Coles College of Business
PRME 2010

Improving Lives Through Business Education
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On behalf of the Coles College of Business at Kennesaw State University, I am pleased to present a report on our progress toward the United Nation’s Principles for Responsible Management Education (PRME). In addition, it is my privilege to formally renew our commitment to the PRME initiative for the 2010-2011 academic year.

The opportunity to witness the good works of my colleagues and our students has been an inspiring experience. I am encouraged by the progress we have made and I am confident our plans for the next year will contribute to our continuous process of improvement in the application of the six principles.

Best regards,

Sheb True
Associate Dean
Coles College of Business
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Principle One: Purpose

We will develop the capabilities of students to be future generations of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
Through initiatives such as the Peace Corps Fellows Program, KSU promotes responsible global citizenship in ways that help develop an understanding and appreciation of the history and culture of the world’s many peoples and nations, an ability to communicate and interact across cultures, the valuing of social justice, and a commitment to sustainable development. KSU’s Career Growth Master’s in Business Administration program provides a world-class curriculum allowing customization and focus on personal and professional goals. Students are prepared for success in a business climate of innovation and globalization as provided by an applied curriculum and mentoring philosophy. The program is accredited by the Association to Advance Collegiate Schools of Business.

Each year, KSU provides two graduate student assistantships to Returned Peace Corps Volunteers enrolled in the Career Growth M.B.A. or M.A.C.C. programs. This work is performed in conjunction with the International Center in the Coles College of Business to serve the Maya Heritage community projects described below. The Fellows receive academic guidance from the Director of the International Center, the Director of the Graduate Business Programs, the KSU Fellows/USA committee, and an assigned supervisor with the community partner. These mentoring relationships focus on the needs of the Fellows and the Maya community, and serve as a means to solicit feedback on the program for continuous improvement. Fellows are evaluated on their ability to work effectively and appropriately with the Maya, and with the local educational, health, social and governmental agencies of North Georgia.

The Kennesaw State University Peace Corps Fellows work with Maya Native American communities in North Georgia. In their fieldwork, fellows analyze and address social, economic, and political conditions within the region brought on, in part, by these new Native American communities. The majority of the Maya population comes from Guatemala, but some come from the Chiapas area of Mexico. At home, the first language is usually one of the Maya languages, and although most men speak Spanish in addition to Maya, nearly half of the women who have come to Georgia do not. Maya children born in the United States might grow up with a mixture of Maya, Spanish, and English, leaving many of them unprepared in any language for the demands of school. At school, Maya children are sometimes assumed to be native Spanish speakers, and thus placed in Spanish languages classes, where they do poorly. Misunderstandings between the Maya and Georgian schools and governmental agencies can create difficult and unnecessary situations.

Various state agencies, including law enforcement, healthcare providers and public schools as well as non-profit organizations and local businesses benefit from the Fellows program aimed at analyzing issues and finding solutions. Fellows are part of the Maya Heritage Community Project (MHCP) at Kennesaw State University (KSU), working with faculty, students, and local organizations, including the Maya organization of Maya Pastoral, Inc. The MHCP educates Maya about U.S. law, health, and safety; and educates faculty and students about the ancient and modern culture of the Maya. To date, various programs of the MHCP have included health and safety seminars for the Maya, and while helping governmental and nongovernmental agencies with language translations and cultural awareness. The Maya Heritage Community Project links the academic mission of the university and the economic and social interests of Georgia.
Current Returned Peace Corps Fellows:

Zachary Smith completed his Peace Corps service in Loja, Ecuador in September of 2007. While serving as a Business Advisor to the Municipality of Loja, Zachary was in charge of recovering a defunct community banking program. He worked with over 20 community banks as well as developed a small business education program for loan recipients. He also became involved in promoting large-scale organic agriculture. After his Peace Corps service, Zachary went to Guatemala to be a consultant for a small NGO started by Returned Peace Corps Volunteers. In 2009, Zachary returned to Ecuador to start up that NGO in Ecuador. Zachary plans on using his experiences in the Coles College of Business MBA program to prepare him for a career in promoting entrepreneurship both in the United States and abroad.

