The American Graduate School of International Management

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as

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First Remote Classroom MIMLA Students to Arrive on Campus During Finals Week.

By Doug Graham

Although finals week is the end of the road for most T-Birds, over 90 executives from Mexico will find it is just the start for the new 22-month MIMLA degree program.

MIMLA (Master of The International Management - Latin America) is a new degree being offered by Thunderbird in conjunction with ITESM, the Instituto Tecnologico y de Estudios Superiores de Monterrey. This program marks Thunderbird's foray into long-distance learning and the start of a "virtual" global presence.

Heading up the effort is Prof. "Bert" Valencia, a marketing professor who has been drawn into the world of satellite transmissions, television broadcasts, and "virtual" classrooms.

Valencia told Das Tor that Thunderbird and ITESM originally planned to get the MIMLA program off the ground last January, but that those plans were simply over-optimistic.

The MIMLA program is different than the Thunderbird program in several ways. First, it is a lockstep program that requires all participants to take identical courses. Students will all take 20 course for a total of 50 hours credit. Thunderbird teaches 12 of the 20 courses.

The second major difference between the MIMLA and the

Thunderbird MIM is that the MIMLA Yount that allow origination of three classes only start once a year - in August. Participants come to the Thunderbird Glendale campus for a one-week orientation. The orientation was timed to occur between semes-ters when the school has excess housing available. After the orientation week, the executives return home, and begin taking courses through electronic classrooms.

Thunderbird first became involved in this long-distance learning effort 5 years ago when ITESM contacted Thunderbird to teach 3 courses by satellite.

ITESM, originally founded by Mexican business magnates to increase Mexico's cadres of trained professionals, is an ideal partner, says Valencia. The school has already sunk \$40 million in distance learning facilities throughout Mexico. The school, which has 26 sites in Mexico, has produced 3,000 graduates, of whom 2,000 earned MBAs. The school has plans to become a force in South America, and hopes to install 200 sites throughout Latin America.

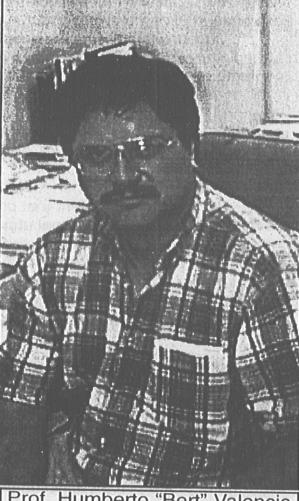
Thunderbird has also been investing in the satellite broadcasting program. When the school did the first broadcasts five years ago, it used facilities at Arizona State University. Since then, the school has built facilities in

classes at one time.

Valencia said professors usually need to adjust to the different style required for long-distance teaching. Some of the changes involve wearing fewer patterns in their clothing, so they will look better on TV. Type faces on posters must be enlarged and simplified for the same reason. Not surprisingly, given some Academic egos, some professors' vanity prods them to get different haircuts and new "looks" for their debuts on television.

"You also have to prepare months in advance for this kind of instruction," Valencia said. "You cannot prep the night before. You must put more into each lesson, such as video clips of examples."

Valencia says the distance learning techniques will benefit all Tbirds. "I believe what we are doing in MIMLA will boomerang back to benefit the campus. International business is moving away from face-to-face meetings," he said. "You won't be able to work on teams face-to-face like students do at the IBIC. Learning to work as a team at long distance is a critical skill to learn. The face-to-face meeting is just not how international business will be done, and it is important that Tbirds learn how to do this.



Prof. Humberto "Bert" Valencia inaugural MIMLA class has been good. The enrollment of over 90 students puts the program past the break-even point, Valencia said.

Valencia, who said he has been functioning like a nurse-midwife to the program, credited school president Roy Herberger with backing the MIMLA project. "Had not Dr. Herberger had the vision to have a virtual presence world-wide, this program would never have made it this far.'

