

Fall
2023

INTERNATIONAL BUSINESS PROGRAM NEWSLETTER

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Message from Leadership

Ranin Kazemi, Ph.D.

Director



The International Business Program at San Diego State University has worked with hundreds of students over the course of the Fall semester to ensure their academic success. We continued to help prospective and current IB students to learn more about their academic trajectories, secure internships, study abroad at peer universities, and find jobs upon graduation. Much of this work was accomplished through the support that the IB Program receives from both the College of Arts and Letters and the Fowler College of Business.

One of our key events this semester was the IB Case Competition which was took place in October. We spent months preparing for this event which was sponsored by multiple institutions including the IB Advisory Board, the Wendy Gillespie Center for Advancing Global Business, and our generous donors Michael and Christine Pack. Besides the Case Competition, we also represented our International Business Program at the Consortium of Undergraduate International Business Education (CUIBE) meeting in Boston. Mark Ballam, the Director of the Wendy Gillespie Center, joined me at the CUIBE event where we showcased our own top ranked IB Program at SDSU and learned much about the best practices in other universities.

On a more personal note, I returned to the IB Program after a year of working on one of my scholarly research projects funded in part by the National Endowment for the Humanities. During my leave, I read and analyzed archival sources in multiple languages and wrote about the establishment of a few European-funded multinational companies in Iran in the late 19th century, and how they were connected to the emergence of one of the earliest and most important social movements in the modern Middle East. I also published a scholarly article that dealt with the history of opium production and trade in Central Asia in the nineteenth century.

The IB Program

(By the numbers)

The enrollment number does not account for IB students currently studying abroad.

393

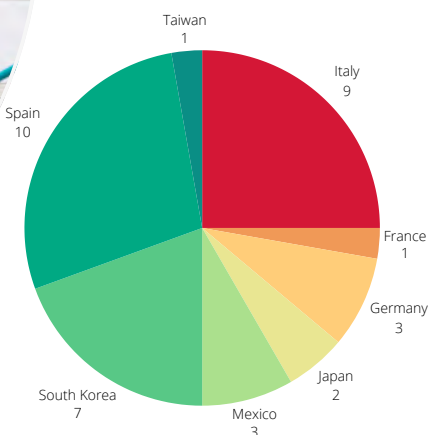
Students enrolled in total
in the Fall of 2023

36

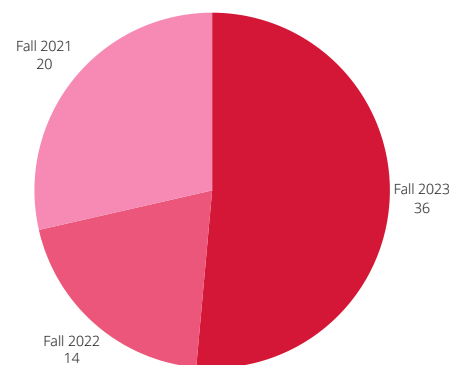
Students currently enrolled
are studying overseas

176

Students are currently doing
the program in Spanish



IB Study Abroad Numbers by Country



IB Study Abroad Fall Numbers

17 Major Programs

11 Language emphasis options

Meet the IB Team



Ranin Kazemi
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FCB Colleagues and Friends

The IB Program works regularly with many colleagues and friends in the Fowler College of Business including most notably:



Dan Moshavi

Dan Moshavi joined SDSU in August, 2022 as the Thomas and Evelyn Page Dean of the Fowler College of Business. Dean Moshavi previously served as Professor of Management and Dean of the Business Schools at San Jose State and Montana State University.

Dean Moshavi has extensive higher education administrative experience in strategic positioning, fundraising, community and alumni engagement, interdisciplinary program development, university operations, and faculty and staff development, and has led and managed initiatives focused on diverse and first generation student populations.



Mark J. Ballam

Mark J. Ballam serves as Managing Director for San Diego State University's Wendy Gillespie Center for Advancing Global Business (SDSU CAGB) where he is responsible for the overall strategy and implementation of the program including budget, resources, advocacy, and communications.

