The degree offerings within Graduate Accounting Programs include a unique accounting-and-finance-integrated MBA degree that launched in the Fall of 1997 specifically for high-achieving Kelley School undergraduate students. The degree has been coined the “3/2 MBA” over the years, as the standard program of study allows the student to earn both a bachelor’s degree in accounting (or accounting and finance) AND an MBA in accounting or financial analysis within five years. The two-year graduate curriculum is steeped in experiential learning. After graduation, these young MBAs typically start their careers in entry level positions where their company can leverage their deep knowledge of accounting and finance, such as in the deals space, corporate finance rotation programs, or consulting/advisory.

One of the pivotal 3/2 MBA learning experiences is the international Field Study course that occurs at the end of the first year of graduate study. The experience is seven-week assignment to an international host organization, often a corporation but occasionally an NGO, where a small team of two-to-four students works on an important, but not urgent, business project. These projects can be focused on accounting and/or finance, given the capabilities and education of our 3/2 MBA students but do not have to be. Deliverables of recommendations, financial models, white papers, etc., including final oral presentations to local senior leadership, are a staple of the student teams’ contribution to their host organization.
3/2 MBA Field Study Program
Putting Theory into Practice Across the Globe

In the early years of the 3/2 MBA, most students had a Field Study assignment in western Europe. However, just as the global economy has transformed, so have the locations of host organizations since our start of this “work experience abroad” in the late 1990s. In April 2019, 3/2 MBA students will be assigned to host organizations in a variety of cities throughout the world: Bucharest, Romania; Warsaw, Poland; Hanoi, Vietnam; Jakarta, Indonesia; Taipei, Taiwan; and London, England.

Host organizations consistently share their high levels of satisfaction with the quality of the work product and professionalism of the 3/2 MBAs. Similarly, upon the students’ return to their final year of graduate study post-Field Study, Kelley faculty are impressed with the recognizable increase in maturity and perspective of the group. This is attributed to the experience of being pushed out of their comfort zones, which so often happens when one is living and working abroad.

Graduate Accounting Programs is committed to transforming the lives of students and are proud to partner with host organizations around the globe to realize this mission for Kelley’s 3/2 MBAs.

How Field Consulting Projects Work:

1. Identify the project.
   Choose a real and important (but not urgent) problem that your organization needs to address. It does not need to be accounting-based.

2. Meet with your student team.
   Provide relevant information to your student team and meet with them throughout the semester. Someone should be available to meet with students for 1–2 hours each week and serve as a point of contact to answer questions.

3. Evaluate project results.
   The team will present the project results to you and the faculty advisor. Your satisfaction is 50% of the project grade.
Congratulations Curt!

We are absolutely thrilled to share that IIB’s friend and Advisory Board Member, Curt Ferguson (BS ‘80 Kelley School of Business), was chosen to receive Indiana University’s 2018 Distinguished Alumni Service award.

Each year, Indiana University recognizes outstanding alumni with the Distinguished Alumni Service Award, the highest accolade reserved solely for alumni. The awardees are leaders in their chosen fields who make significant contributions benefiting their community, state, nation, or university.

Ferguson, who is president of Coca-Cola operations in greater China and Korea, first found success while studying finance and management at IU’s Kelley School of Business and has been with Coca-Cola since 1983, starting in Atlanta, transferring to management positions in Asian subsidiaries, and then rising to managing director of Coca-Cola bottling in Egypt in 2000. In 2002, under his leadership, Coca-Cola Egypt was given the US State Department Award for Corporate Citizenship by then Secretary of State Colin Powell.

Curt has always worked to improve his local communities. In 2012, the Middle East North Africa business unit, which he led at the time, was awarded the Woodruff Cup, Coca-Cola’s most prestigious award for business performance and community leadership. In 2013 and 2014, Forbes ranked him the ninth most influential executive in the Middle East.

In addition to his professional pursuits, his work with his alma mater has had a wide reach. Most notable among these is the Global Business Institute (GBI), an immersive entrepreneurial program that brought Middle Eastern and Northern African students to Bloomington. Each summer, the US Department of State, the Coca-Cola Company, and IIB work together in a public-private partnership to conduct GBI.

