



BMGT 2750

Division: Business and Technology

Department: Business Management

Course: BMGT 2750

Title: Business Travel Seminar

Catalog Description:

This course is designed to provide a dynamic business-oriented travel experience in which students are exposed to real world business scenarios. The seminar may include international travel. Students participate in daily focus activities with local professionals while on the travel experience and attend a short series of preparatory lectures before and after the travel experience. Students will be responsible for all travel expenses. This course is repeatable one time for credit .

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 1-3; Lecture: 1-3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Justification:

Most U.S. schools of business now place a strong focus on experiential education and particularly travel experiences domestically and internationally. This course is designed to provide a short-term cultural and educational experience for Snow College students, which will assist them in competing for employment and educational opportunities. This course is also in line with Snow College's mission of engagement and innovation.

Student Learning Outcomes:

- Students will be able to analyze and identify important elements of business management, technology, marketing, customer service, and/or other valuable business skills, as applied to a particular locale or industry.
- Students will develop cultural knowledge and appreciation for the diverse population, distinctive business practices, and unique local nuances of a selected site.
- Students will be able to summarize their individual travel experiences, and formulate in verbal and written formats, methods for applying newly acquired knowledge to resumes, college entrance applications, job interviews, and other important opportunities.

Content:

The following content will be covered in this course:

- Prepare for general travel and local culture
- Explore international business concepts
- Explore areas of business focus for the particular destinations and industries to be visited
- Experience unique local culture and diversity
- Analyze specific application of business concepts
- Work with other students to generate ideas and make observations
- Gather as a class to synthesize observations and apply observations to business concepts
- Receive instruction from specialists in local industries
- Submit written observations and comprehensive summary of travel experience
- Compose useful components for resume and potential college applications
- Generate appropriate methods for integrating travel experiences into job interview responses

General Education Outcomes:

5) Apply a cultural and historical awareness to a variety of phenomena.

Students will study local culture, as well as traditional and contemporary business practices. During the travel experience, students will apply their knowledge to the local culture, trade, industries, and market. This knowledge will be documented in brief written responses throughout the travel experiences and in a comprehensive analysis upon return. Students will receive informal feedback from classmates and the instructor, as well as written instructor feedback on submitted assignments.

Students will also be able to apply learned concepts to their future educational and professional opportunities through written resume and application segments and practice answering job interview questions. Feedback will be provided by the instructor and also informally in the class setting during job interview practice.

Key Performance Indicators:

Student Learning Outcomes will be assessed by two or more of the following Key Performance Indicators:

- Short essays
- Comprehensive analytical paper
- Materials useful in obtaining a job or further education

Representative Text and/or Supplies:

The instructor will provide all course materials.

Optimum Class Size: 15

Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Stacey McIff, MS, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)