

Good morning,

Many of us around the country are ready for spring. Cold weather and rain have plagued us for weeks. If you are like me, you are recovering from the flu or other illness from all of this entrapment from less than perfect weather. Having an opportunity for some warmth and sunshine will be such a nice change.

Bill Anderson Award Nominations

Nominations are now being accepted for the Bill Anderson Outstanding Service Award. This award will be presented at the National Business Education Association conference scheduled for April 16 – 20, 2019, in Chicago, Illinois. The Bill Anderson award is presented to a member who has given outstanding support and service in international business education and the International Society for Business Education (ISBE).

To nominate someone for the Bill Anderson Outstanding Service Award, please complete a one-page letter explaining why the candidate should be considered for this award. Contributions made to international education should be specifically mentioned along with dates of membership to ISBE. Contributions can include service in an office and leadership role, publications, involvement with international businesses and building relationships, or work with student organizations. Email the letter of nomination to Dr. Michelle Taylor, ISBE President at michelle.taylor@rcu.msstate.edu. The deadline to submit nominations for this year's Bill Anderson Outstanding Service Award is **March 1, 2019**.

ISBE Sessions at the NBEA Convention

As mentioned in previous monthly mailings, there will be several opportunities for the ISBE membership to have sessions for international business topics. The times and locations have not been set as yet. The NBEA office is working to finalize those arrangements for us. Our March monthly mailing will likely have this information. Please be looking for details.

2019 NBEA Convention

If you have not made plans to attend the National Business Education Association Annual Convention, let me invite and encourage you to attend. The meeting will be April 16 – 20, 2019, in Chicago, Illinois. All sessions will be held at the Chicago Marriott Downtown Magnificent Mile. The ISBE business meeting will be on Thursday evening.

Leadership

Nominations are still being sought for ISBE Membership Director and Representatives. Please send a letter of interest to Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu. Information should be received by March 1, 2019.

Join Today



Please share with your friends and colleagues about ISBE. For any additional \$35 over the NBEA dues, a person can join the US Chapter. There is an online form that can be easily completed. Please share the following link with your peers to invite them to join.

<https://www.nbea.org/newsite/member/join.html>

When you learn the colleague or friend has joined, please let Roietta Fulgham know. She will be keeping list of the new members and who recruited them. Roietta may be contacted by email at roietta.goodwin@gmail.com.

Contributing Author

This month we have a special included writing from Dr. Judee Timm. She is the US Vice President to SIEC. Please take a few moments to read about Scanning the Global Environment for Better Business Decisions. Thank you, Judee, for helping with this month's mailing!

Scanning the Global Environment for Better Business Decisions

Written by: Judee Timm, Ph.D., U.S. Vice President to SIEC

Understanding the world in which we live and operate is crucial for success in our global environment. Successful business leaders here and abroad have long recognized the critical importance of timely information in making investments, developing strategies, and identifying opportunities. Preparing our students for the complexities of the interconnected global economy through reading and research is an essential skill for the 21st century.



What is Scanning?

“Scanning . . . is a reading technique where the reader looks for specific information rather than trying to absorb all the information” (www.usingenglish.com/glossary/scanning.html). In business, this technique effectively can be used to identify trends, competitors, government policies, and environmental factors that affect business decisions. A daily scanning routine can keep students in touch and current with a myriad of elements in the dynamic world of international business. The goal of incorporating scanning in education is to help students form reading habits that will serve as a basis for further in-depth research once a trend, world event,

government decisions, economic activities, trade policies, competitor moves, environmental crisis . . .etc. of interest is identified.

Preparing Students for an Ongoing Scanning Activity

Scanning does not have to be an onerous job. In fact, students can take, on average, about 15 minutes out of their day for this activity. In the beginning, you may consider devoting the first few minutes of class time to get students started with the routine of scanning.

To prepare students for this ongoing activity start them out by:

- ***Selecting 3-5 reputable daily publications*** that they will focus scanning. (Note: Steer students away from television/internet news channels). Some very good publications on international business and the economy include:
 1. The *International Business Times* (<https://www.ibtimes.com>) - This is a free online news publication offering news and opinions on events related to international business and business related stories.
 2. *Financial Times* (<https://www.ft.com/world/europe>)– FT is one of the best international daily newspapers emphasizing reports on global business and economics. Student subscriptions are available for both print and electronic media.
 3. *The Wall Street Journal* (www.wsj.com)- The *Wall Street Journal* is a U.S. daily newspaper with a rich focus on international business news, financial markets, and investment trends. Student subscriptions are available for print and/or electronic media.
 4. *Economic Times* (<https://economictimes.indiatimes.com/news/international>) – This is an Indian based newspaper that offers online articles on international news in business, trade, and the economy.
- ***Identifying a topic of interest*** – Once students identify the publications they will scan, they will begin the process of perusing headlines, industries, or markets of interest. This will help them to narrow down their search and pinpoint trends and latest developments of their particular interest.
- ***Defining a purpose*** – At this point the student will determine a particular topic of focus. For example, the student might be interested in clean energy. The purpose of his/her scan would be to look at anything related to the clean energy business which can include international government policies, businesses around the world focusing on clean energy, and opportunities around the world that could benefit from clean energy.
- ***Keeping a log*** related to the defined purpose – Once the student has determined a direct focus, a log can be kept that includes the date, title of article, reference, and a short description.

Using Scanned Information in Classroom Activities

Ice Breaker

The scanning activity can be the basis for starting out each class by asking, “What’s new in the global business world today?” What students identified in their daily reading can be a basis of

interesting discussions. Can you imagine discussions on business impacts of Brexit, China trade war, currency valuation, Venezuela elections, etc. in the news today? This discussion will start the class with relevant, real information from which international business decisions can be made.

Scanning Logs

Once a student identifies the scanning focus, scanning logs can be assigned. Entries to the log can be as simple as identifying a headline, source, and short descriptor that can be used as a reference for further development. For example a typical post can look like this:

Log Entry

Date: 1/29/2019

Title: The Brexit amendment process that could reshape Britain's future

Source: Economic Times
[//economictimes.indiatimes.com/articleshow/67744426.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst](http://economictimes.indiatimes.com/articleshow/67744426.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

Description: The amendment process is described. It appears

Basis for Research Reports

After several weeks of keeping a scanning log, students will develop a cursory sense of what is happening in their area of interest. This will help them to define a research topic. The scanning entries can serve as the first step in a deep-dive research or development project.

Summary

The simple task of scanning can bring huge benefits in keeping students connected to the global environment in which they live and work. By developing this routine, scanning can become an incredibly import skill that will keep them in touch with world business activities in real time – a skill that can lead to better decisions throughout their careers.



Conclusion

If you have ideas that you would like to have the board consider, please send a request to Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu. She will be happy to share with the board and have these ideas investigated. This is YOUR organization, and we want it to be the best possible to meet your professional needs.

Until next month,

Michelle

Michelle Taylor

2018-2019 ISBE President