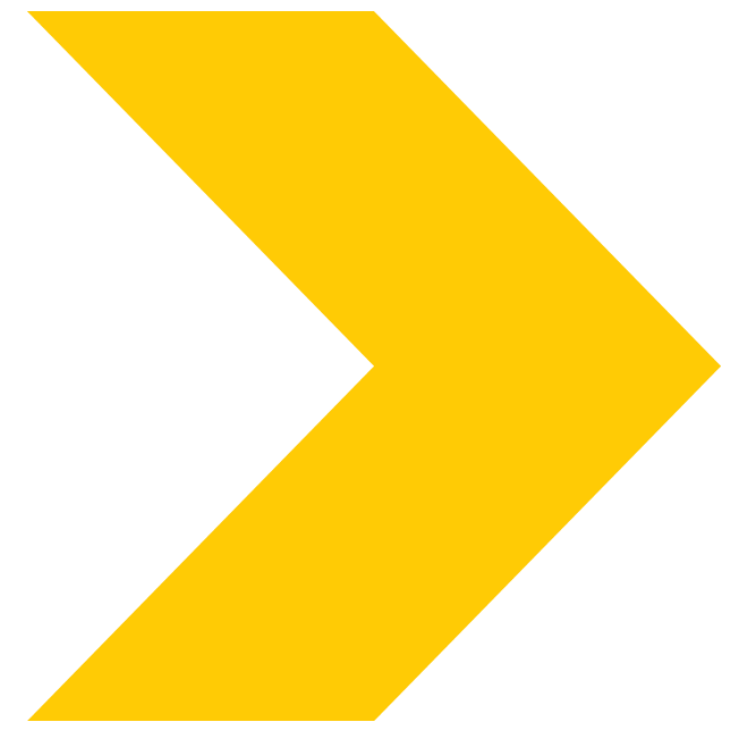


UNIVERSITY OF MINNESOTA CIBER: *Culture and Language for Business*



The University of Minnesota Center for International Business Education and Research (CIBER) supports the integration of language and culture study in the business curriculum. We serve students, faculty, and professionals in gaining critical skills for practice around the world.



Students

- **Language and Culture for Education Abroad**
We integrate language and culture learning into short-term education abroad programs by partnering with language departments at the U of M.
 - **Chinese: Beijing and Shanghai, China**
-MBA students study language and culture to support their teamwork with peers from the Cheung Kong Graduate School of Business for a consulting project.
-Undergraduate students link language and global entrepreneurship.
 - **Portuguese: São Paulo, Brazil**
Undergraduate students integrate language and culture learning into their course on managing innovation and change.
- **Business Language Scholarships**
We provide scholarships to undergraduate students at the U of M for enrollment in business language courses.

Faculty and K-16 Teachers

- **Content-Based Language Instruction**
We provide opportunities for educators to incorporate international business concepts into the foreign language curriculum through a summer institute presented in partnership with the U of M Center for Advanced Research on Language Acquisition (CARLA). **July 23 – 27, 2012**
- **Business Language Course Development**
 - We work with U of M language departments to integrate business case studies and current business topics into French, German, and Spanish language courses.
 - We support the development of new business language courses in Chinese and Portuguese.
- **K-12 Language for Business and Policy**
 - We host the Spanish Model United Nations State Conference in partnership with the United Nations Association of Minnesota Global Classrooms program.
- **CIBER Business Language Conference**
 - Annual conference on business language teaching and research. **March 21-23, 2012**



Business Professionals

- **Chinese Language and Culture for Professionals**
 - Half-day Chinese language and culture orientations presented in partnership with the Confucius Institute at the U of M. **April 20, 2012**



What is CIBER?

- **A resource for businesses, educators, researchers, and students.**
 - Established in 2010, we are one of 33 centers across the U.S. that serve businesses, educators, and students. These centers connect the needs of the business community with the international education, language training, and research capabilities of top U.S. universities to increase the nation's capacity for international understanding and economic enterprise

Michael Houston | Abby Pinto | Jennie Meinz
carlsonschool.umn.edu/ciber | ciber@umn.edu

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