From 2012-2018, this multi-faceted, immersive program gave more than 600 students from across participating countries in the Middle East, North Africa and Near Asia the opportunity to learn about entrepreneurship and business in the context of American culture.

Now IIB continues in partnership with Coca-Cola for 2019 with the announcement of the GBI China Program. A select group of MBA students from across China will have the opportunity to learn from Kelley’s award-winning faculty. This program will aid in the development of the next generation of Chinese business leaders by building their leadership and critical thinking skills during an immersive program.

“Curt’s engagement with Kelley is the very embodiment of Moment to Momentum”
- LaVonn Schlegel, IIB Executive Director
BEEADEE
Building Entrepreneurship Excellence And Developing Economic Enterprises

In October 2015, IIB entered into a partnership with the US Department of State’s Middle East Partnership Initiative (MEPI) and Bethlehem University (BU) on a project to foster sustainable growth by enhancing the entrepreneurial environment in the West Bank. The project, aptly named Building Entrepreneurship Excellence And Developing Economic Enterprises (BEEADEE) due to its Arabic meaning, “With my own hands I make my future...” had two objectives:

- Create entrepreneurship programs to support key entrepreneurial types/sectors, including NBEs, MSMEs, higher potential non-ICT start-ups, and youth to increase the number of active entrepreneurs with a crosscutting focus on women and youth.
- Increase access to start-up resources and training to facilitate the development of entrepreneurs in key demographics.

With the generous support of the Bank of Palestine in providing the location, the Bethlehem Business Incubator (BBI) launched in April 2016 and began hosting events to promote entrepreneurial understanding for the local community. By the project’s conclusion, more than 1300 community members had attended startup events and workshops on topics such as digital marketing, business etiquette, value chain approaches, taxes, branding, and social security law.
BBI worked with numerous startup companies over the course of the project. Ten startups received full incubation services from a team of local experts on business plan development, product development, market research, branding, website development and design, online marketing and printing, marketing strategy, financial analysis, and legal registration. The startups are:

- **Discover and Explore**, a platform to promote cultural tourism in the West Bank
- **Ta7awwaj**, a platform to organize and facilitate online shopping in the West Bank
- **Job Lancer**, a platform to match employers with prospective job applicants
- **Psychology Spa**, a location to facilitate open group discussion of psychology topics
- **FoodFix**, a platform to discover healthy food recipe options
- **Hypanion**, a laundry delivery service to connect laundromats with customers
- **Eat.ps**, a platform to facilitate and explore dining in the West Bank
- **Foam**, a soap production business
- **Qandeel**, a tourism initiative focusing on traditional Palestinian culinary experiences
- **EasyPark**, a platform for mobile payments on parking meters

The BEEADEE project worked closely with BU on its entrepreneurship curriculum and developed a cross-curriculum minor in entrepreneurship, which launched an introductory entrepreneurship course that has enrolled 254 students. The minor recently received approval from the Ministry of Education to launch in fall 2019. BU faculty developed ten new courses in support of the minor.

IIB conducted six faculty development workshops to better support BU faculty in implementing these courses and promoting entrepreneurial thinking throughout the curriculum. Topics included teaching entrepreneurship, developing entrepreneurship courses, incorporating design thinking, and establishing communities of practice. Participating IU faculty include Chris Cook, Fred Schlegel, and Alain Barker; Karl LaPan from the Northeast Indiana Innovation Center and Lisa Bosman from Purdue University.

The project has been a tremendous success. Women and youth were consistently empowered throughout, and BBI had a 70% attendance rate of youth or women at public events. All of the startup founders are either youth or women. Engagement programs, including classes and visits to rural areas, have had 99% attendance of youth or women. The program’s impact on the region is significant, and the infrastructure established continues to become more robust.
CIBER Center for International Business Education and Research

IIB is pleased to be designated as one of 15 Centers for International Business Education and Research (CIBER) funded by a Title VI grant from the US Department of Education. IU CIBER embraces its role as a National Resource Center and shares resources and opportunities with the widest audience possible. During the 2018-2022 grant cycle, IU CIBER is carrying out a series of activities designed to move all constituencies from international awareness to engagement, and finally to global competence, by providing international education and research, collaborative and mentorship relationships, and experiential learning. IU CIBER’s four-year plan includes more than 40 activities in support of these goals. We will highlight a few new and ongoing activities for you.

