

December 2017

Dear ISBE Member

With the writing of this letter, half of my year as your ISBE president is nearly complete. I am amazed by the passing of the time, and I am still very humbled by the belief this membership has shown in me. Your ISBE board and I are working hard to live up to your expectations and provide you with information monthly for classroom instruction.

I trust you had a wonderful Thanksgiving. As for me and my family, we again counted our many blessings. I hope you did the same and were able to share quality time with family and friends while you feasted on the bounty of the harvests.

By now you are like me and many others. You are running a foot race to meet all obligations and expectations before the semester ends for the holiday break. All of us share this special time of the year in different ways. No matter how you celebrate, please know your ISBE board and I wish you a truly wonderful, joyous season full of cheer and love.

With the above paragraph, I alluded to differences in beliefs and celebrations. That is one of the many beautiful things about this wonderful place we call home (the United States of America). No matter where you live in the world, we all have special occasions and ways we recognize these events.

For example, did you know Sweden has one of its most special celebrations on December 13? It is called St. Lucia's Day. On this day, a young girl who was martyred is remembered for her faith. One person is selected to be a national St. Lucia. People are visited in hospitals with much singing and eating of ginger snap biscuits. Other countries who recognize St. Lucia's Day are Denmark, Norway, and Finland.



<https://www.whychristmas.com/cultures/sweden.shtml>



On December 6 in Germany, boots are placed at the front door. Often a plate of food is placed with the boots. The food is supposed to be for a white horse of Santa Claus. Those who were really nice will have boots full of goodies like fruits and nuts. Those who were a little naughty would find switches.

Italians recognize January 6 as an important day. This is the day recognized as when the Three Wise Men arrived at Bethlehem to present Jesus with gifts of gold, frankincense, and myrrh. Children in Italy are visited by Befana, a good witch who failed to recognize the importance of the Three Wise Men's mission. After the Three Wise Men left, Befana regretted her choice. She gathered the toys of her child who had died to carry to the child the Wise Men intended to visit and became lost. The legend goes that Befana continues delivering gifts to children in hopes she will locate the Baby Jesus.



[http://www.educationworld.com/a\\_lesson/Christmas-Around-the-World-Lessons-and-Activities.shtml](http://www.educationworld.com/a_lesson/Christmas-Around-the-World-Lessons-and-Activities.shtml)

<https://www.tripsavvy.com/la-befana-and-epiphany-in-italy-1547307>

These are just three examples of differences around the world in celebrations for this time of the year. With these differences, we as educators have opportunities to help our students learn some international business ideas. We can help teach students about consumer price indexes, logistics, inflation, and so much more.



One lesson I came across was entitled “The PNC Christmas Price Index Lesson.” This is a free downloadable PDF. The lesson relates to the holiday song The Twelve Days of Christmas. Students investigate changes in the economy and costs for goods and services. Trends are identified, and the impact of these trends on the stock market(s) are projected.

[https://www.pnc.com/content/dam/pnc-com/pdf/aboutpnc/CPI/2017/2017-PNC-CPI-Lesson\(Inspire\).pdf](https://www.pnc.com/content/dam/pnc-com/pdf/aboutpnc/CPI/2017/2017-PNC-CPI-Lesson(Inspire).pdf)

Another idea is the tree. Many countries around the world use trees in decorations. Have you considered the effects of using trees? This next site has a free one-page PDF to download to promote the idea of natural resources being used in holiday celebrations. Trees need fertilizer, but the effects of resources like copper in lights is also given. Cost and benefit analysis, anyone???

[http://mineralseducationcoalition.org/wp-content/uploads/2\\_2013\\_christmasactivity.pdf](http://mineralseducationcoalition.org/wp-content/uploads/2_2013_christmasactivity.pdf)

The NEA website has a list of resources and ideas sure to spark ideas.

<http://www.nea.org/tools/lessons/december-holidays-6-12.html>



This month Sue Elwood, our ISBE newsletter editor and strategic planning committee chair, agreed to assist with writing a short piece for this month. She continued with the idea of sharing resources for international business. As mentioned previously, all of us celebrate differently holidays. Customs and cultures are different. Please take a moment to review some of the exciting information Sue located. Thank you, Sue, for adding to our list of resources and ideas!

International Business Resources

By Sue Elwood

Did you know that by the time today’s preschoolers are ready to join the workforce, the ability to work globally and cross-culturally will be mandatory! Teachers with global perspectives can help increase cultural understanding and support our students to think, act, live, and work as global citizens.

Although it’s ideal for students to experience international cultures, people, and customs first hand, that is not always part of a standard U.S. education. How can we as teachers prepare ourselves and provide international experiences for our students without leaving the classroom?

Ideally, children need to start early; even before they go to school. Parents can provide “global” experiences by introducing their children to the family ethnic backgrounds. This needs to continue at the elementary level. Teachers can post alphabets of other world languages, use maps, avoid stereotypes, play an assortment of cultural music, and include books from other countries.

If students are exposed to globalism early, they already are aware of cultural differences and understand diversity. It is essential that we continue international education for our secondary, post-secondary, and graduate business students to better prepare them for the workforce they will enter. I have provided some excellent online resources for use in your classroom that you may wish to explore.