Gil Eisner served in the Peace Corps Nicaragua for two years, completing his service in 2005. While in Nicaragua, Gil was based in the town of La Paz Centro where his primary project was educating young adults in local secondary schools on general business principles through conducting a hands-on entrepreneurial business management course, and, in addition, consulted local small businesses on improving administrative practices. The centerpiece of Gil’s work in Nicaragua was the founding, in cooperation with local counterparts, of a national artisan market which fostered an environment for La Paz Centro’s famed yet humble ceramic artisans to sell their pottery and ceramic products to domestic and international tourists. This artisan market, named Esperanza de Paz or Hope of Peace, is still in operation and has recently been expanded. At the conclusion of his Peace Corps tour, Gil returned to Atlanta, GA in order to pursue a career in real estate. After obtaining his real estate license, he worked in Newmark Knight Frank’s commercial real estate division as tenant representative (TR). In the TR capacity, Gil advised an array of clients on corporate real estate requirements and negotiated financial structured lease transactions, however, not having the international business factor Gil has a passion for, he decided to pursue his Masters in Business Administration at KSU and was awarded a Peace Corps Fellowship.

Zachary will be contributing to three major initiatives in the MBA program. First, he will be a primary leader of the Coles College of Business initiatives in relation to the Principles of Responsible Management Education, a program sponsored by the United Nations. This initiative promotes social awareness and consideration of ethics within traditional business education. Second, he will be a leader of our participation in the MBA Oath, a voluntary program which MBA graduates pledge to “create value responsibly and ethically.” Third, Zachary will be leading the creation and development of a unique International Center for the Innovation of Social Entrepreneurship, an interdisciplinary center that will focus on the promotion of social entrepreneurship in the developing world and locally.

Gil’s principal project for the Peace Corps Fellowship has been working at the Consulate of Guatemala in Atlanta, assisting the Consul General while serving the Mayan community in the Southeast region. He has had the opportunity to be exposed to most of the consular functions and activities involved in the Consulate, from protection of human rights of the community to assisting with the issuing of passports and documentation for the Guatemalan population in the region. Gil also initiated a survey to be given to the visitors of the consulate to increase knowledge of the population being served in collaboration with the Consul General and Professor Dr. Lebaron of KSU. The survey has
served to provide a better understanding and statistics for the consulate and for research conducted by KSU and the Maya Project. In addition, Gil has attended and assisted in “mobile consulates” where the consulate travels to other cities in the region for a weekend to serve the Guatemalan communities in those areas with their documentation and protection needs. Gil has forged relationships with some of the leaders of the Mayan community in the region and has helped them in times of need including accompanying disabled individuals through the Atlanta airport to return to their home for treatments. Finally, in his fellowship experience, Gil has assisted the Consul General of Guatemala in organizing the annual bi-national health week the past two years, bringing speakers and health screenings to the community, as well as volunteering in the multi consulate collaborative Latin community health fair finale of the bi-national health week.

Gil plans to pursue a future career in international economics and business promotion upon completion of his studies at KSU.

**Lindsay Nelson** currently works as an event coordinator for a sports promotion company. Before that, and before she received her Peace Corps Fellows Scholarship she was serving as a community development volunteer in Zhytomyr, Ukraine. In Ukraine, Lindsay’s primary focus was on business. She helped several local entrepreneurs create business plans and start their own businesses. She was also the creator of Business Boot Camp, a traveling business seminar, composed of business professionals and teachers that conduct three-day seminars in universities, local business centers and chambers of commerce throughout the state.

As a Peace Corps Fellow, Lindsay’s responsibilities are varied. She does a lot of work with event coordinating for various causes including SoCon 10, a social networking conference, as well as public policy conferences, and Maya leadership conferences. Lindsay also plays an active role in creating and updating Maya Children’s USA’s website, a foundation committed to improving learning, social and future potential of Maya Children living in the USA.

**Rikki George** served in Azerbaijan from June 2006 - September 2008. Rikki was part of the Community Economic Development program which placed volunteers with business backgrounds in non-government or micro-finance organizations around Azerbaijan. Rikki was assigned to the local NGO Agro-Information Center in the town of Aghjabedi. The group taught farmers to be extension agents. Rikki supported their business functions including computer skills, finance, marketing, monitoring & evaluation, and database management. Rikki also taught English and American culture to her coworkers.