Overall, the response to the

T-Birds Treated to Terpsichorean* and Culinary Specialties over weekend



By Doug Graham

An unexpectedly large crowd attended classical and folk Thai dancing and food Friday night in the World Business building. The T-Birds quickly demolished the food offered by the Thai Smile Club, and then settled down to watch Thai dancing.

Jantra Oswald, the Thai dance instructor at Phoenix's Buddhist temple, Wat Promkunararam, presented folk and court dances from the various regions of Thailand during the Friday night performance. The dancers included Oswald, several other women, two men, and three very young sisters. The first dance was the classic "fingernail" dance of Northern Thailand, in which women wearing long golden fingernails, dance while making stylized gestures with their fingers. Other dances included lively peasant numbers, and a court dance dating back several centuries when the Thai culture was beginning to coalesce.

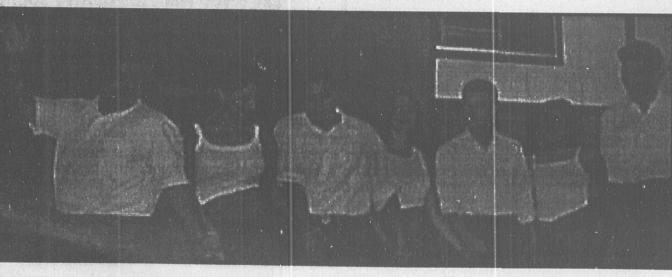


Jantra Oswald performs a centuries-old Thai dance. She was hosted by the Thai Smile Club Friday night.		
Contents Career Info Letters to the Editor TSG Page Dear Otis	2 2 3 4	* Each of the seven Muses was responsible for a different art form. Terpsichore was the muse of danc- ing - Editor's Note

"I have done Thai dance all my life," Oswald told Das Tor. "This is a way to keep our culture alive. I like to demonstrate our culture and at the same time raise funds for the temple." The club's payment went to the temple.

Thai Smile Club member Nadine Leenutaphong told Das Tor, that the club was fortunate that Oswald agreed to perform at Thunderbird because she has studied with many well-known Thai dancers. Oswald said that she enjoyed performing at Thunderbird, though the venue was a bit more cramped than she is used to. "Typically we perform on a stage before a larger crowd," she said. "But we always enjoy performing."

The next evening, T-Birds got all shook up by another style of dancing -- belly dancing. Jasmine a belly dancer already familiar to T-birds, took the floor after members of the Middle East Club performed on stage. Jasmine lured several dancers to the floor, where they danced off some of the hummous and falafel they had so recently eaten. The event, held in the TAC, attracted a full house of T-birds interested in soaking up a little Middle Eastern culture.





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Letters to the Editor



To whom hath made a silent protest:

During what I can only assume where predawn hours at the Pub, someone made a silent protest by burning the American flag in the Pub's grill. I can not speak about what these protesters were standing up against or why they felt the need to burn a symbol of my country, the flag. Nor do I feel a need for an explanation. I can only say that their action have made me reflect upon my views of Thunderbird, my home country and needless to say, I am at a loss.

If you watch the news, people around the world have burnt the U.S. flag in protest of my country for years. During the 60's, flag sales rocketed in the United States. People were either waving them to support a war in Vietnam or burning them to protest the horrors of that unjust war. I myself have become so numb to slander against the United States that I quickly pass over those images on the evening news for that American staple - MTV.

We as Americans have become complacent about our status in the world. We do not care that political scientists have called us the dying hegemony. Wrapped in our consumerism, we would rather watch Jerry Springer and drink our Budweiser. Many a day, I admit, I have not cared about what is happening in foreign lands. I have not cared if the people of the world are being fed. My concerns have been: "Is their enough beer for the crowd at the pub, tonight? Is everyone having a good time? Can I make it to Taco Bell before they close? Can I stay awake during class?"

Am I like the burnt remains of the flag I found, just the remnant of a country lost in the world, only following some inner needs? The answer is inoi because I have come to Thunderbird, which is 100 percent oriented toward the world at large.