Ballam is President of the Association of International Business Education and Research. Recently, the U.S. Secretary of Commerce reappointed Ballam to the San Diego and Imperial District Export Council and, in 2020, he was elected Chair of the organization.



Martina Musteen

Martina Musteen is the Charles Hostler Professor of Global Business at SDSU. She received her Ph.D. from the University of Kansas and joined the Fowler College of Business in 2006. At SDSU, she teaches courses in international business, international entrepreneurship, and business development.

She has also led various workshops and studies abroad in other countries such as Mexico, China, Italy, France, the Czech Republic, Israel, and Taiwan. Professor Musteen serves as the Faculty Director of the Center for Advancing Global Business (CAGB), a senior editor for *Journal of World Business*, and is the editor-in-chief of the ie-scholars.net online academic community.



Nancy Nicholson

Nancy Nicholson is the Director of the Charles W. Hostler Institute on World Affairs at San Diego State University.

Nicholson has worked in the international arena for many years with World Trade Center in San Diego and World Trade Centers Association in New York. She has also worked as a consultant for the Port of San Diego, Imperial Regional Alliance, and other regional organizations.

Case Competition

Team Tacuba



SDSU San Diego State University
College of Arts & Letters
Fowler College of Business

**International Business Program
Case Competition**

Team Viva



SDSU San Diego State University
College of Arts & Letters
Fowler College of Business

**International Business Program
Case Competition**

Team Olmeca



SDSU San Diego State University
College of Arts & Letters
Fowler College of Business

**International Business Program
Case Competition**



The International Business Case Competition at San Diego State University brings together undergraduate business students from across the nation who have interests in the global market. Students apply their knowledge and skills to compete in solving a fictitious or real international business case while several panels of judges assess their performance. This year's Case Competition took place on October 19-21. Students from eight different universities across the country and one university from Mexico participated in the event. Here you see the photos of the three winning teams in this year's Case Competition.

Case Competition Winners



The winning teams at this year's Case Competition were from the following institutions:

First place: University of Tennessee at Knoxville | \$3,000 cash award

Second place: Texas Christian University | \$2,000 cash award

Third place: University of San Diego | \$1,000 cash award

The cash awards were made possible through the generosity of Michael and Christine Pack.

Case Competition



Judges at this year's Case Competition were some of the most prominent business leaders and professors in the San Diego area. They expressed how impressed they were with the overall performance of all nine IB teams and especially the winners. The Case Competition at the International Business Program at SDSU remains a great opportunity for students to challenge themselves, gain experience, network with other students, and put into practice what they learn in the classroom.

4+1 Student Spotlight

Tell us a bit about yourself and your academic background.



Brandon Washiashi

Aspiring financial analyst and business operations specialist, Washiashi, is currently pursuing an M.S. in Global Business Development. With a keen interest in the entrepreneurial ecosystem, Washiashi aims to leverage their expertise to develop real-world business solutions that address global challenges. When he was a fourth-year International Business major with a minor in Finance, Washiashi landed a paid internship with Meketa Investment Group as a result of connecting with a recruiter at an SDSU career fair.

I'm Brandon Washiashi, originally from Orange County, California. I did my undergrad in international business at San Diego State and applied to be part of the 4+1 Masters program to streamline the process of getting my master's degree. My interest in international business stems from my love of travel and learning about different cultures. I've always been fascinated by the global economy and how businesses operate across borders. I'm also passionate about sustainability and believe that businesses have a responsibility to operate in a way that is environmentally and socially responsible.

In my free time, I enjoy playing hockey, watching fantasy football, and hiking. I'm also a big fan of the San Diego Gulls, the Anaheim Ducks' AHL affiliate. I think it's important to have a healthy work-life balance, and my hobbies help me to relax and de-stress.

I'm excited to be part of the 4+1 program and learn more about international business. I'm also looking forward to working with different students and getting to know people from different backgrounds. I believe that this program is giving me the skills and knowledge I need to succeed in a career in international business.

Tell us about your decision to pursue this program.

