

TERRY COLLEGE INAUGURAL STUDY ABROAD PROGRAMS TO CHINA

2007 has been an exciting year for undergraduate and MBA students who participated in these inaugural study abroad programs to China. Despite the 12+ hour plane journey and the fact that most going spoke little to no Chinese, the students, faculty and staff who traveled there for its distinct cultural and business-learning experiences returned with unique insights into this nation's old-world/new-world contrasts and their influence on China's re-entry as an important economic power into the global marketplace.

MBA Travels

24 Full-time and Evening MBA students led by professor Marisa Pagnattaro, Legal Studies, traveled for 10 days beginning March 9, 2007, as part of a spring semester course on Special Topics in International Business. The first stop was Beijing, where the group was introduced to a traditional dinner of Peking Duck and Beijing's cultural sites, including Tiananmen Square, the government seat of China; the Forbidden City, former home of the Emperors of China; and the Great



Terry MBA students at the Great Wall of China

Wall, a centuries-old symbol of China's wealth and unity. The program also included a number of business visits in Beijing and Shanghai to provide students with a better understanding of the legal, financial, and regulatory environment in China, and an appreciation of business practices, opportunities and challenges faced by the companies. Furthermore, the organizations visited spanned multinational corporations, traditional state-owned Chinese firms, and more contemporary Chinese organizations. This enabled students to compare and contrast business practices and perspectives across the three groups of businesses. Senior managers from each organization (such as the President of Cisco China) presented to the group of MBA students and answered questions. Visits in Beijing included a presentation on entrepreneurship and the investment climate in China given by the U.S.-China Business Council, Cisco China, the law firm of Allen & Overy, Siemens, and HP Labs. In Shanghai,

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FROM *the* DEAN



Robert T. Sumichrast

Since becoming dean of the Terry College of Business in July, I have been impressed by many aspects of the College, including the range and depth

of international programs available to our students. Terry's commitment to international programs makes perfect sense for a top business school educating students who will compete in a global economy. Whether they go on to become leaders in large public companies or entrepreneurs who start their own ventures, graduates of Terry are likely to have experiences dealing with international markets, multinational companies and the legal and regulatory environment that governs international business. This newsletter highlights just a few of the programs we offer for students to study in other parts of the world, as well as articles featuring research by our faculty and a story about one of our successful IB alums (**Paton Faletti**, BBA '99, Vice-President of Sales, Maserati North America).

It has taken leadership and effort to continue growing Terry's international programs to their current levels. I want to congratulate Elena Karahanna, our director of international programs, for the success she has achieved in building our

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*Study Abroad
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TOP: Terry Undergraduates visited the Forbidden City in Beijing.

BOTTOM: As part of the Globalization & IT in China program, Terry Undergraduates studied alongside Chinese students at Neusoft Institute of Information in Dalian, China.

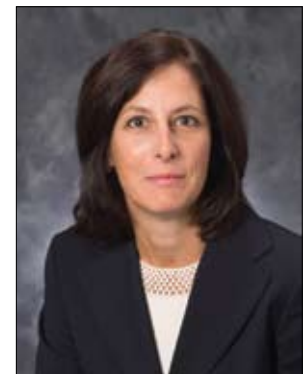
the financial center of China, the MBA students visited Shanda Interactive Entertainment, Philips Asia-Pacific, Baosteel, and Roche Pharmaceuticals R&D Center. Accompanying the MBA students was a group of five executives led by Charlie Squires (see further information on executive programs on page 4).

