

International Business Webinar Series

Monthly Scorecard –

*A joint effort of the
CIBER MSI Consortium*

30 November 2020

The International Business Webinar Series is a project of the national CIBER Minority Serving Institution (MSI) Consortium, led by Georgia State University CIBER and sponsored by CIBERs at Florida International University, George Washington University, Indiana University, Loyola Marymount University, Michigan State University, Temple University, Texas A&M University, University of Colorado-Denver, and the University of Maryland. This program is partially funded by the U.S. Department of Education.

Since April 2020, Georgia State University CIBER has hosted a prolific series of webinars designed to inform faculty, students, and the business community about pertinent international business topics. These informative webinars are offered free to the public and address categories including pedagogy for teaching international business, contemporary trade and investment issues, and research trends in international business. Beginning in October 2020, a new category of webinars was introduced, featuring conversations with senior business executives of global organizations. Speakers are experts drawn from Georgia State CIBER and the national CIBER MSI Consortium network, targeting an extensive outreach network which includes MSIs, two- and four-year colleges, and trade practitioners.

All of the webinars in this series are recorded and made publicly available for later viewing. For a list of past events and to view recordings, please visit:

 <https://ciber.gsu.edu/>



By the Numbers

- ✓ 36 completed webinars
- ✓ 3,830 total attendees
- ✓ 6,137 total registrations
- ✓ 87 countries represented
- ✓ 1,000+ institutions represented
- ✓ 2,185 video views of webinar recordings
- ✓ 29% of total attendees self-reported as being affiliated with a Minority Serving Institution (MSI)

SAMPLE OF PARTICIPANT FEEDBACK

Fulfilling

- 94% of respondents feel that the online webinars have met their expectations.

Accessible

- 100% of respondents feel that the platform is easy to use.

Valuable

- 96% of respondents feel that the webinars have been helpful to their professional development.

Credible

- 99% of respondents feel that the featured speakers are knowledgeable about the topic.

QUOTES FROM PARTICIPANTS

I just wanted to drop you a quick note to express my gratitude for sharing your deep knowledge through the GSU Webinars. These webinars were especially impactful for me as I was away from teaching and research in the last 6 years due to administrative duties. I also thank you and your team for making all the teaching tools and resources available. I have already started using a few of them in my international marketing class.

I really appreciated the practical applications and leadership insights. I am teaching IHRM in the spring and [Global Talent Management] was very much appreciated as a topic of discussion.

Timely and relevant discussions with great insights. The availability of the recordings makes it convenient to review or to catch up if you miss a live session.

CIBER is ahead of time in terms of understanding the importance of global education. Keep up the good work!

Outstanding panel and very helpful to provide context to my research.

Thank you GSU for your leadership and services to the minority institutions.

Thank you for sharing valuable insights from your research, I enjoyed the diverse expertise of the speakers!

Excellent initiative. Always excited to attend and look forward to the next!

Excellent presenters and experts in their field.

UPCOMING WEBINARS

The 2021 webinar schedule is still in progress. Specific dates and times will be announced as planning progresses over the coming weeks. Some of the upcoming topics include:

- African Emerging Markets and the Internationalization of their MNEs
- Assessment of Mode of Delivery and Learning Outcomes in International Business Courses
- Conversations with Global Business Leaders
- Designing IB Courses: Employability Imperatives
- Entrepreneurship & Innovation
- Ethics and Sustainability
- Experiential Learning in IB: Tools of the Trade
- Fundamentals of International Finance: How You Can Enhance Student Comprehension and Make Your Students Love the Subject
- Integrity of Exams in an Online Setting
- Conversations with new and seasoned teachers: What works for me
- MedTech response to COVID-19
- Megatrends
- Modes of Delivery and Learning Effectiveness in IB
- Risk Management in IB
- Taking Online Courses: Online courses from the perspective of the student
- Virtual Collaboration in IB: Effectively bringing virtual collaboration, used in IB on a daily basis, into the classroom

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