Now, Rikki is studying for a Master of Accounting at Kennesaw State. Part of being a Peace Corps Fellow is her assignment to the Maya Heritage Community Project as a graduate research assistant. Her duties here have ranged from compiling demographic reports on surveys from the Guatemalan Consulate in Atlanta, to preparing promotional materials for our project, to extending our support of Maya people in Belize for two weeks designing a service project for KSU student teachers. In the future, she will be assigned to several Maya business people in Canton for general accounting support.
Students in Free Enterprise (SIFE)

SIFE is a global non-profit organization active in over 40 countries and territories. SIFE is funded by financial contributions from corporations, entrepreneurs, foundations, government agencies and individuals. Working in partnership with business and higher education, SIFE establishes student teams on university campuses. These teams are led by faculty advisors and they are challenged to develop community outreach projects that reach SIFE’s seven educational topics:

• Teach others to understand how a market based economic system operates.
• Help others acquire the education and skills training needed to succeed in a dynamic, competitive global economy.
• Help others learn how to succeed as an entrepreneur and/or improve an existing business.
• Teach others to develop the personal financial management skills necessary to achieve financial independence.
• Teach others to make environmentally sustainable personal and business decisions.
• Help others understand that the long-term success and prosperity of a market economy, businesses and individuals are dependent on ethical business practices.
• Successfully develop and execute a strategy to ensure the long-term sustainability of team and educational programs.

Every project our team develops is based on team sustainability. We ensure that each project can continue to grow and help others help themselves in the years to come. To facilitate communication between team members we use a Project Management software system known as Basecamp. This software allows members to post messages, create “to-do’s”/milestones, chat sessions, upload files and much more. In September SIFE orientations were conducted which showcased the academic, philanthropic, and professional opportunities offered by the SIFE program. Info packets were handed out detailing our current projects and the advantages to becoming a SIFE student. In addition to the orientations we give presentations to classes in both the fall and spring semesters that highlight how SIFE can enrich college life. Our SIFE team is the first to design a SIFE app for the iPhone. We await the release of our SIFE application which is currently in the Apple approval process. Over 800 students are waiting to download the app which will give them information on our SIFE team, how to join and updates on all of our events including their dates, times and locations.

To further ensure the long-term sustainability of our team and educational programs, we maintain 7 partnerships with fellow student organizations, businesses and non profits who share common interests.

Kennesaw State University Chapter Highlights for 2009-2010:
Changing the world starts with one person at a time. It starts with empowering yourself to empower others. It starts with a driving passion to improve lives in all walks of life. Through ground-breaking technology and free enterprise education the Kennesaw State University SIFE team has impacted 26,000 individuals from troubled youth, to college students.

The Edge Connection
The Edge Connection is a recognized non-profit Microfinance organization that is determined to build micro-entrepreneurs. We tutor business finance, basic
technology training, and budgeting to help Edge clients start, grow, and sustain their businesses. We also give advice on how to promote their business and bring in new customers. This year over 50 new businesses have been started in Georgia by those we tutored.

**Merit Badge**
Every year our KSU SIFE team hosts the Merit Badge University (MBU). For this year’s MBU, our team hosted an event in which the scouts worked towards receiving 44 different badges. Over 1,200 Boy and Girl Scouts attended the event. In addition to planning and running the 6th annual merit badge university, 70 members of our team taught 10 badges centered on business concepts. These included lessons in American Business, Entrepreneurship, the Salesmanship merit and Business Wise badges. 1200+ badges were earned by the participants.

**Devereux**
Devereux Georgia is a residential behavioral health treatment facility for young adults suffering from severe emotional and psychological challenges. We developed an 8 week program that teaches the youth how to develop a business plan, build on communication skills, and teach them how to operate a small business. Over 48 students wrote plans gained invaluable knowledge from their participation at the seminars. 25 participants have left the facility and returned to their communities.

**The African American Golf Foundation**
The African American Golf Foundation (AAGF) is a non-profit organization that assists minority and underprivileged children through tutoring and golf lessons. Our main goal is to build the students’ self-esteem, have them become self-disciplined, and practice newly acquired personal and social skills in market economics, business plan writing, and presentation skills. 60 students participated in formal graduation presentations judged by community leaders.

**iSchool Initiative**
Our SIFE Team partnered with a student-led non-profit organization called the iSchool Initiative, which is dedicated to raising awareness of new technological solutions for education. This year we presented 4 seminars for students and professors, teaching them how educational applications can be used to teach college courses more effectively. With future goals of global events, workshops, webinars, and an increased presence on YouTube our SIFE team is working to make iSchool Initiative into a fully operational organization. We’ve also developed a SIFE iPhone/iPod App for team use on campus.

**Financial Seminars**
During this time of financial upheaval, many people are under duress about managing their credit. Traditional and nontraditional students alike are lacking the skills and knowledge base to make wise credit decisions. We partnered with Consumer Credit Counseling Services (CCCS) and HSBC to provide relevant information to our students and the surrounding community. 17 seminars and 2 webinars were held on campus this year. Our follow up indicates that over 100 students have started personal budgets.

