Building Effective Study Abroad Programming for Busy “Drive-through” Working Professionals

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PTMBA Conference
October 2017
Session Outline

• Background and Context
• Discovery
• Evolution of Study Abroad Program
• Positive Interim Results
• Future Plans
About Loyola University Chicago
• A private, Jesuit, Catholic University founded in 1870 as St. Ignatius College
• Home to 13 schools, colleges, & institutes
• Total enrollment 16K+
• 80+ UG majors & 80+ minors
• 170+ graduate & professional programs
• 4,000+ faculty & staff members

• Four campuses: Lake Shore (Chicago), Water Tower (Chicago), Health Sciences (Maywood, IL), and the John Felice Rome Center (Italy)
• Educational facilities in Beijing, China, Saigon-Ho Chi Minh City, Vietnam, Vernon Hills, Illinois
• Retreat and Ecology Campus in Woodstock, Illinois
A Bit About The Jesuits

• The living legacy of Ignatius Loyola
• Ignatius believed that we are called to make a difference
• Loyola University Chicago (LUC)
  – Social justice mission and a focus on business ethics
  – “The real measure of our Jesuit universities lies in who our students become”
  – “Our students must have an educated awareness of society and culture, a sense of being interrelated and interconnected, and a commitment to act for the rights of others, especially the disadvantaged and the oppressed”
  – “One way Jesuits and their lay partners carry out this mission around the globe is through the network of 175 colleges and universities; 28 of which are in the United States”
Quinlan School of Business

- 2000+ UG Students
- 600+ Graduate Students
- Business Leadership Centers
  - Supply and Value Chain Center
  - Family Business Center
  - Executive Education
  - Baumhart Center for Social Enterprise and Responsibility
  - Center for Risk Management
- Academic Centers
  - Center for International Business
  - Center for Financial and Policy Studies
  - CME Group Foundation Business Analytics Lab
Quinlan Graduate Programs

- **EMBA**
- **Healthcare MBA**
- **MBA**
- **MS Accountancy**
- **MS Business Data Analytics**
- **MS Finance**
- **MS Human Resources**
- **MS Information Systems Management**
- **MS Integrated Marketing Communications**
- **MS Supply Chain Management**

- **Dual MBA/MS**
- **Dual JD/MBA**
- **Dual MSN/MBA**
- **Dual MSPharma/MBA**

- **Certificates in:**
  - Business Data Analytics
  - Business Ethics
  - Human Resources
  - Information Systems Management
  - Supply Chain Fundamentals

✓ Equitable representation of women (~50%)
✓ International students from ~30 different countries
Graduate Study Abroad Background
Graduate Study Abroad Historically

• Global perspective fused throughout MBA program
• Fairly diverse international student body
  – Annual International Night is one of our largest student events
• Two ways to satisfy dedicated global component of degree requirement:
  – Option A: Immersive study abroad courses
  – Option B: Designated list of locally delivered courses
• Two to three study abroad courses offered annually
• Busy “drive-thru” students favored option B more so than option A
• Not great, given our mission and focus
Our View of Leadership Development

Effective & Responsible Leadership

Know Yourself
- Strengths
- Weaknesses
- Talents
- Values
- Goals
- Reflection & Improvement

Embrace Change
- Creativity
- Innovation
- Flexibility
- Adaptability
- Global, cross-cultural perspective

Engage Others
- Mentor/Coach
- Care & Compassion
- Commitment
- Team-building
- Negotiation

Aim High
- Courage
- Conscience
- Motivation
- Empowerment
- Role Model
- Excellence

Four Essential Pillars
Typically only 2 study abroad courses would draw minimum number of students, others courses would end up being canceled

Heavy focus on marketing courses

One course, MARK 561, typically reached cap every year (once filled within 24 hours!!)

Needed to mimic this recipe for success
My Discovery
Comparative Consumer Behavior in Southeast Asia with Dr. Clifford Shultz
Step 1 – Dissect MARK 561

• Leveraging deep knowledge – Dr. Shultz has been building his knowledge of the region for 20+ years

• His approach is one of total engagement
  – Sets expectations during information sessions
  – Pre-trip sessions mandatory, no exceptions!
  – Team projects (videos, bonding, etc.)
    • 2014 class video
    • 2010 class video
  – Total immersion while in-region
  – Relive experience during post-trip dinner and project readouts

• Comments from past participants
  – Worked really hard
  – Made life-long friends
  – Really opened my eyes
Academic rigor appeals to busy part-time students more than one would think
  – There must be no question that the experience will be worth their time
Experiences which pull students out of their comfort zone generate a lot of word-of-mouth advertising
A cohort-like experience is a strong draw
  – The more collaboration and team deliverables, the better
  – Camaraderie continues upon return
Each MARK 561 trip captured content for future marketing
Utilizing This Knowledge
Proposal Process

