, a TABSA student may be matched with a mentor who has professional business experience. Members of the Cameron Executive Network volunteer as mentors. The student has to be admitted



Christopher Clodius' mentor, Charles Schaefer, shared insights into international banking.

to CSB, apply for a mentor, attend an information session and participate in a mixer between mentors and mentees.

Christopher Clodius, a 2010 UNCW graduate from Germany, noted that the relationship he developed with his mentor helped him identify and pursue TABSA internship opportunities that aligned with his goals and education. Specifically, his mentor helped him develop a U.S.-style resume and craft cover letters to prospective employers.

Clodius' mentor, Charles Schaefer, worked with him to find vital contacts for setting up interviews. “His business background was a tremendous help for me,” Clodius said, specifically his banking and international experience.

For U.S. or European students considering the TABSA program, Clodius noted that the dual degree makes employers take notice. “I think it helped me land interviews because very few people study two years abroad and get a degree from two countries.”

Bilgic encourages students to “approach the international experience with an open mind. Embrace the opportunity.”

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Cameron School of Business

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CSB Prepares Students to Become Business Leaders in a Changing World

A key part of CSB's mission is a dedication to the preparation of our students to work in the global economy. According to the *Chronicle of Higher Education*, "A global college education is increasingly becoming a crucial part of being competitive in today's job market." CSB seeks to provide multiple opportunities for students to study abroad during the summer, or during a semester-long or yearlong experience.

By participating in study abroad, a student can gain understanding about cultural differences in academic, business and social situations; increase in maturity; gain self-confidence; enjoy opportunities to practice speaking another language and gain new perspectives on the world of business and society.

Every summer, CSB offers courses in Europe – specifically in England, France, Germany and Spain. These courses are taught by CSB faculty and international faculty members. Students are offered course options that meet their business core requirements, general education requirements and occasion-

ally, concentration requirements. A student can continue to make progress toward graduation while gaining important international experience. All students with an international business concentration are required to take a minimum of three credit hours of study abroad.

In the fall, spring and summer combined, about 160 CSB students studied abroad. Almost 100 CSB students studied overseas in the summer. Summer programs for 2011 are being developed now – watch the video screens in Cameron Hall and the Computer Information Systems building for information.

By focusing on CSB partner schools, students can transfer back business core and concentration classes. Students frequently use these longer-term study abroad opportunities for language minors and internships. Employers have said this experience adds great value to student resumes. To discuss where you might study, contact the appropriate country liaison (see list on this page) or come to the CSB International Programs Office in CH 124.

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Participate in the Student Chapter of the NC World Trade Association

Professional connections and expanded knowledge of international business can result when students get involved in the North Carolina World Trade Association (NCWTA) – Seahawk Chapter. Through meetings and presentations, NCWTA members hear what's happening in global business arenas while they network with international business professionals in the Cape Fear Region.

NCWTA activities:

- Professional speakers
- Dinner socials
- Networking with professionals
- Information about internships and jobs
- Fellowship with other members

Contacts for more information:

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