**Puppet Shows**
Interactive puppet shows on how to run a lemonade stand are written and presented by our team to 60 local elementary students. The shows have been translated into eleven languages and posted on TeacherTube, to teach kids the fundamentals of market economics around the world.

**Concept2Reality**
Concept2Reality consists of 2 business plan competitions in which college entrepreneurs submit entries on their business ideas. The entries are scored and evaluated by SIFE team members who give feedback on how to improve their business plans. The top 25 present their ideas to a panel of judges consisting of former entrepreneurs, venture capitalists, and executives. The first and second place winners receive $1000 & $500 to help with their start-up costs. 8 businesses were started as a result this year and 3 participants went on to win National Business Plan competitions.

**Ethics Bowl**
Local high school Future Business Leaders of America (FBLA) teams participate in a competition on real world business ethics scenarios. These teams develop presentations with solutions to the ethical dilemmas. This year the KSU Ethics Bowl was sponsored by Liberty Mutual and the cases were given to us by the legal department at Liberty Mutual to help mimic realistic situations. High School teachers evaluated the program as “highly effective!”
Global Learning Teams
To truly know global business one must experience it firsthand. Global business cannot be learned on a single exotic trip alone. This is why the Coles Executive MBA incorporates an interactive global experience for the majority of the program. In cooperation with The Institute for Business and Public Administration (ASEBUSS) we have created an exclusive global experience for Executive MBA students and faculty. Students will be assigned to a global team with students and faculty from the Executive MBA program in Bucharest, Romania at ASEBUSS.

The global learning team is a unified global consultancy. In the Global Benchmarking project, teams work along with a cross-continent team via video conferencing, instant messaging, team room and e-mail to develop a global team communication and project plan. In the fall, teams travel to Bucharest, Romania and meet their international team members in person for the first time. Later, the KSU team hosts the global team in the States where they will practice and deliver their final project presentation.

Only at Coles
We are the only Executive MBA program that offers an eight month long global teaming experience. This is a difference that, along with our partners in Bucharest, we are proud of. It is an invaluable difference that is recognized by executives worldwide.

Throughout the experience students will encounter:
• Global Team Learning Experience
• Hands-on, long term group projects
• Project planning without boundaries
• Utilize the latest business technology
• Global Decision Making
• Global exposure
• Cultural Immersion
PRINCIPLE TWO: VALUES
We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
The Office of International Services and Programs (OISP) promotes international and cross-cultural understanding, both on the KSU campus and in the communities we serve. Kennesaw State University believes such international understanding is vital to student and community success in an increasingly global marketplace.

The OISP enhances international education by working collaboratively with a wide range of academic departments, student groups, and community organizations. Through its activities, the OISP expands teaching and learning on international subjects at the university.

OISP mobilizes the university’s resources to internationalize the community, and it facilitates greater involvement of skilled community groups and individuals in building a model international educational program at Kennesaw State University.

**Our Study Abroad Programs:**

Global Learning enhances one’s competencies for participating responsibly in the diverse, multicultural, international, and interdependent world. Through an interdisciplinary and experiential approach to global learning, KSU has created numerous opportunities for students to immerse themselves in systems of learning different from their own. We firmly believe that the more we know about other countries and cultures, the better we will understand our own and the more likely we will be to act ethically and responsibly in today’s interdependent global contexts. We invite students to actively participate in the many education abroad programs offered through KSU and to become more fully engaged global citizens.

Kennesaw State University is proud to offer 30 dynamic study abroad programs in over 20 exciting locations worldwide. Those that have a strict focus on Business are:

**EU Economy and Business Study Abroad Program Description**

The European Union is the largest business and political partner of the USA. Participants will study EU policy and its impact on institutions, infrastructure, entrepreneurship, innovation, research, industry and business practices within the EU, and its overall impact on the global economy. This program will also provide students with opportunities to observe and experience the institutional reforms that have enabled the reunification of East and West Germany, and the transition of Poland and the Czech Republic from cen-

“**We strongly believe that international education involves a transformation of social consciousness beyond national consciousness. It prepares students to become responsible global citizens. It helps to clarify values that seem to be in contradiction by developing an understanding for and appreciation of different cultural perspectives. It seeks to find a common ground. It is learning to create cultural bridges. It requires that students understand culture as the context in which people solve their problems, not as the cause of their problems. Conflict arises when different groups fail to understand their problems as mutual. International education emphasizes the development of multicultural communities centered on creating respect for differences as well as addressing common problems affecting humanity. Through an interdisciplinary and experiential approach to international education, KSU creates opportunities for students to immerse themselves in systems of meaning different from their own. The more we know about other countries and cultures, the better we will understand our own.”**

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**Dr. Daniel J. Paracka, Director**
trally planned to market-driven economies. We will examine the successes and failures of the transition process. And finally, we will examine EC Industrial, Competition, Innovation, Trade and Economic Development policies.