• Annual solicitation of study abroad proposals from faculty
  – Historically, request made in June and proposals due late July
  – Mysterious decision process
  – Study abroad schedule announced in early September

• Maneuvered to revise and formalized process
  – Partnered with Assistant Dean of International Initiatives
  – Advanced timeline to enable more time for student outreach
  – Communicated high level objectives as part of solicitation
  – Focused on diversity of disciplines
  – Focused on geographic coverage
  – Factored faculty connections & popularity into decision process
Step 2 – Execution

• Constant stream of info to current students
  – Frequent E-blasts
  – More informative website
  – Information sessions

• Began marketing at prospect stage

• Continued marketing during on-boarding sessions

• Leverage global network
  – Courses that are co-taught
  – Collaborative coursework with graduate students in other countries

• Request to capture marketing content on every trip
  – Pre-departure meeting with faculty
Step 3 – Embrace Unexpected Gifts

• Student testimonials
• Faculty with deep international networks
• Faculty competitiveness
  – Twitter challenge
  – Faculty shout-outs drove additional interest
• What appears to be problem can actually be an opportunity
  – Back-to-back scheduling idea
Results
Small Changes Yielded Strong Results

• 2016/17 study abroad enrollments increased 37% as compared to prior year
• Study abroad now on minds of everyone
• Behavior Changes
  – Students were passive about study abroad in past, now they are very proactive
  – Students clamoring for detailed info on this year’s study abroad offerings
  – No longer nudging instructors per timelines, they are nudging me
# 2016/17 Study Abroad

## Winter Break

**MARK 561:** Comparative Consumer Behavior & Mktg  
Cliff Shultz  
Vietnam, Cambodia & Thailand

## Spring Break

**MARK 569:** Global Branding  
Linda Tuncay-Zayer  
Spain – Collaboration with Andalucía

## Spring Break

**HRER 500 / MGMT 479:** HR Management & Employment Relations  
A. Varma & P. Norlander  
Mexico – Collaboration with IETSO

## Summer

**SCMG 799:** Global SCMG  
J. Nicholas & M. Hewitt  
**ECON/FINC 599:** The EU: Economic & Financial Developments  
A. Tassos Mallaris  
Italy – Collaboration with Rome Center

October, 2017  
Quinlan School of Business
2016/17 Study Abroad

Spring Break – Global Branding with Dr. Linda Tuncay-Zayer
Madrid & Seville, Spain – Collaboration with Loyola de Andalucía

- Building on offering from previous academic year
- Faculty connections with businesses in region
  - Grupo Ogilvy & Mather
  - L'Oréal Spain
  - Osborne
- Collaboration with Andalucía graduate students beforehand
- Twitter battle with class in Mexico
- [Class video](#)
2016/17 Study Abroad

Spring Break – HR Management & Employment Relations with Drs. Arup Varma & Peter Norlander
Guadalajara, Mexico – Collaboration with IETSO

- Faculty relationships with IETSO faculty
- IETSO faculty arranged for company visits
- Joint lecture/discussion sessions with IETSO graduate students
- Twitter battle with class in Spain
- Senior faculty pulled in junior faculty
2016/17 Study Abroad

Summer Back-to-Back Courses
Global Supply Chain Management with Drs. J. Nicholas & M. Hewitt
The EU: Economic & Financial Developments with Dr. A. Tassos Malliaris

- Diversity of disciplines
  - Thirst for topic not previously offered
- Endowed chair with fond memories of taking students abroad
- Relevant & timely topics
- Exploring topics not easily explored at home
  - Logistics issues in European city

Rome Italy – Collaboration with Rome Center
# 2017/18 Study Abroad

## Winter Break
- **MARK 561:** Comparative Consumer Behavior & Mktg
  - **Cliff Shultz**
  - **Vietnam, Cambodia & Thailand**

## Spring Break
- **MARK 475:** Cross-Cultural Dimensions of International Management and Marketing
  - **Mary Ann Mc Grath**
  - **Chile**

## Spring Break
- **HRER 500:** Global HR and Employment Relations
  - **Dow Scott**
  - **Spain – Collaboration with Andalucía**

## Summer *back-to-back*
- **INFS 590:** Global Strategy and Data
  - **Nenad Jukic**
- **MGMT 477:** Global Family Business Management
  - **Andrew Keyt**
  - **Croatia & Milan – Collaborations with local universities**
Future Plans
On The Horizon

• Engage alumni
  – Professional development

• Leverage Business Leadership Centers
  – Engage professionals
  – Piggyback on relevant international conferences