I was initially drawn to San Diego State's highly regarded international business program and their strong ties to Japan. Additionally, the prospect of streamlining the process of getting my master's degree through the 4+1 program was very appealing for my personal and professional development.

What specific aspects of the program have you found most valuable?

I've particularly enjoyed the capstone project, which involves a consulting gig in another country. This hands-on experience has allowed me to apply my classroom knowledge in a real-world setting and develop a deeper understanding of global business practices.



Photo credit: Brandon Washiashi



Photo credit: SDSU Admissions

Brandon Washiashi

“I applied to be part of the 4+1 program to streamline the process of getting my master's degree because I always knew that I wanted to major in business and wanted to couple that with my interest in international affairs, indigenous issues, and Japanese culture.”

What are your career aspirations after graduating from the program?

My ultimate goal is to work as a consultant in the entrepreneurial space, specifically with startups. I'm fascinated by the energy and innovation of the startup world, and I'm eager to contribute to the success of these emerging companies.

What resources has the 4+1 Program provided to help you prepare for your career goals?

The program has connected me with valuable resources, such as a whole network of students and professionals in the field not only on campus but outside in several companies. I've also had the opportunity to learn about venture capital and participate in a fellowship focused on consulting with local startups in the clean energy sector. Overall, the program has been very supportive and has allowed me to meet many different people from multiple backgrounds. I've also been able to develop my skills in Asian business.

What challenges have you encountered as a student in the 4+1 Program?

The transition from undergraduate to graduate classes was initially a bit daunting. The workload is more demanding, and the concepts are more complex. However, I've found that the program's rigorous academic environment has helped me develop my critical thinking and analytical skills.

What advice would you give to future students considering the 4+1 Program?

I would say that the program is a lot of work, but it is also very rewarding. If you are interested in international business and want to get a head start on your master's degree, then I would highly recommend the 4+1 program.

This interview was conducted by the IB Program staff Javier Nunez

Alumni Highlight



Carmelina Herrera

Program Associate at the San Diego Diplomacy Council, Herrera holds a Bachelor of Arts degree in International Business from San Diego State University and possesses more than three years of experience in International Business research and global diplomacy. She previously worked as an Executive Intern for the SDDC, an Associate for SDSU's Wendy Gillespie Center for Advancing Global Business, and as President of SDSU's International Business Society.

Carmelina, can you please tell us a little bit about yourself?

Sure. I'm Carmelina Herrera, and I'm a Program Associate with the San Diego Diplomacy Council. I'm originally from the Bay Area in Northern California, and I majored in International Business with an emphasis in China and Asia. I also minored in Entrepreneurship at San Diego State University (SDSU).

What does your role at the San Diego Diplomacy Council entail?

I work on a variety of programs and services that connect International Business leaders to their San Diego counterparts. One of the main programs I work on is the International Visitor Leadership Program, which is funded by the U.S. Department of State. This program brings current and emerging foreign leaders in a variety of fields to cultivate lasting relationships with their American correspondents and supports the foreign policy goals of the United States. When they come to San Diego, my job is to connect them with different organizations, businesses, or individuals who can connect with them on a professional level.

How long have you been in this role?

I've been in this role since the beginning of this year, but have been involved with the Diplomacy Council since my internship back in 2020.

What are some of the most rewarding aspects of your job?

One of the most rewarding aspects of my job is connecting people from different cultures and helping them to learn from each other. I also enjoy seeing the impact that our programs have on the international leaders who visit San Diego. They often leave with a better understanding of American culture and business practices, and they also develop relationships with people in San Diego that can last a lifetime.



Photo credit: Carmelina Herrera

Carmelina Herrera

“I’m eager to work with the SDDC to create inclusive and secure spaces for all, regardless of race, ethnicity, sexual orientation, religion, or ability”

Can you tell us more about your experience with the San Diego Diplomacy Council?

I first learned about the San Diego Diplomacy Council through my international protocol class at SDSU. I was really impressed with the work that they do in San Diego, so I applied for an internship and was accepted. I interned with the organization for six months and loved the experience.

What are some of the benefits of being a part of the San Diego Diplomacy Council?