**Business Study Abroad to Norway**  
**Program Description**  
This program studies International Business to Business (B2B) Marketing and International Entertainment Marketing in the Land-of-the-Midnight-Sun. Norway’s maritime industry dates back to the days of the Vikings when their superbly built long ships and trading Knars travelled the oceans as far east as China, west as North America, and south to the Mediterranean Sea. Modern Norway still has a strong international involvement in shipping and shipbuilding but it is the petroleum industry that has converted this small country into an economic powerhouse. Norway’s tourism industry is burgeoning as people from all around the world travel to see beautiful landscape deeply carved by glaciers. The birthplace of skiing, Norway hosts a very healthy adventure sports industry. All of the above makes Norway a perfect place to study B2B and Entertainment Marketing.

**Strategic & Financial Management for Entrepreneurial Businesses-Australia**  
**Program Description**  
This program immerses students into the world of Strategic & Financial Management of Entrepreneurial Businesses. As part of this course, we will cover topics in the strategic and financial management of entrepreneurial businesses in the U.S. and Australia, while also facilitating learning about Australia and Australian business environment and lifestyle. During our trip we’ll visit two main locations: Sydney and Cairns/The Great Barrier Reef, with opportunities for great cultural experiences, including scuba diving and/or snorkeling at The Great Barrier Reef. Several guest speakers will be invited and/or will host the students in their organizations to match theories with practice in a unique environment. Other city tours and cultural visits will be organized too, to allow students to better enjoy and understand the host country.

**International Business and Communications Study of China Program Description**  
In its second year, this 17-day summer study abroad program to China is jointly developed by the Department of Communication and the School of Accountancy, with support from the Asian Studies Program, the College of Humanities and Social Sciences, the Coles College of Business and the Institute for Global Initiatives. The program will be 17 days, traveling to Shanghai, Hangzhou and Beijing, with the majority of the time in Shanghai. While in Shanghai, we will be hosted by the prestigious Shanghai International Studies University (SISU) in downtown Shanghai. Most of the course content will be taught in a hybrid format prior to departure, leaving more time during the trip to maximize students’ experiences in Chinese society, culture, media and multinational corporations’ (MNC) operations in China. In Shanghai, students will visit Shang-
hai TV Station, the Shanghai American Chamber of Commerce, UPS-Shanghai logistics center, General Motors-Shanghai, KPMG, Price Waterhouse Coopers, Grant Thornton, Coca-Cola Company in Shanghai and other MNCs. During the weekend trip to Hangzhou, students will tour the picturesque West Lake, Linyin Temple and enjoy metropolitan Hangzhou. Finally in Beijing, students will visit Georgia’s Representative Office, China Central TV Station, Olympic facilities, Great Wall, Forbidden City, Tiananmen Temple of Heaven, and downtown Beijing, including fantastic Chinese cuisine and shopping. Students will be organized in groups of four members, each team to be equipped with one Chinese cell phone sim card for easy communication in China. Students are also encouraged to blog and maintain Facebook and Twitter postings while in China. Shanghai will host the World Expo in 2010 with over 200 countries participating. During your stay in Shanghai, you will have the once in a lifetime experience of attending this international event.

Computing in China: Culture, Innovation, and Globalization Program Description
This eighteen-day summer program will be primarily conducted in 4 amazing Chinese cities representative of different economical and cultural types in China: Hong Kong (global metropolitan and international financial center), Shenzhen (China’s special economical zone and the center of China’s economical renovation), Changsha (Major industrial and commercial inland city), and Shanghai (The center of China’s economy and one of the largest metropolitan areas in the world). We will explore computing technologies in China from various perspectives including culture, innovation, globalization, and higher education. Activities include on-site visits of both well-known China high tech companies and international IT corporations in China as well as lectures on state-of-the-art computing technologies, interaction with Chinese students majoring in computing, and visits to Hong Kong University of Science and Technology, Shenzhen University, Changsha University, and East China Normal University. Students will also have opportunities to visit the 2010 World Expo held in Shanghai, discover marvelous attractions in the 4 amazing destination cities and their vicinities, and explore the gorgeous Zhangjiajie National Forest Park. This course is open to both undergraduate students and graduate students in any college at Kennesaw State University.

