At one point in business education, we had to stress to American businesses how important it was to consider business as a global, rather than a local, process. It is hard to believe that statement, but as late as the 1980’s reports were issued to business schools, indicating we had to stress the coming global nature of business to our students, and America could not view itself as an isolated island!

For a long time now at Lubin, we have tried to stress the global nature of business in many different ways. We have been offering field study courses for about twenty years, and have visited many of the important business capitals of the world. We have been to China frequently enough to have an exchange relationship with a fine institution in Hong Kong, and we also have exchange relationships with schools in Heidelberg, Paris, Rouen and Grenoble. Another approach to globalization in education is offering education abroad. In 1999, a number of American accounting firms that were located in Shanghai suggested to us that there was a dearth of qualified accountants in China in general, and Shanghai in particular. They urged us to offer one of our standard master’s programs to students in Shanghai. We sought, and found, an outstanding partner to help us do that in the Shanghai University of Finance and Economics (abbreviated “SUFE”), one of the older business-oriented universities in China. What remained was to move through the myriad ministries that were required to give approval before we started offering education in China.

By 2001 we had approval to offer an MS degree in accounting in Shanghai. Then the tragedy of 9-11 occurred, and the plans for our program had to be continued on pg.3

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**Faculty Spotlight**

**Dr. Linda Sama**

**Dr. Linda Sama is an Assistant Professor and Director of the Center for International Business Development**

What led you to a career in Higher Education and International Business?

Prior to pursuing my doctoral studies, I worked for over ten years in industry as Director of Market Planning and Logistics for a subsidiary of Transamerica Corporation. The position was highly international in scope, and followed on the heels of academic study on the undergraduate and graduate levels that was also well infused with international content. I dual majored in French and Math as an undergraduate, and spent my junior year studying abroad in Nice, France. I then began a Masters in French and received a fellowship to study French theatre in Strasbourg, France for a year. While studying for my MBA in International Finance at McGill University in Montreal, I was accepted to the foreign exchange program, and spent the second year of...
$2,500 Scholarship Available

The William C. Freund Center for the Study of Securities Markets generously sponsors annual scholarships, which are made possible by the proceeds from its Annual Securities Industry Conference. The scholarships are open to any qualified graduate or undergraduate Lubin student majoring in finance or economics who demonstrates an interest in securities markets, the securities industry, or the financial services industry in the US or internationally.

Four scholarships in the amount of $2,500 each will be awarded on the basis of demonstrated interest in financial markets, scholastic merit (including an outstanding record of academic achievement), and financial need.

Interested students should submit an application, letters of recommendation from two faculty members, a personal statement, and the application form by April 15, 2005.

Students will be notified by June 10, 2005 of the committee’s selections. Scholarships will be awarded for the 2005-2006 academic year and can be applied towards tuition and other out-of-pocket academic expenditures, including dormitory fees, books, and supplies. Only matriculated students who will be enrolled in courses at Pace University for both the fall and spring semesters of 2005-2006 will be considered.

Applications are available from the Finance and Economics Department. Good luck!

Award Opportunities for Graduating Students

If you have filed for graduation and have a 3.75 QPA or better, you may be eligible for one of the following awards:

**Outstanding Student Award**

The Outstanding Student Award is given by the faculty to the student who has most significantly contributed to advancing the mission of the Lubin School of Business while maintaining an excellent academic profile. This award is presented on both the New York and White Plains campuses.

**Alumni Association Award**

The Alumni Association Award is presented to a graduating, part-time student in recognition of exceptional dedication to the Pace community while achieving academic excellence (may be awarded on both campuses).

**Lubin Graduate Leadership Award**

The Lubin Graduate Leadership Award honors a graduating student who has served the University community with distinction. Our purpose is to recognize the quality and scope of an individual’s participation and leadership at Pace, thereby significantly enhancing the quality of campus life for their fellow students.

To be considered for either of the awards listed above, submit the following by March 18, 2005 (any materials received after this date will not be accepted):

- A self-nominating letter
- A current resume
- Two letters of recommendation from current faculty members
- At least one letter of recommendation from a current Lubin graduate student (for Lubin Graduate Leadership Award ONLY)

SEND ALL AWARD APPLICATION DOCUMENTS TO:

Academic Standards Committee
c/o Germaine Hodges, Assistant Dean
ghodges@pace.edu

In addition to the awards listed above, students on each campus with the highest cumulative QPA will automatically be given the Departmental Award in his/her major’s department.
Message from the Director, cont’d

My final comment: If you have never been to Shanghai, you are missing a truly global experience. The people are extremely polite and considerate, and there is room and board to fit any taste. The different regions of the city have different accents, and this is a city experiencing massive change. If you can picture Fifth Avenue in Asia, it is the central part of Nanjing Xi Lu. There is the “Number One Store” in another part of Shanghai, where typical bargain hunters are omnipresent. The “Bund” expresses 19th Century European opulence, and you can look across the river to Pu Dong and the 21st Century world of the new Shanghai. As you can tell, we all look forward to the next class that Pace University will offer in Shanghai, as well as the broadening of our relationship with Shanghai University of Finance and Economics.