In an unrelated event that preceded the furtive flag burning, I was accused of being a racist by one of the patrons of the pub. The cause? I instructed my bartender to do the usual unpopular cut-off of drinks at 12:45. A drunken foreign national happened to be the unlucky soul not to be served. After calling me words that I can not print here, he then called me a racist. Now, I would ask both him, and every one else on campus, "Why would a racist come to a school made of 50% international students?"

As far as I can tell, those of us U.S. students who have come to Thunderbird have come here to learn more from other cultures. We all wanted to go to a place where we could mingle with people from around the world. I feel that we are really quite unique because we all want to take our place in the WORLD not just in the U.S. We are here to learn patience, tolerance, and to respect other cultures, something that was not shown by burning my country's flag at the pub.

To you who burned the flag, whether you are a foreigner or U.S. citizen, I do not want to know why. In the United States, everyone, citizen or visitor, has been given the right of free speech. I have the deepest respect for this inalienable right. I am not against your burning the flag, for it is only cloth and thread. You have that right and if it makes you happy, go right ahead. However, you should realize that it does offend those of us who have friends, parents, uncles, brothers or sisters who fought in wars that you might not understand. You should realize that by burning the flag, you have not shown us the same respect, which I always had for other cultures and that you probably demand for your own country. Frankly, the flag burning shows the mind of a petty bigot who insults every American because he or she happens to be irritated at one bar, one store, one company, or one person. Yet the flag was burned, and my country was insulted. The problem here is that one of the things that went up in smoke in that little burnt offering to intolerance was the mutual respect we foster here, at the place I affectionately call Thunderbird.



Thunderbuzz Drop/Add - Registrar David

Van Ness had a little drop/add of his own this past week. His wife delivered a baby boy. Thunderbuzz hears that the child was almost overdue, but that



simply would not do for the fourth offspring of the Keeper of the Holy Schedules. Thus, the boy arrived within the allotted deadlines. Congratulations! Electioneering Jitters in selection of New First Semester Rep. The TSG board selection to fill the open First Semester Rep position had a little drama. The first vote was a tie. Then, a member said the eventual victor had violated some student campaign regulations in a write-in election effort, only to later say he was mistaken about when she had been canvassing for votes (a critical difference). In the end, the new Rep was selected. Thunderbuzz can hardly bear all the political drama.



"Wherever we travel, whenever we pass from one country to another we must go through a gate. However, **Das Tor** means more than simply the traversing of borders; it stands as a symbol and artery of communication through the barriers of superstition, ignorance, dogma, racism and prejudice; traditional enemies which continue to be a detriment to progress and global peace.

Idealistic though it may sound, it has now become the responsibility of our generation, the future leaders of the international community, to make every effort to widen these gates and succeed where previous generations have failed.

Das Tor must therefore be an open forum for debate, a clearing house of ideas that may further prepare us for the international community and further augment the reputation of this youthful institution."

Bob Morabiro, Founding Editor, 1969

EDITOR-IN-CHIEF DO ADVERTISING MANAGER AS STAFF WRITER MIK

Doug Graham Ashley Lewis Mike Bendy

ALL LETTERS TO THE EDITOR, OPINION AND COMMENTARY COLUMNS EXPRESS THE OPIN-ION OF THE WRITER AND NOT NECESSARILY THOSE OF **DAS TOR**, THE STUDENT BODY, THE FACULTY OR THE ADMINISTRATION. **DAS TOR** WILL NOT PUBLISH UNSIGNED LETTERS OR COMMENTARIES BUT MAY CONSIDER WITHHOLDING A WRITER'S NAME ON REQUEST. **DAS TOR** RESERVES THE RIGHT TO EDIT LETTERS TO THE EDITOR, OPINIONS AND COM-MENTARIES FOR LENGTH AND CLARITY.