Globalization & IT in China

12 Terry undergraduate students embarked on a 3-week visit to China under the direction of professors Rick Watson and Dennis Calbos. This Maymester course on Globalization & IT was held primarily on the campus of Neusoft Institute of Information (NII) in Dalian, China, where UGA students attended professor Watson's and Calbos's lectures with a dozen of NII's English-speaking Chinese students. Outside of class, the UGA and NII students visited cultural and business sites such as Dalian Software Park, Alpine Electronics R&D Center, a tea company, a pet cage factory, a recycling company, the Golden Pebble Beach Resort area and the Dalian Nature Museum among others. Following a graduation-like exchange of certificates (from NII students) and red/black "UGA-NII" ballcaps (from UGA students) on the last day of class, the UGA group headed to Beijing for the final leg of the trip. There they enjoyed the cultural highlights of this ancient city, such as a guided tour of Tiananmen Square, the Forbidden City and the Great Wall. The Beijing stay also included visits to companies such as Baidu, Volkswagen and Gengxiang Tea Company. The students quickly became a close knit team and explored much of the city together in their free time, seeking out the shopping malls, parks and other cultural sites. On the flight back to Georgia, several of the students were already planning a return visit to Dalian.

FACULTY RESEARCH FOCUS ON CHINA

Going on the MBA Travels to China program as the faculty instructor in March 2007, Marisa Pagnattaro was able to gather information for her research on intellectual property rights problems faced by businesses in China. Professor Pagnattaro's research examines how a company can best protect its trade secrets, or "know-how" as it is often referred to in China, from unauthorized disclosure by employees. Her findings detail Chinese statutory law applicable to the protection of trade secrets, including the use of covenants not to compete. She further analyzes Chinese judicial decisions involving former employees who engaged in unfair competition by divulging trade secrets. Finally, she discusses the use of the China International Economic and Trade Arbitration Commission as an alternative to litigation. Dr. Pagnattaro makes recommendations about best practices that companies operating in China should undertake to protect themselves from such disclosures by former employees. Pagnattaro presented her research in May 2007 at University of Connecticut's CIBER Symposium on The Global Challenge of Intellectual Property Rights. Her findings will also be published in the 2008 issue of *American Business Law Journal* and included in the book *International Protection of Intellectual Property Rights*, Elger Publishing, 2008.



PAGNATARRO



**Executive Programs
planned for 2008
include:**

CHINA
March 2008

NEW ZEALAND
December 2007

Visit the programs' Web site at
www.terry.uga.edu/exec_ed/open_enrollment
For more information, contact
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Terry Executive Programs Go Abroad

To meet the increasing demand of individuals and organizations to understand the realities of the global business environment, Terry College's Office of Executive Programs is developing a series of international residency programs. The first program was launched in March 2007 in China. Programs provide participants with a strong foundational understanding of the international business community including a historical overview, cultural awareness, customs and protocol, economic outlook, government and regulatory environment, and financial and legal conditions. Participants have a unique opportunity to witness firsthand the challenges and rewards of conducting business in key developing international markets. During the international residency, corporate visits provide direct interaction with management teams of firms doing business in that country. Cultural activities are interspersed with corporate visits giving a broader-based understanding of the realities of operating in a foreign environment.

Spring IB Banquet

International Business Programs held its first annual banquet on April 26 at The Georgia Center to honor the 2007 IB graduates and provide a forum for IB alums to reconnect with IB Programs and our students. The banquet was sponsored in part by Stateside Capital (alumnus **Rick Beacham**) and other IB alumni. The evening began with a relaxing social hour that provided networking opportunities among alumni and students. After welcoming remarks by IB Director Elena Karahanna and brief announcements by IB Society President Pete Frayser, Beacham shared pictures, stories and wisdom from his participation in the first study abroad program offered to business students in 1972. Sarah Park of the UGA Career Center followed Beacham with a presentation on "How to Market an IB Degree" and an overview of lifetime career services available to all UGA alumni. It was a memorable evening that we hope will be the start of an annual IB event. Please let us know if you or your company would like to sponsor the 2008 banquet.

INTERNATIONAL BUSINESS

alum News

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a publication produced by

UNIVERSITY OF GEORGIA
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*From the Director
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programs and reaching out to our alumni with innovations such as this newsletter. So, it is with some sadness that I accept Dr. Karahanna's decision to forego another term as director and return full-time to her role on the college's Management Information Systems faculty, so she can focus her time on teaching and research activities. As a teacher and colleague, we wish her continued success.

