

AUSTRIA STUDY ABROAD TRIP TIMELINE/ SUMMARY OF EVENTS

Dr. Selden and Dr. Kyper are recruiting students who would like to spend 8 days in Dornbirn Austria, near the eastern shores of Lake Constance and the Alps.

As a group we will depart from Roanoke, fly to Zurich, Switzerland, and then take a train to Dornbirn. On the return trip we will take a train from Dornbirn to Zurich, where we will spend an afternoon/night then take a return flight home.

While there we will partake in the local culture (including dinner and a wine tasting at the Prince of Liechtenstein's Winery), tour the surrounding area, visit local companies (including the biggest modern hydraulic power plant for peak energy in Europe plus sightseeing of one of the highest basins (8,000 feet) for power supply), and attend classes with students from the Vorarlberg University of Applied Sciences.

The trip cost is approximately \$3350 which includes: tuition, airfare, lodging, tours, and some meals.

The experience earns you 3 credits for either BUAD 377 (counts for MGMT 377, MKTG 377 or ECON 377), or MBA 677.

To reserve –Deposit: \$250.00 due February 2, 2010. The remaining program costs and airfare costs are due February 27, 2010.

\$ 900	to cover lodging, local transportation to/from school, breakfasts, 4 dinners, and 2 site visits, and one day of sightseeing; and an afternoon/evening in Zurich
\$1200	(tuition, 3 hours)
\$1250	Airfare

Travel Dates: May 27 – June 5, 2010

We will have a pre-trip information system the week before we leave: tentative date Sunday May 2, 2010.

Space Limited to first 18 students

Meals: Students can buy lunch on campus for about \$6 and dinners typically average \$15.00.

For more information, please contact Dr. Kyper (kyper@lynchburg.edu) or Dr. Selden (selden@lynchburg.edu).

COURSE SYLLABI/ SUMMARY OF STUDENT ASSIGNMENTS

International Human Resource Management Outline

Assignments:

Pre-Trip assignment: Environmental scan of Austria. This will be a 3-5 page report outlining key aspects of Austria's business, political, and geographic environment. This assignment will be due the day we depart.

Presentation in Austria: Each student will make a presentation at Vorarlberg University of Applied Sciences exploring one of the following topics:

1. Recruiting and selecting staff for international assignments
2. International Training and Development
3. Repatriation and knowledge management

Lecture Topics:

1. Basic theories about cultural differences
 - a. Cultural dimensions Hofstede
 - b. Intercultural communication
 - c. Intercultural sensitivity
2. Globalization: Implications for human resource management
3. Recruiting and selecting staff for international assignments
4. International Training and Development
5. Repatriation and knowledge management
6. Case Studies

Case Assignment (Due June 21, 2010):

You have been hired by Starwood Hotels and Resorts, which owns and operates hotels throughout the world, such as the Hotel Bristol, Hotel Imperial, Hotel Le Meridien Vienna, and Hotel Schloss Fuschl, to analyze how the Four Seasons Hotels and Resorts uses human resource management practices to create its competitive advantage.

Your team has been asked to write a memo (5-7 pages) briefing to Adam Aron, Chief Executive Officer, and his leadership team about your findings. Specifically, Mr. Aron would like you to extract key lessons about what factors have contributed to the Four Seasons' success and lessons from other course readings.

Note: see Harvard Business School case, Four Seasons Hotels and Resorts

MBA Students only – Keep Daily Journal and Respond to Final Reflection Questions (Due June 21, 2010)