DAS TOR 15249 NORTH 59TH AVENUE, GLENDALE, ARIZONA 85306 (602)-978-7119 FAX: (602) 978-7971 E-MAIL: DAS_TOR@T-BIRD.EDU

OPPORTUNITIES

Before you commit to classes here on the Glendale Campus this fall semester, take a moment to consider one of these exciting overseas opportunities:

The Thunderbird Japan Center

Located in one of the high rises in Shinjuku (Tokyo's most modern business district), the Thunderbird Japan Center offers students the opportunity to immerse themselves in Japan's business environment on a daily basis. With a large network of Thunderbird alumni living in Japan students are provided with many opportunities for in-class guest speakers and out of the classroom plant and office visits during the program. This strength in alumni relations also facilitates placement and internship opportunities. Classes are small, you will enhance your overseas experience, and be able to immerse yourself in the Japanese culture.

French/Geneva Center, Archamps

If you want to improve your chances of receiving an internship or a career position in Europe, consider spending the fall semester in Archamps. The resident European Corporate Associate is there to help facilitate outreach activities such as internship opportunities, alumni contacts, site visits, and corporate career contacts.

DON'T DELAY - SIGN UP TODAY!

For more information contact the Overseas Programs Department in the Yount Building.



THUNDERBIRD STUDENT GOVERNMENT

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The Inside Scoop

NEWS FROM THE ELECTION COMMITTEE:

Applications to run in the July 28th elections are due Tuesday, July 21 before 4:30 p.m. If you are interested in running, please apply at the TSG office in the Tower Building ASAP. - Ramneek Jain, Election Committee Chair and Vice President

NEWS FROM ACADEMIC AFFAIRS:

The Curriculum forum will be held this Thursday, July 23 at 2:15 p.m. in LH 54. Dr. Donovan Penrose, from the Academic Affairs office, David Van Ness from the Registrars' office, and Catherine King-Todd from the Financial Aid Office will speak about curriculum changes in the fall, the new pre-session, and financial aid issues related to the pre-session. These representatives will be ready to answer any questions that students may have. -Tim Powell and Jaya Venkataraman, Academic Affairs Co-Chairs

NEWS FROM PUBLIC RELATIONS:

We are working hard to improve the look of the TSG page in the Das Tor. If you have any suggestions for us, please send an email to me at romerocm. Also, there is no Campus Question this week due to space constraints. Colleen Romero, Public Relations Chair

BE A PART OF TSG!

Elections for the following TSG positions will be held July 28th:

- 1) Vice President
- 2) Student Activity Chair
- 3) Representatives at large (2 positions)
- 4) Regional Representatives: one each for

Latin America / Asia / Africa / Middle East / North America / Europe

Please submit your resume and cover letter by July21st . Also, be sure to collect the necessary candidate paperwork from Mindy Redburn in the TSG office, which is also due on July 21st. For further information, please contact the TSG office at x7 117 or email Ramneek Jain, TSG V. P.

O-TEAM UPDATE

Just a reminder that we are still looking for strong, dynamic students to be a part of this fall's O-Team.

For the fall O-Team, Foreign Student Orientation begins Friday, August 21, and ends Sunday, August 23. New Student Orientation begins Sunday, August 23, and ends Sunday, August 30. FOUNDATIONS, the two-week introductory MIM course required for all incoming students begins Sunday, August 30, and ends Saturday, September 13. This means that the O-Team will now be a three-week commitment.

The first week that new students are on campus will include the traditional O-Week activities. The FOUNDATIONS course, which will be facilitated by O-Team members, will include leadership, cross-cultural communi- Friends, cation, team building, and self-assessment activities with incoming students.

O-Team members will be compensated much differently than before. In the past O-team members received \$100 per week. This fall, O-Team members will receive \$250 cash per week plus a \$2100 continuing student grant, which is equivalent to three credit hours for full-time students or Winterim. O-Team captains will receive the same grant and \$500 cash per week. (Only former O-Team members are eligible to be O-Team captains.)

Bring your resume and cover letter, addressed to the O-Team Selection Committee,

to Mindy Redburn in TSG office by Wednesday, July 22 at 4:30 p.m.. Be sure to indicate in your cover letter what you can contribute to the team.