### **Academy of International Business (Textbook, Videos, Case Studies, and Exercises and Simulations)**

<https://aib.msu.edu/resources/coursecontent.asp>

### **International Business: Open Education Resources**

<http://libguides.uwf.edu/c.php?g=215212&p=1420859>

### **International Business Lesson Plans for High Schools (must register, but free resources)**

- **The Global Business Environment** - <http://kwhs.wharton.upenn.edu/nbea-standard/international-business/global-business-environment/>
- **Global Business Ethics and Social Responsibility** - <http://kwhs.wharton.upenn.edu/nbea-standard/international-business/global-business-ethics/>
- **International Management** - <http://kwhs.wharton.upenn.edu/nbea-standard/international-business/international-management/>

Each section coincides with an NBEA standard under the international business category. With that in mind, you know all of these resources cover at least some NBEA standards.

### **International Business Resources (Open Courseware (OCW) and Open Access Business Journals)**

<http://www.bestcolleges.com/resources/international-business/>

### **NEA - Global Education Resources**

<http://www.nea.org/home/37409.htm>

My hope is that you will find some of these resources helpful in making international business more real. Our world today is interconnected and that will only increase. You as business teachers have an opportunity to provide a strong foundation and equip our students with the tools needed to succeed in any career they may choose.

Thank you again, Sue, for sharing these ideas and resources! I know everyone is appreciative and will enjoy looking at this material. Remember, Members, if you have information you find interesting, please share with us. We would like to tell everyone else of your contribution.



As the year is coming to an end, we must begin looking to the future and potential leaders for our ISBE organization. At this time we are looking to fill positions for some of our regional representatives. There are three openings that are to be filled. If you are interested in possibly serving as a leader of ISBE, please let me or Dr. Irina Weisblat, ISBE immediate past-president of your interest. Below is her request for nominations.

## **LEADERSHIP POSITIONS AT ISBE**

ISBE solicits nominations for the following leadership positions on the Board of Directors to start on July 1, 2018:

ISBE MOUNTAIN-PLAINS REPRESENTATIVE  
ISBE NORTH-CENTRAL REPRESENTATIVE  
ISBE WESTERN REPRESENTATIVE

To nominate yourself or your colleague, please email Dr. Irina Weisblat, ISBE-USA Past President by **January 31, 2018** at: [irina.weisblat@ashford.edu](mailto:irina.weisblat@ashford.edu)

## **Membership**

In reference to the holiday season, would you consider sharing the opportunities you have received from belonging to ISBE with a colleague? You could give a gift of a one-year membership to someone. This would allow them to receive the newsletters, attend our sessions at NBEA, participate in an international exchange, and become a possible leader of our organization in the future. Below is the link to the membership application.



<https://isbeusa.files.wordpress.com/2014/10/membership-application-december-2016-region.pdf>

Remember to tell everyone about ISBE. If you need some inspiration for what you can share, see below. I have copied our purpose, goal, and objectives from the NBEA website.

“The United States Chapter of the International Society for Business Education (ISBE) is the international division and liaison for NBEA regarding international affairs related to business education. Its purpose is to promote international business education among member nations through improved international educational exchange, cooperative efforts, and unified goals and objectives.

The goal of ISBE is to provide educational and business training, opportunities, and programs for its members. Business representatives and educators benefit from affiliation with ISBE through the following objectives and membership privileges:

- Focusing on international topics with opportunities to participate at the local, state, regional, and national levels.
- Networking with business and educational leaders from four continents and attending the ISBE/SIEC annual conference at an international site.
- Interacting, visiting, observing, and exchanging educational strategies and operations with progressive multinational corporate and educational leaders.
- Pioneering database resources and disseminating knowledge via telecommunications including international research and training materials for the academic and corporate worldwide classrooms and chambers of commerce.
- Enhancing, updating, and assessing new developments in the fields of intercultural, cross-cultural, multicultural, and culturally diverse academic and corporate arenas.
- Receiving semi-annual SIEC Review and ISBE newsletters.
- Providing opportunities for individuals to advance and prepare themselves and others for the 21st century
- Serving as business ambassadors of goodwill from the United States.”

<https://www.nbea.org/newsite/about/regional.html>

## ISBE Meetings at NBEA Conference

We would like your input and ideas. During the NBEA conference March 27 – 31, 2018, in Baltimore, Maryland, we desire to have a few international business sessions for our membership. What are some areas of interest you would like to see and hear? Please share these with us. We are considering a leadership session for those interested in possible leadership roles with ISBE. However, the ISBE board is very aware there are topics you would enjoy having. Your input is needed to aid us in providing you with best experience possible for these sessions. Please let Dr. Michelle Taylor or Dr. Tamra Davis know the ideas you have. Dr. Taylor may be contacted at [michelle.taylor@rcu.msstate.edu](mailto:michelle.taylor@rcu.msstate.edu); and Dr. Davis may be contacted at [tdavis2@ilstu.edu](mailto:tdavis2@ilstu.edu). Be sure to advise them of your willingness to present a session and the topic as well.



Finally, as your ISBE president and on behalf of your ISBE board, we would like to wish all of our membership a very Merry Christmas and a Happy New Year. Please be safe during your travels. Make lots of wonderful memories as you share time with your family and friends.

Michelle

