

FOR THE EXCLUSIVE USE OF MEME.MOORE@UCDENVER.EDU

From the Denver Business Journal:

<https://www.bizjournals.com/denver/news/2018/10/30/cu-denver-ciber-school.html>

CU Denver is Colorado's only CIBER school. Here's what that means for business.

Oct 30, 2018, 7:48am MDT

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)

CU Denver just received \$1.28 million in federal funding to remain a Center for International Business Education and Research, or CIBER. That makes it one of just 15 CIBERs in the nation, and one of the top three when considering total grants received.

But what *is* a CIBER, and what does it mean for Colorado? Denver Business Journal asked CIBER faculty leader and Associate Professor of International Business Manuel Serapio to lay it out.

The following Q&A has been edited for style.

What exactly does it mean to be a Center for International Business Education and Research?

CIBERs are national centers of excellence in international-business education, foreign-language education, and related fields — designated and funded by the US Department of Education under its Title VI (International and Foreign Language) program.



KATHLEEN LAVINE / DENVER BUSINESS JOURNAL

CU Denver senior Omer Sarwana is an intern in Kroenke Sports & Entertainment's business intelligence department.

CIBERs contribute to advancing U.S. competitiveness by preparing current and future students to work in and contribute to a globalizing economy. In addition to serving the universities where they are based, CIBERs serve as an important academic resource in international education in their region. CIBERs work with academic institutions (four-year universities, minority-serving Institutions, and community colleges) in promoting international education through curriculum development, faculty development, internationalization research, and business and academic outreach initiatives.

Every four years, dozens of universities compete for this prestigious award, including many top universities in the country. The University of Colorado Denver (CU Denver) was selected as one of 15 U.S. universities to receive the CIBER designation for 2018-2022. It is the only CIBER in Colorado and one of two in the Rocky Mountain region [Utah's Brigham Young University is the other]. *Editor's note: You can see all of the CIBER schools here.*

What is it about CU Denver that stood out and qualified it for this designation?

CU Denver has successfully competed nationally for the CIBER designation since 1993, making it one of the longest-serving CIBERs. We were particularly successful in this recently concluded round of competition, finishing in the top three among the 15 CIBERs in terms of the grant amount awarded.

Several factors stood out and qualified CU Denver for this important designation.

First, CU Denver's Institute for International Business (IIB) where CU Denver CIBER is housed has an exemplary record of accomplishments during its 25 years as a CIBER. The IIB is well respected in the academic community for the service that we have provided to constituents in promoting international business education.

Second, the CU Denver CIBER has benefited from the IIB's position as a university-wide resource. The IIB is strongly supported by CU Denver's central administration, particularly the provost and vice chancellor for academic and students affairs. CIBER collaborates with faculty from various academic units at the university to implement interdisciplinary and cross-campus initiatives. Among its key collaborators are CU Denver's Business School and Jake Jobs Center for Entrepreneurship, CU's Executive MBA Program, and CU Boulder's Center for Asian Studies and Spanish for the Professions Program.

Third, our Denver location is pivotal. Denver is a global hub for business and entrepreneurship. It is a gateway for business in the Rocky Mountain region. The CU Denver CIBER, in partnership with the CIBER at Brigham Young University, serves 40-plus universities and multiple organizations in the Rocky Mountain region.

Over the years, we have received tremendous support from Colorado companies and organizations engaged in international business. They have hired our students, provided them with internships and jobs, and lectured in countless classes and events.

Finally, the IIB submitted a strong proposal that rated highly and resonated well with reviewers. As one anonymous reviewer noted, "Many of [CU Denver CIBER's] proposal's initiatives can serve as models/demonstration projects for other institutions to adopt ... While the institution has been a long-standing [CIBER] recipient, its initiatives are fresh and timely."

What are CU Denver CIBER's "fresh and timely" initiatives? What do they mean for Colorado?

The theme of our proposal was, "Sensing, Seizing, and Transforming New Opportunities in International Business Education." Let me illustrate with three examples:

Digital Globalization. Today's globalization is referred to as "digital globalization," or "Globalization 3.0." As McKinsey Global Institute noted [in "Digital Globalization: The New Era of Global Flows"], "The shift to a more digital form of globalization changes who is participating, how business is done across borders, and where the economic benefits are flowing." To this end, we would like our students, IB practitioners, and Colorado and U.S. companies to be well-positioned for this new and exciting phase of globalization.

At CU Denver's Business School, we are revamping our international business programs to include a specialization on global e-commerce and expanded cross-border e-business content (e.g., global buy, global transport and global pay). This is particularly important and timely for Colorado as the state emerges as a major hub for global e-business. We project that a growing number of our students will be working in companies that are engaged in, or will be impacted by, digital globalization.

Disruption. Although technological disruption is increasingly common and altering how businesses and entire industries operate across borders, another form of disruption is also taking place on the geopolitical front, where established political, trade and economic alliances are being challenged. We have proposed research, training and student consulting opportunities that will address for stakeholders how to extract opportunities from these myriad disruptions — whether that means rethinking traditional ways of working or equipping companies with the practical knowledge they need in order to be simultaneously resilient and adaptable.

For example, in partnership with CU's Executive MBA Program, we will conduct a biannual workshop that will address the top global risks for business and provide business participants with the opportunity to examine the implications of these risks for their organizations.

Inclusion. While the long-anticipated economic recovery is finally taking root, the world faces growing tensions between globalization and populism. More than ever, CIBERs should ensure that they reach and benefit a broader populace, serving the underserved and those that stand to benefit the most from CIBER programs. CU Denver CIBER has a key role to play in this regard given its broad reach in the Rocky Mountain region and partnerships with minority-serving Institutions, community colleges, and tribal colleges and universities. An important program that we have proposed is an IB Career Choice program that will help interested veterans and military students transition to professional careers in international business operations, global supply chain and logistics.

In summary, the CIBER designation solidifies CU Denver's position as a leading institution in global business. CU Denver CIBER provides Colorado with a key educational resource to help advance the state's internationalization agenda, promote U.S. global competitiveness and create jobs for Colorado citizens.

Jonathan Rose

Associate editor

Denver Business Journal