The San Diego Diplomacy Council (SDCC) provides a great opportunity to network with people from different countries and learn about other cultures. It also helps you to develop your professional skills and knowledge about business practices all over the world.

What inspired you to pursue a career in International Business?

I've always been interested in business and learning about different cultures. When I was looking at college programs, I thought that International Business would be a great opportunity to focus on both of those things. I also really liked the idea of being able to work with people from all over the world.

What advice would you give to future students considering International Business?

My advice would be to take advantage of all the opportunities that your college has to offer, such as internships and study abroad programs. These experiences can give you the skills and knowledge you need to be successful in the international business world. It's also important to network with people in the field and to stay up-to-date on current events. On a more personal note, another important piece of advice I'd like to share would be to be adaptable to change. As you get older and experience new adventures, you may find that your goals and ambitions keep changing. It's okay if the current version of you does not align with the goals that the past version of you made. As you figure out who you are and what you want to be, embrace the changes that come and welcome new paths.

This interview was conducted by the IB Program staff Javier Nunez

Alumni Highlight



Thomas Claypool

Thomas Claypool is a futurist, entrepreneur, industrial designer, and environmentalist. He grew up in the northwest suburbs of Chicago to loving and supportive parents who always encouraged him to follow his dreams. After graduating with honors from San Diego State University, and a degree in International Business, Claypool was elected as chairman and CFO to a small nonprofit organization on a mission to fund, design, and build a world class skateboard park. The resulting Washington Street Skatepark, received numerous accolades and awards such as the KGTV Channel 10 News Leadership Award, Thrasher Magazine's "T-Eddy" award for Best Park, and an Orchid from the San Diego Architectural Foundation's "Orchids and Onions" awards.

The Native Shoes co-founder and International Business alumnus is dedicated to social and environmental initiatives at his company based in Vancouver, BC.

By Leslie L.J. Reilly

Growing up in the Chicagoland area, Thomas Claypool began skateboarding at an early age. He wore the classic skate shoe designs of the '90s as a teen, and noticed how skateboarding shoes transcended into pop culture. He worked part-time in retail while in high school and after moving to San Diego, at local skate shops.

As an International Business student at San Diego State University, Claypool was required to study abroad and take on an internship. "Those experiences propelled me in the direction that my life took in terms of the business-related experiences," he said.

In Reutlingen, Germany, Claypool connected with a skateboarder sponsored by Volcom. He landed an internship with the European distributor of the global clothing and sports brand, learning all about marketing and sustainability on a global level.

"Europe has always had a green mentality," Claypool said. "The study abroad and internship really exposed me to a more sustainable and responsible mindset."

He also learned about testing and quality standards including the hazardous substances that are restricted in textile manufacturing. "I was just starting to have conversations about environmental degradation and how the manufacture of denim, cotton, and outerwear impact the environment," Claypool said.



Photo credit: Emily Holmes

Thomas Claypool

“Fueled by years of philanthropic work, I champion innovation, sustainability, collaborations, and IP. My design legacy is woven into the brand's DNA, where I continue to drive positive change.”

Upon his return to the U.S. and graduation from SDSU in 2001, Claypool saw a job posting sent by advisors to recent graduates of the International Business program. A German clothing company was looking to get into the U.S. market.

At the time Claypool was heavily involved in developing San Diego's Washington Street Skatepark. He was on the board of directors for the nonprofit tasked with raising funds and constructing the project as a safe, legal public space for skaters to hone their craft.

Claypool wound up spending eight years with the German company, building its U.S. division, all the while thinking about creating his own brand.

In 2009, Claypool co-founded Native Shoes in which the majority of shoes are injection-molded — a manufacturing process that requires fewer resources than traditional footwear manufacturing. Today, many of the shoes now contain lower impact bio-based compounds, sourced from sugar cane and algae.

Based in Vancouver, British Columbia, Native Shoes is committed to a continued, lower carbon footprint which it measures via carbon accounting software.

The Native Shoes Remix Project employs a proprietary material blend, resulting from ground shoes that have been collected at the end of their useful life — shoes that otherwise would have been destined for the landfill. Shoes that are still wearable are sorted out and donated to those in need.