IU CIBER is continuing its partnership with Ivy Tech Community College through a number of new collaborative activities. Ivy Tech is Indiana’s largest public postsecondary institution and the nation’s largest singly-accredited statewide community college system, enrolling nearly 160,000 students annually on 45 campuses and site locations throughout Indiana. The Global Employability Initiative (GEI) aims to strengthen the Indiana and US workforce by integrating global skills and competencies across the technical education and career pipeline of Indiana. The core of GEI involves (1) developing a new Global Workforce Skills Certificate at Ivy Tech, and (2) integrating global skills in the curriculum of Indiana’s Career and Technical Education (CTE) high school programs as well as providing professional development for CTE faculty. These two initiatives will be complemented by the career preparation of university students and outreach to K-12 schools on global career readiness and are supported by all Title VI area studies centers on the IU Bloomington campus.

Ivy Tech recognizes the value of training faculty wishing to internationalize their course content or to develop new courses with a more global scope, but understands that attending face-to-face conferences and trainings may not be logistically or financially possible for adjunct faculty. Ivy Tech Community College Pedagogy Webinar will bring together Ivy Tech instructors who have successfully internationalized their course content to develop an online pedagogy series targeted to adjunct faculty. The series will provide training and resources on incorporating international content into courses in an asynchronous format that can be viewed by all Ivy Tech instructors statewide.
How to engage with CIBER at Indiana University

Do you have an internationally focused career?
We would love to interview you for our Career Video Series.

Are you an educator?
We’d love your input on our CIBER Focus Video Series and Lesson Plans.

Are you a SME wanting to expand into global markets?
We have resources to share.

Contact us today at ciber@indiana.edu

SME outreach remains a priority with the continuation of the Internship Reimbursement Program. In collaboration with the Indiana District Export Council, Indiana Economic Development Corporation, Indiana Small Business Development Center’s Export Indiana Fellowship Program, and the Indy Chamber, IU CIBER will also provide support through the Small and Medium Enterprises International Experience to help Indiana SMEs participate in international experiences such as international trade missions and fairs to expand into global markets.

The Indiana Manufacturing Export Student Projects is a multi-university collaboration between IU CIBER, KSB’s Center for Excellence in Manufacturing, and Purdue University’s Manufacturing Extension Partnership. The collaboration will pair small and medium-sized Indiana manufacturers with Kelley MBA and undergraduate business students to develop export plans. During a three-month structured process, manufacturers will create an executable, proactive export strategy for a product that they are interested in selling to a global market, a foreign region, or a foreign nation. The project offers students a unique opportunity to work with an Indiana manufacturer and gain valuable firsthand experience related to international commerce and export strategies while earning course credit.

Entering into its sixth year, Business Is Global (BIG) continues to be IU CIBER’s flagship program. BIG is a two-week program for rising high school sophomores, juniors, and seniors interested in exploring the intersection of business, language, and culture. The IU Hamilton Lugar School of Global and International Studies is an important partner in the curriculum and introduces students to less-commonly taught foreign languages and their associated cultures. The summer 2019 program is expanding to five languages and cultures, featuring Arabic (Middle East and North Africa), Dutch (Netherlands, Belgium, Suriname, and the Dutch Caribbean islands), Mandarin Chinese (East Asia), Portuguese (Brazil and Portugal), and Russian (Russia and Eastern Europe).

All videos are currently accessible on our YouTube channel: youtube.com/KelleyInternational.

Also new to the 2018-2022 grant cycle is an online Career Video Series for high school students to highlight the importance of language and culture across a broad spectrum of careers, including those traditionally associated with language fluency (e.g., interpreter or foreign service officer) as well as business, hospitality, and tradecraft.
Founded in 2010, Institute for International Business (IIB) is Kelley’s focal point for international outreach. Our mission is to transform lives, organizations, and communities by creating and nurturing partnerships that build business and entrepreneurial knowledge in emerging and developing markets.

We work to expand the way people think about themselves in the world and how they interact with others from around the world. Through our field work and programs, we bring people and organizations together to create economic opportunities for individuals and communities.