Responsibility for international programs at Terry has always been shared. We will continue with this model. I have assigned responsibility for the International Business major to Associate Dean for Academic Programs Mel Crask, and I have asked Associate Dean Daniel Feldman to take on oversight of our other international activities, including study abroad and exchange programs. Dr. Feldman's new title will be Associate Dean for Research and International Programs. These associate deans will continue to work with the faculty and staff who deserve much credit for delivering a broad range of high-quality programs to our students and now — as you'll read in this issue — also to our alumni. Soon, we will begin reviewing the Terry College's strategic plan to ensure that our goals for international programs are aligned with the capabilities of a nationally prominent business school.

I welcome your ideas for further improvement of Terry International Programs.

Robert T. Sumichrast, Dean
Terry College of Business

International Business Student Highlights

Brooke H. Parker, an Honors student and Presidential Scholar, was nominated to be the Queen of Carnival for the 2007 Mardi Gras Rex parade in New Orleans, La. She received the news just after finishing a study-abroad program in Spain. Although Parker is working toward a BBA in International Business, she is also a diligent student of Mardi Gras history and traditions. Her family has a long history of receiving Carnival honors. Described as “energetic, outgoing and compassionate,” Parker is a member of Phi Mu and volunteers with children’s charities and mentor programs. *(Source: The Times Picayune, M.T. Atkinson)*

Kera Perello, the recipient of numerous scholarships, is an upbeat and energetic senior who will graduate in December 2007 with a BBA in International Business and minor in Japanese. By then, she will have also experienced and accomplished much more that will set her apart both personally and professionally. For instance, Perello, who



UGA Amazing Student Kera Perello

studies Chinese, Japanese and Korean languages, attended a year-long exchange program in Kyoto, Japan, and says she’d love to go back. She participates in Karate Club as well as church and volunteer activities. Although she admits that she decided to be a business major “just because my roommate was one,” she’s found that she loves it and hopes to get a job after graduation that involves Japanese/American business relations. *(Source: UGA Amazing Students archive)*

Alumni Spotlight: Paton Faletti

Paton Faletti graduated from Terry College in 1999 with a BBA in International Business, Honors Program. He was then hired as a Product Manager for BMW AG in Munich, Germany, the youngest Product Manager ever hired. In 2001, Faletti became Head of Corporate Strategy at Rolls-Royce Motor Cars, which had been purchased by BMW Group. He worked as assistant to the chairman on integrating Rolls-Royce into the BMW Group, on construction of a new production facility in Goodwood, England, and on launching the all-new Rolls-Royce Phantom. He returned to the U.S. in 2004 to set-up a dealer network for Rolls-Royce Motor Cars North America. Faletti expanded the network in the U.S. market while establishing new subsidiaries in both Canada and Mexico. After completing an MBA at Emory University 2006, he left the BMW Group to join Maserati North America. Currently, he serves as Vice-President of Sales, where he manages a team that operates 53 dealers in North America for the promotion, distribution, sales and service of Maserati products. Faletti is married to Carrie Brady Faletti (*BS ’01*), a realtor with Jenny Pruitt and Associates in Buckhead.

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IBS Officers Heather Smith (L) and Stephanie Mailhot (R)

IB Society Hosts Fall “Welcome Back” Barbecue

A Bar-b-que for International Business students was held on August 28 at Lake Herrick for new and returning International Business majors. IB Society officers — **Alex Royal, Heather Smith, Stephanie Mailhot** and **Deana Nyenhuis** — organized the event for approximately 30 attendees. Back by popular demand, Sarah Park of the UGA Career Center held the group’s attention while she shared important tips on business etiquette, interviewing tips, and a wide array of career services available to UGA students. Park engaged the students in an exercise to demonstrate the importance and difficulty of capturing a recruiter’s attention during a very brief encounter in a career fare or a social networking event. This exercise and a handout on business communication etiquette (including email communication) is part of IB’s efforts this year to focus attention on the importance of communication skills and proper business etiquette.

INTERNATIONAL BUSINESS
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