

## About the Institute for International Business

Established in 1988, the Institute for International Business (IIB) serves as the center for the advanced study and teaching of international business at the University of Colorado Denver. The institute partners with various schools, programs and faculty to implement and facilitate major internationalization initiatives at the university. These include:

- faculty, program and course development
- research sponsorship
- international conferences and meetings
- student-led activities in international business
- business outreach

The institute's Global Advisory Board, consisting of international business leaders and entrepreneurs, plays a vital role as UC Denver's link to the global business community.



### Staff:

Manuel G. Serapio, PhD, Faculty Director  
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Henry Tsuei, Executive in Residence  
Chen Ji, Faculty Coordinator of China Initiatives  
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### CIBERWeb:

CIBERWeb is the web portal that identifies the resources of CIBERs, including a directory of the 31 CIBER institutions and a plethora of information on CIBER activities and products including academic program development, foreign language development, study abroad, faculty development programs, research, publications and business outreach.

## University of Colorado Denver

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### Colorado's Only CIBER

The IIB is also home to the Center for International Business Education and Research (CIBER), a federally funded grant to promote U.S. competitiveness in the global marketplace. The University of Colorado Denver is the only CIBER in Colorado and one of two in the Rocky Mountain region. With this CIBER designation, UC Denver has established itself as Colorado's preeminent academic resource in international business. UC Denver has held this distinction since 1993.

### Increasing U.S. and Colorado Competitiveness

With the goal of increasing U.S. and Colorado competitiveness in international business, the IIB supports over forty program initiatives in three areas: teaching, research, and business and academic outreach.

### Ensuring International Business Readiness

The IIB collaborates with schools at UC Denver to broaden the international content of their curricula and programs. For example:

#### Business School

- Supported the MS in international business and undergraduate program in international business through faculty and course development grants.
- Established an interdisciplinary and multicampus (Denver and Boulder campuses) joint degree: BA (international studies and language for the professions) and MS in international business.

#### Arts and Sciences

- Sponsored the development and offering of business languages courses (e.g., Business Arabic, Business French and Business Spanish).
- Supported "Window on China," a summer field study program to China.

#### Architecture and Urban Planning

- Sponsored the development of a global professional practice course; supported internationalization initiatives of faculty, including course development and participation in faculty development programs to China.



### Faculty Development and Academic Outreach

The UC Denver CIBER is a leader in faculty development in international business programs (FDIBs), assisting faculty to gain expertise in international areas and providing best approaches to teaching and research. Most notable of these FDIBs are in the areas of international entrepreneurship and international human resource management, as well as an international study tour to China's Pearl River Delta region.

Together with Brigham Young University's CIBER, the IIB has established the Rocky Mountain CIBER Network to serve as a regional resource for schools in the Rocky Mountain region.

### Research on International Competitiveness

The IIB promotes basic, applied and multidisciplinary research in international business and in U.S. global competitiveness. Each year IIB awards multiple research grants to faculty. Papers from this research are published in leading international business journals, technical reports and disseminated to the business community through conferences and briefings. Examples of research topics include global work dispersion, internationalization of research and development and global leadership.

### Global Business Outreach

The IIB's business outreach is highly regarded among CIBER network universities. At the center of this outreach is the institute's Global Advisory Board, a dynamic board of more than a dozen international executives and entrepreneurs representing diverse international business, geographic and industry expertise. Board members lead IIB's major international initiatives and provide funding and other resources to the institute. The board publishes the Global Forum Report twice a year to highlight international business executives' insights on crucial global issues. This report is widely disseminated to companies, business schools and other stakeholders.

More recently IIB has partnered with the international accounting firm KPMG LLP (a member of the Global Advisory Board) in the Global Enterprise Institute. The goal of this partnership is to assist mid-market and entrepreneurial firms in identifying their opportunities and risks of international expansion and to provide a forum for business practitioners to address key international business issues and emerging global trends.

The institute also sponsors a monthly International Executive Roundtable for faculty, students and members of the business community.