For further information. Please contact Ramneek Jain, TSG Vice President at x7118.

The Grapevine

by Colleen Romero

WORLD PARTY

The Regional Representatives

reported that plans for the World Party are well under way. The World Party will be Saturday, July 25th, 7 p.m. at the TAC.

JAPAN KARAOKE NIGHT

Don't miss this chance to show off your talent. Join the Japan club for food music and a Karaoke Kontest this Friday July 24.

A Note from the Vice President

I have been working as the VP of TSG for the past six months, and I am sad to see my term end. I would like to encourage you to consider running for my position.

The job is exciting and I have learned a lot from working on TSG. The VP is involved in most of TSG's activities, and has several responsibilities, including:

* Planning the Graduation Party

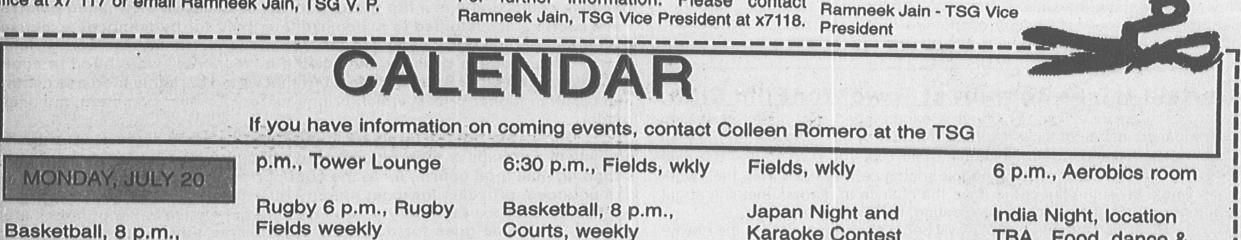
Chairing the publication of the Globe, the Student Yearbook

* Assisting in the selection of the O-Team, and managing O-Week and the Foreign Student Orientation.

* Leading the team of First Semester Representatives and facilitating their projects

Chairing the Program Board, which reviews club requests, makes financial allocations, and supports clubs in their activities during the semester

The term of office lasts six months, beginning in the fall semester and lasting until February 1999. Please feel free to contact me should you have any more questions! Get Going!



