

A New and Improved Short-Term International Study Tour: Creating a pedagogical synergy between two courses to maximize the value to the student and the institution.

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This paper offers a novel approach for the design of for-credit, instructor-led, short-term international study tours. In the increasingly diverse and vibrant global economic workplace that today's recent university graduate is about to enter, the ability to understand and interact with a diverse set of international cultures is no longer just interesting novelty, but rather a desired addition to the student's skillset. To fulfill this need for primary cultural observation and immersion, universities have developed study abroad programs. Short term study tours, typically between 2-3 weeks in length, offer an effective way for a student to be exposed to different cultural environments in a way that circumvents many of the disadvantages of longer programs. Through the creation of *combo-courses*, the authors of this paper developed and deployed a methodology over two recent short-term study tours, one to Panama and one to Europe, where students had the opportunity to take two distinct classes over the same period of time therefore distributing the fixed costs over 6 credits as opposed to 3. An information systems course in Presentation Theory was run together in the study tour format with a business-focused course in International Marketing. The synergy between the two courses was a key factor in the construction of and subsequent successful execution of both study tours. The authors believe that they are unique in providing study tours with this structure. Further, they feel if implemented *en masse*, it might both revolutionize and democratize study tours so that a greater number of university students can participate in these highly valuable and desirable culturally immersive experiences.