Faculty Spotlight, cont’d

my position became redundant. I was offered the option of either moving horizontally to Director of Procurement, a position that held little interest for me, or taking a fairly lucrative buyout option. I felt this was my chance to pursue my dream, so I took the buyout, re-took my GMATS, and embarked on a PhD program. I have never regretted my decision and never looked back. I know I have found my calling. Teaching and doing research are the most gratifying professional activities I can imagine.

What do you find to be most rewarding about your current position?

Directing a Center is a challenging and constantly rewarding activity. I have two major sources of reward. The students who we interact with at the Center, and colleagues both here at home and abroad who inspire me to innovate, who offer their support, and who introduce me to creative programs and opportunities for collaboration. I particularly enjoy that this job brings me in contact with partners from all walks of life – government, NGOs, universities, and business firms. I certainly find rewards in the opportunity to travel. I am part of a University delegation going to China in March, for example, an outstanding opportunity to visit with Chinese university officials and government representatives to explore new avenues for programmatic collaboration, and to see a country that I have never visited before.

What new initiatives are being explored in the CIBD?

We have new groups of incoming scholars for which we are offering custom-tailored programs through the CIBD. One such group consists of 39 French students from EDHEC in Nice who will be studying a total of 140 credit hours at Lubin this summer and residing in our dorms. In addition, we are planning a conference with EDHEC that will invite the French Chamber of Commerce and other dignitaries to discuss issues of diversity in the workplace from both a U.S. and French perspective. In addition to the variety of field study trips we manage, we are in the process of developing grant proposals to earn funds for the Center, and planning a series of International Career Seminars and networking sessions for students.
inviting corporate representatives to talk to students about the career opportunities available to them in international business, and the skills that the marketplace is seeking in graduates they hire.

We also have formed a new student organization called the International Management Club, geared primarily toward the interests of undergraduate students interested in International Business – but we would love to get something progressing on the graduate side as well, and I would ask that any graduate students interested in working with me on such a venture contact me about it.

How Can a Lubin graduate student become involved in international study?

Graduate students have options to participate in international field study courses, or in full study abroad programs. The CIBD is a good place to start with inquiries about both of these options. The study abroad office also is armed with information about various study abroad possibilities for graduate students. The best time to investigate these options is at the beginning of one’s academic program so that appropriate planning for a semester or year abroad can be made. Field study courses are typically taken after the first semester (or equivalent) of study in the MBA program and students may certainly take more than one of these courses if multiple destinations and courses suit their interests and needs.

What current trends in the field of IB should students most be aware of and educated about?

Key trends in international business today include global governance, international business ethics and environmental sustainability, international standards (including standards of accounting practices), global logistics, and international trade (including emerging trade pacts and debates over the pros and cons of free trade for emerging economies).

Why do you think that students today more than in the past should gain a “global” perspective?

Globalization has its advocates and its detractors. Some might assert that “one world” (read “American”), others are concerned with the lapses in standards of environmental sustainability and ethics, treatment of workers, and human rights. These concerns are well-placed and continued dialogue between and among business, government, NGOs and civil society actors are necessary for improvements to take hold. But the inevitability of globalization seems sure. And as such, future managers cannot afford to be isolationist in their perspectives or ethnocentric in their attitudes. Interaction with peoples of other cultures is no longer limited to who or what you might encounter in your own village or town. And even though New York City is a wonderful amalgamation of cultures and ethnicities, it does not represent the world. One has to get out into the world to get a grasp of it. That can mean just getting beyond the borders of the Northeastern United States, or it can mean experiencing life beyond the U.S. border. But a truly “global” perspective is not simply gleaned through textbooks or having dinner at a different ethnic restaurant every night of the week. It is gained through experience and interaction. Sharing ideas and viewpoints with other students living and studying elsewhere is a perfect prelude to a world in which trade is facilitated peacefully and profitably for all involved, in a manner that ensures that even the smallest voice is heard and valued.

What are some of the future initiatives you hope to accomplish?

The Center has an ambitious agenda over the next five years. We want to invite more corporate sponsorship, create an external advisory board with representation from our own alumni base, and we want to give every graduate student an international experience of one form or another. If students are entirely prohibited, due to work and family conflicts, to travel abroad, we would like to bring “internationalization” home as much as possible by inviting international scholars to the campus, holding conferences on international business issues with student participation, and work with students on international research. Ultimately, we seek to publish a journal of international Center-sponsored research. All of these initiatives require funding, and we will be working hard over the next few years to promote programs and seek funds for the many worthy initiatives we hope to accomplish.

Commencement Ceremony Dates

2005

Sunday May 22nd
School of Law and Westchester Graduate

Wednesday May 25th
New York Undergraduate and Graduate

Beta Gamma Sigma

Beta Gamma Sigma is the highest national scholastic recognition that a student can receive at a collegiate school of business accredited by the AACSB. Membership in Beta Gamma Sigma is restricted to outstanding scholars in an undergraduate or graduate program. For eligibility, graduate students must have filed for graduation in the calendar year 2005 and be ranked in the upper 20 percent of their graduating class. Eligible students will be invited to join Beta Gamma Sigma and the induction ceremony will be held this semester.