“Customer participation is a key ingredient to the Native Shoes Remix Project. Without our community supporting this initiative, we cannot achieve our climate reduction goals or give life to our ideas around circular materials,” said Claypool.

Claypool has come full circle by leading a global brand focused on sustainability and environmental stewardship — the same concepts that inspired him during his days as an SDSU student.

IB Society News

International Business Society at San Diego State University is a very active student organization. It offers students interested in International Business a chance to be a part of an engaging community and to learn together.

IB Society hosts a variety of workshops, lectures, and still other events focused on learning and professional development. Some of these events help students with LinkedIn profile creation and improvement, resume building, and job interview skills. Others allow SDSU faculty to discuss important topics related to International Business. IB Society brings to campus guest speakers and some prominent business professionals as well.

Below you will find some of the events hosted by IB Society this Fall.



Guest Speaker Meeting

Experience at Levi's, Nike, and multiple start-up companies.

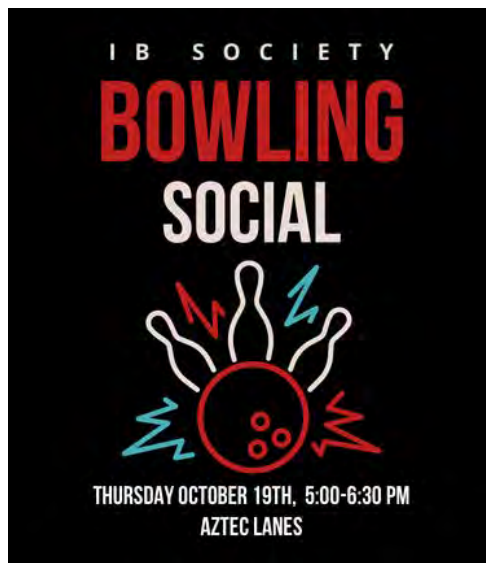
 **October 26, 2023**

 **5-6 pm**

 **Pride Suite**




Peter McKay
Global Supply Planning



IB SOCIETY

BOWLING SOCIAL



THURSDAY OCTOBER 19TH, 5:00-6:30 PM
AZTEC LANES



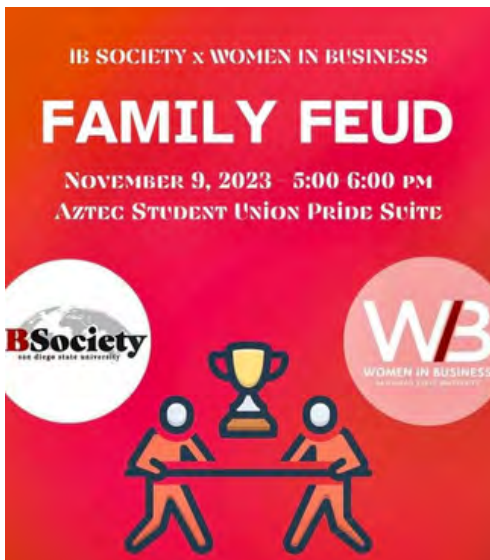
Case Competition Event

Members will be placed into teams and given a **real world problem** relating to **international business**.

The team with the best solution, as decided by a panel of judges, will **receive a prize!**

 **Thursday, November 2nd**  **4:50-6:00 pm**



 **Student Union Pride Suite**




IB SOCIETY x WOMEN IN BUSINESS

FAMILY FEUD

NOVEMBER 9, 2023 - 5:00-6:00 PM
AZTEC STUDENT UNION PRIDE SUITE





BUDGETING WORKSHOP



 **THURSDAY, OCTOBER 5TH**  **5-6 PM**  **PRIDE SUITE**



SDSU University of Student Affairs and Campus Community Career Services

CAREER SERVICES OVERVIEW

Come to the Career Services Overview Presentation to learn more about the resources and services we offer to help guide your career journey!

  **Thursday, Oct 19**
 **2:00 p.m. - 2:30 p.m.**
 **Career Services, SSE 1200**