

BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL

GOING GLOBAL?

3 QUESTIONS
BUSINESS SCHOOLS
HOPE YOU DON'T ASK

WORLD
READY



Will the business schools you're considering help you succeed in the global economy?

Your passion for global cultures – and your hope to one day turn your educational experience into a successful career – means you're eyeing schools that provide opportunities to learn in a rich, global environment. But how do you know which schools actually deliver on their promise to prepare you to thrive in today's complex global economy?

This insider's guide will walk you through three questions you need to consider – ones you may not know to ask – about potential graduate business schools. In addition, we'll give concrete examples of ways these questions can help you prepare for an international career after you earn your business degree.

**Here are three questions to consider when
investigating graduate business schools.**



Is “global” in the business school’s DNA?

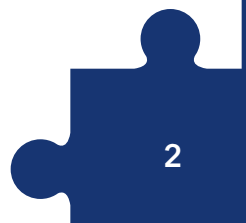
The crucial first question you must answer is this: Is “global” just a buzzword or a trend at the business schools you’re researching? Or is it deeply ingrained into the soul of the program and the establishment itself?

The answer to this question matters. If you’re passionate about learning from an international community of scholars and developing relationships with people from around the world, you want a school that does more than pay lip service to the idea. You want a graduate experience that weaves together the expertise of globally-minded professors and the experiences of individuals from across the globe – all against a backdrop of academic excellence and hands-on, practical experience.

So, how do you find out if “global” is more than a buzzword at the schools you’re interested in? Start by asking admissions counselors, advisors and professors these questions:

“Our goal here at Brandeis IBS is to look for special people from all over the world and form a community that launches their careers and transforms their lives.”

Bruce Magid
Dean, Brandeis IBS



- What percentage of the student body is international?
- How many countries are represented in the program?
- What are the backgrounds (work experiences, industries, job titles, research interests and credentials) of the professors?
- What kind of global outcomes does the program offer?
- What opportunities exist to study and work in countries outside the U.S.?
- Where do the program alumni live and work?
- How many global connections and relationships with employers do you have?

The information you gather from these questions can help you determine if a global mindset is important to your prospective schools.

“Education is a core component of our engagement around the world and key to solving global challenges.”

—Evan Ryan, U.S. Assistant Secretary of State for Educational and Cultural Affairs

As a Brandeis International Business School (IBS) alumnus, you will join the ranks of more than 40,000 individuals in more than 100 countries. At Brandeis IBS, you’ll learn from esteemed global faculty who are experts in their fields of finance, economics and business. You’ll work and play alongside more than 400 students from over 60 countries – from Brazil to Burkina Faso, Kosovo to Taiwan, and the U.K. to France. And after graduation, you’ll unlock the potential for a new journey with connections to organizations and employers from around the world.

What kind of learning will I do outside the classroom?

Studying at the intersection of theory and practice is just one first step toward your graduate business degree – and more importantly, the beginning of your career journey. You'll want to find a school that helps you pair classroom learning with experiential learning and immersion programs tailored to your interests. This can help you apply the fundamentals you've learned in the classroom – and ultimately connect you with experts and professionals who may help you land a great job after graduation. And, studies show that learning outside

the classroom is a skill employers are looking for – according to the [Erasmus Impact Study](#), 92% of employers are looking for transversal skills such as curiosity, problem-solving, tolerance and confidence when recruiting.

As you investigate graduate business schools, ask admissions counselors, current graduate students in the program and professors what the school offers and what they like best about it. Here are three specific experiential learning and immersion examples that solidify in-class experiences and are also great talking points once you're ready to apply for a job.

Global Opportunities

“My trip was an excellent complement to classroom learning. The experience was a great talking point in interviews in relation to the practical training we’re receiving at Brandeis IBS.”

–Karthiga Vivekanandan, MA '15

Global opportunities prepare students to apply lessons from the classroom to situations in the real world. Make sure the schools you’re interested in provide opportunities that allow students to learn and make an impact in the field, including summer internships abroad, international immersion programs, study abroad partnerships, job treks and more.

Programs like Brandeis IBS’s [Hassenfeld Fellow Overseas Immersion Program](#) invite graduate students to travel overseas for an intensive introduction to the business and economy of a dynamic global market. Prior to the immersion program, students participate in a half-semester module to gain an understanding of the country they’ll be visiting through the lens of the political, social, historical, business and cultural contexts via case studies, presentations and guest lecturers.

Another program at Brandeis IBS – [World Financial Centers](#) – is a week-long travel experience to a financial center of global significance. The trip follows

an extensive immersion program at Brandeis and area institutions that acclimates students with the city to which they will be traveling. Past trips have included London, Madrid and Paris, as well as multiple locations within Germany, Chile and Poland.

“What Brandeis IBS and [these immersion trips] are all about is learning and feeling the context of history, politics, economics, culture and of course, the people. This is what we do – we map the field of our worlds and expand our sense of what is happening to affect informed change.”

Professor John Ballantine
Senior Lecturer
Brandeis IBS

Workshops, Simulations & Learning Laboratories

Put yourself in real-life situations to learn, and you'll put yourself in a better position after graduation. Here are some options you should look for:

- **Freedom to fail laboratories and simulated programs:** The opportunity to test out your knowledge in a safe environment is priceless, and there's no substitute to trying, failing and trying again in a real-world situation. Find out what the business schools you're interested in focus on and what types of real-world experiences or simulated experiences they offer.
- **Consulting projects:** Consulting projects put you in charge of investigating business problems and opportunities for real clients. For example, [a group of real estate students at Brandeis IBS developed a methodology](#) for identifying the top high-growth real estate markets for tech companies. Programs like [3-Day Startup](#) encourage students to brainstorm, develop and pitch business startup plans in 55 hours. Brandeis IBS Professor Ben Gomes-Casseres puts it this way: "We turn the school into a pressure cooker for the weekend, and we very quickly challenge students' entrepreneurial

muscles, which is very different from studying a course over two months."