July 20, 1998



Basketball, 8 p.m., Courts, weekly

Japanese Film "Shall We Dansu?" 7:30 p.m., Tower Lounge, free food & drink

Practice Interview Skills, 7 p.m., CSC

Tower Lounge closed for renovation

TUESDAY, JULY 21

TSG Candidates Meeting for upcoming elections, 8:30 p.m., **Tower Lounge**

Change: Environmental Club, 2 p.m., Commons

Candidate paperwork -TSG elections, 8:30

Practice Interview Skills, 7 p.m., CSC

Tower Lounge closed for renovation

WEDNES., JULY 22

Thunderkids 10 a.m., Tower Lounge,

Music Day, weekly

Toastmasters, 8 p.m. LH 55, weekly

Ski Club 7 p.m., Tower Lounge organizational for Fall

Deadline for O-Team and O-Team Captain apps., 4:30 p.m., TSG

Soccer, open to all

Yoga - Ananda Marga 6 p.m., Aerobics room

THURSDAY, JULY 23

Int'l Women's Club 7 p.m., Tower Lounge, weekly, cultural wedding traditions

TSG Board Meeting 2:30 p.m., WB 236

Rugby 6 p.m., Rugby **Fields weekly**

Yoga - Ananda Marga 6 p.m., Aerobics room

Curriculum Forum 2:15 p.m., LH 54

Soccer, open 6:30 p.m.,

Karaoke Contest 8 p.m., TAC, free

Dinner at the Pub 6-9 p.m., weekly, \$ Fall Registration for cont. students

SATURDAY, JULY 25

Rugby, 6 p.m., Rugby Fields, weekly

World Party, 7 p.m., FISH, free. Great food, drinks and entertainment

Dinner at the Pub 6-9 p.m., weekly, \$ Fall Registration for cont. students

Yoga - Ananda Marga

TBA. Food, dance & fashion show

Skydiving, meet at 7a.m., at the Pub, \$

Fall Registration for cont. students

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JULY 20, 1998

FEATURES AND ENTERIAN

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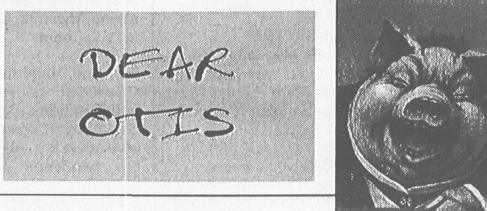
Early next century a handful of countries will be in a position to be the strongest economy in the world. They are China, Japan, Germany, Brazil and the United States. The global interdependence will eliminate any regulatory advantages. Economic advance will be the result of the talents and abilities of the business leaders in each country. In all the countries, but the last, there is a seminal book that inspires and guides those business leaders. China has 'The Book of War' by Sun Tzu, Japan has 'The Book of Five Rings' by Musashi, Germany has 'The Principles of War' by von Clausewitz, and Brazil has 'The Art of Five Dribbles' by Pele. The value of each work is not only the sage advice they provide, but also in the absorption of the philosophy into the culture of the country. Every person in the country is exposed to the strategies recited in the books, whether they realize it or not. The United States has been surviving, so far, on the Army's 'Basic Field Manual.' There is a lot of doubt in the academic circles that the US will be able to compete in the future without its own, culturally intertwined strategic guide.

Fortunately for the United States, here in Arizona, an archeological site has uncovered the remains of a book whose author is identified as that great Apache warrior chieftain, Kachina 7's. He is well known as the most successful of American Indian chiefs in defeating and eluding the contemporary US Army. (Of course, the US Army was only using the 'Basic Field Manual.') Legends say that he wrote a treatise on his approach and guid-ing thoughts, which became lost in a Summer rain shower. Now, the treatise is being examined and translated by a host of experts. Leading the group is Dr. World Copen, who has a Ph.D. not only in Archaeology, but also in Business Administration. According to Dr. W. Copen, the book definitely contains the thoughts of Kachina 7's. He added that the contents are brilliant and the work of an obvious genius, because the ideas are still relevant today, and should be relevant far into the future.

Restrictive publishing contracts limited the amount of information that he was able to provide. However, the title of the book has been announced as 'The Principles of Thunderbird's Way.' Some of the chapter headings will be, 'Rising From the Ashes' and 'Rising From the Ashes, Again.' Dr. W. Copen points out how, unwittingly, the city of Atlanta followed the principles of Thunderbird's way and rose up from some ashes. Nevertheless, now the United States has all the tools necessary to compete for the top of 21st Century economies. It is just a matter of the business schools putting the fun back into business readings.

Curtain raises Tonight at Tower for Film Club.

A Japanese comedy about a middle-aged accountant obsessed with a dance instructor kicks off the remainder of the schedule for the Film Club. Club founder Adam Rosenblatt told Das Tor, "We started the club because we wanted to provide people a chance kick back from their work each week, be entertained and have the chance to learn something about different cultures that didn't involve eating, dancing or beer." "Shall we Dancu (Dance)?" will begin showing at 7:30 in the newlypainted Tower TV lounge. Masayuki Suo's charming comedy about Shohei Sugiyama (Koji Yakusyo), a married, middle-aged, workaholic accountant who becomes obsessed with a sad and beautiful dance instructor (Tamiyo Kusakari) he spies through the window of a dance studio. His dull life takes a funny turn when he signs up for ballroom dancing lessons to try to meet the mysterious woman and instead is assigned a plump, middle-aged instructor. But is the mystery woman, as his instructor warns, "all the sweeter when viewed from afar"? The film is in Japanese with English subtitles.



Dear Otis:

Why do the road signs on I-17 and 101 indicate the exit for American Graduate School of International Mgn't and not Mgm't? Is it spelled wrong? Is this a proper abbreviation? Will "Managenent" be added to the new curriculum as a 2- or 14-week class?