- **Programs and tools that allow students from various disciplines to collaborate, solve problems and find opportunities:** Find out how much access and training you will have to the tools you'll be using daily once you graduate.

The Bloomberg Lab at Brandeis IBS gives students access to a world-renowned financial, regulatory and market database that is used by virtually all of the major financial firms and organizations around the globe. Tools like this provide an opportunity to store, crunch and analyze information about a comprehensive list of companies.

Career Strategies

Find out what sort of programs your prospective schools offer to help you land the job. Excellent opportunities that you don't want to miss out on (and your potential graduate business school should have) include the following:

- **Job treks**
- **On- and off-site company visits**
- **Information sessions and employer visits**
- **Networking events**
- **Job fairs**
- **Immersion and study abroad programs**

Job treks are an amazing opportunity for graduate students interested in economics, finance and business with a global emphasis. They can help you begin networking with potential employers before you graduate and before the job market is flooded with competitors. They can also result in higher starting salaries.

Students involved in immersion and study abroad programs earn 25% more than their peers who did not study abroad.

U.S. News & World Report, How Higher Education Affects Lifetime Salary

Make sure you learn what job treks are available in your schools of choice and follow up with students, faculty and advisors to see what kind of results participants get from these programs.

Does this program develop global dexterity, shape a global mindset and foster global respect?

“By encouraging students to participate in international education who represent the full diversity of the United States – and the diversity of the entire world – we enrich campuses at home and abroad; we educate the next generation of world leaders on our campuses; we bring together students and scholars from different cultural backgrounds to live and learn from each other; and we promote economic strength by enabling young people to get jobs in the global economy of the future.”

–Evan Ryan

*U.S. Assistant Secretary of State for
Educational and Cultural Affairs*

To succeed in business with a global emphasis, you need more than business skills and real-world experience. While academic rigor, practical experience and field research encourage graduate students to succeed internationally, you must also choose a school that teaches and molds your global dexterity. It may be surprising to find this as a differentiator in graduate business schools, but it is arguably one of the best assets you can have in your toolkit.

There’s no substitute for working with and learning from students from around the world. The composition of your graduate classes – and each student’s individual worldview – will inform your experience. If you’re interested in pursuing a career that is global in scope, make sure you’re preparing in advance by networking and building friendships with people from around the world.



As part of the Brandeis IBS community, you're invited – and expected – to broaden your mindset to how degrees in finance, economics and business can lead to contributions in both for-profit and nonprofit sectors. One way to do this is by participating in dialogue with distinguished foreign speakers. Previous guest speakers have included China's Vice Minister of Commerce Fu Ziyang and Honduran President Porfirio Lobo.

Learn from experts and leaders in business, government and nonprofits who bring with them a global mindset. Global mindsets aren't limited to your peer group. If you want to be World Ready, make sure the program you're interested in also provides opportunities to learn from different types of leaders.

Drop the books, and pick up a fork.

Make sure you're learning the soft skills that will help you succeed in business environments outside of the boardroom. Etiquette dinners are fantastic opportunities to learn proper customs for dining in a professional situation. Events like this help to polish soft skills so you don't go into business situations and unknowingly commit a faux pas.

Celebrate unity through diversity.

"Cultivating global citizenship as an integral aspect of civic education can be precipitated through the development of what philosopher Martha Nussbaum calls a 'narrative imagination,' that is, the capacity to enter into and understand the worldviews, experiences and lives of others. **Through this kind of narrative-informed civic education, a foundation of values is laid for students to engage with the urgent global challenges of our time.**"

–Jonathan Lembright, [*Civic Values and Narrative Imagination: The Role of International Higher Education*](#)

Brandeis IBS is a business school that is proud of its global reach – the ability to unite diverse communities in a unique “Olympic Village.”

One unique way we highlight each student’s individual story is through events like the [Global Gala](#). This annual event showcases the music, dress, artwork, food and traditions of all students, and allows you to showcase what you’re proud of and share it with your friends and peers from class.

Shift how you interact with people without losing your authentic self. The goal of your graduate business school experience is not *just* to earn a degree. You should choose a school that will prepare you and stand alongside you as you:

- **Learn the challenges of acting outside your cultural and personal comfort zone**
- **Develop your own strategies for coping with these challenges**
- **Learn by sharing your experience with others**

One day – sooner rather than later – you’ll be in a situation where this dexterity will be priceless (if you have it). That dexterity leads to a global mindset and respect, which will take you further in your career.

Dr. Andy Molinsky, Professor of International Management and Organizational Behavior at Brandeis IBS, is a world-renowned expert in this – in fact, those objectives are from his syllabus. He’s also the person who would guide you through these principles as he teaches his course based on research and his best-seller, [Global Dexterity: How to Adapt Behavior Across Cultures Without Losing Yourself in the Process](#). This remarkable opportunity to learn from the expert about ways “to gain an increased level of self-awareness and to acquire an expanded toolkit for handling these situations throughout our professional lives,” as Molinsky says, is one example of how a globally focused graduate education prepares you for a career in business, economics and finance.

With the answers to these three questions, you’ll be able to determine if the graduate business schools you’re interested in are your best opportunities for an international career.

To find out more about how global dexterity can lead to greater opportunities for you in business school and beyond, [contact us today](#).