Why doesn't Aramark hire a real chef to prepare its Asian-style food in the Thunderbird Commons? Can't they see who their customers are? Don't they know that their present offering is awful? Do they think we don't know the cost of rice? I Hope you can help me.

-A guy driving around looking for either AGSIM or some good Chinese food.

Dear Guy:

You have pitched several tough questions at this perspicacious pig, but fear not. I shall endeavor to avail you of my powerful pork-powered brain.

As to the road signs, in my quest for accuracy, I did check out the spelling. As you noted, they say Mgnt, not Mgmt. But before you feel the heady surge of a Grad Student Superiority Complex, please be advised that the Associated Press Stylebook (the last, but oft-ignored word, at the Das Tor) does not provide a "proper" abbreviation for the word "Management." Thus, it is not accurate to assume that Mgnt means anything different than Mgmt. The letters in both abbreviations, after all, are in the right order, and the choice of letters to drop is purely arbitrary.

As to the next question, this pig is somewhat disinclined to denigrate the food offered by Aramark. This is not because its offerings are haute cuisine, (they are not) but because the family Sus Scrofa (to which I belong) is not known for being picky eaters. I have no complaints about Aramark's offerings, but then again, I'm a pig. Nonetheless, one sometimes wonders if the reason many T-Birds complain about the cafeteria is either because complaining is a fun group activity, or because their jaded palates have been so accustomed to expensive fare paid for by company expense accounts, that the chow served in the Commons is, frankly, too pedestrian.

This problem could be remedied if a "real chef" were hired to cook the Asian, or all other Aramark food, but that would certainly increase costs, and result in higher prices, which brings us to your next comment, my dear reader.

As to the cost of Aramark food, this pig again finds it is roughly equivalent (perhaps a little higher) to what one would pay in an average shopping mall food court. As to the cost of rice, one must realize that rice, like potatoes, provides low-cost starchy filler for meals. Do you, Guy, get worked up over the fact that French Fries are expensive while potatoes are cheap? The same goes for rice. It always seems more expensive than it ought to be at any oriental restaurant. Does that mean Aramark ought to charge less? It certainly wouldn't hurt. On the other hand, maybe the rice profit offsets the cost of more expensive ingredients. Perhaps one could sic Prof. Shields on Aramark's books to learn how all their costs are structured. Without commenting on whether the complaints about Aramark's food costs are justified or not, this porker sincerely hopes that all of the Tbirds currently grousing about Aramark's prices will prove to be conscientious about charging customers or clients the lowest possible prices when they take their own places in industry. To do otherwise would seem a trifle hypocritical.

The following week the club will return to showing films on Tuesday night. Rosenblatt says that the upcoming selections will be: Tuesday, July 28: (7:30pm): Burnt By The Sun (Russia). Tuesday, August 4: (7:30pm): 301/302 (Korea).

Tuesday, August 11: (7:30pm): Man Bites Dog (France).

The showings are free, and snacks are being provided by the TSG.

CRIME WATCH

Chief of Security Carl Newman urges students to continue to take care to protect themselves and their property. In particular, he urges students at night to walk in well-travelled an lighted areas, to report any lights that are out, and to look inside their cars before entering them - to ensure nobody is lurking inside.

He also urges students to lock office and rooms when leaving them, to not leave personal property unattended, and to always lock their bicycles through the frame to a bike rack. He recommends U-shaped locks because these are harder to cut through than cable locks.

Newman also urges students to contact the Security Department at 978-7223 to report suspicious persons, or smashed or damaged doors and windows.

EXTRA!!!! EXTRA!!! WRITERS WANTED

DAS TOR is always looking for talented wannabe writers. We pay \$15 per article that is accepted and that is not a promotion piece for one's club or department). Contact us with a story idea, or perhaps to get your very first news assignment.

I hope, Guy, that this response deals adequately with your questions. - Otis