China Business Management Student Abroad Program Description
This study abroad trip provides a great learning opportunity, as we experience four major cities in China—Hong Kong, Beijing, Shanghai, and Shenzhen. In addition to enjoying the culture and history, we will explore the growth of Chinese private enterprise. For the past 15 years the number of private enterprises has doubled, the number of employees of private enterprise has tripled, and the amount of revenue generated by this sector has increased on average over 50%. As a result of this growth, human resource practices have faced major challenges and are evolving. We will examine how government policy affects or influences these private enterprise successes.

Italian Business Program Description
This study abroad program will take participants to the Italian cities of Milan, Florence, and Rome. Fourteen days of travel through central Italy will provide opportunities to visit some of the country’s leading and most prestigious businesses while leaving ample time for exploration of famed antiquities like Michelangelo’s sculpture of King David. Before arriving at our final travel destination, students may find themselves in business interactions with personnel at Ducati’s motorcycle manufacturing facility, an ancient winery, and a renowned fashion house. The final five days will be enjoyed discovering one of civilization’s most historically significant cities… Rome, Italy. While in Rome, students will navigate ancient corridors and quaint piazzas en route to breath-taking landmarks such as The Sistine Chapel, The Pantheon, The Forum, Trevi Fountain, and The Coliseum. The flourishing and prosper-
The activities of modern Italy set against the historical remains of its past provide a truly unique and rich opportunity for students to study advertising and hospitality marketing from an international perspective. This magnificent 14-day adventure delivers a chance for students to expand their intellectual and cultural horizons while walking the same streets as the world’s greatest mind, Leonardo Da Vinci. Students occupying the limited number of seats on this trip will return with memories of unparalleled camaraderie, education, food, history, and culture that are sure to endure for the remainder of their lives.

**Japan - Culture of Innovation Program Description**

This 6-credit hour program will be conducted in Nagoya/Tokyo for three weeks in June. The academic theme of the Japan study abroad program is “Culture of Innovation.” We will examine the Japanese culture, consumers, and technology in Japanese life. We will have the opportunity to attend seminars at 7-8 Japanese universities in Tokyo, Nagoya, and Kyoto. We will hear lectures on Japanese business, technology, and academic life in Japan. We will have an opportunity to interact with Japanese students in order to understand how the culture differs from the one we are used to. Students will attend 3-4 corporate visits including Toyota, Denso, and Yahoo! Japan. In Nagoya, students will spend a day at a local high school in order to teach Japanese students about academic life in the United States and use of technology for networking and studying.

While in Tokyo and Nagoya students will have the opportunity to have cultural outings and are free to visit Hiroshima, Kyoto, Osaka and around Tokyo. All students are required to conduct research on a topic that is related to culture, technology and business while in the pre-departure classes, present that research in Japan at one of the universities that they will visit, and write the final paper after returning from Japan integrating research material collected, interviews conducted, and technology/business knowledge learned first-hand.

**European Council Program Description**

Kennesaw State University is a member of the European Council of the University System of Georgia. The European Council offers exciting programs, which are administered by Valdosta State University, in the following six locations:
The International Business Student Association (IBSA) exists in order to promote the International Business Major to Kennesaw State University students; by building strong social and educational ties and foster excellence and high academic achievements among its members; and providing members the opportunities to enhance their knowledge and skills in the International Business field; while providing members the opportunities to meet International Business professionals through lectures, meetings, and discussions.

Our Purpose:
- To bring a wider global understanding to university students
- To host guest speakers and IB officers to discuss study abroad programs, international internships, IB requirements, and everything in the way of becoming successful with an IB degree.
- To expand awareness of the IB major by creating an organization with events in which students can engage themselves.

“For me, being part of IBSA has helped me be more confident and to learn about leadership. IBSA has also helped me to realize how important it is to know international business concepts in the business world since everything is becoming more globalized.”

Jeanah Oh, IBSA President
The GEC formally recognizes achievement of valuable global learning in the areas of global perspectives, intercultural skills and global citizenship. Kennesaw State University seeks to formally acknowledge a student’s global coursework, education abroad and cross-cultural experiences by offering this unique certification.

This certification will enhance the student’s resume and endorse the global skills, knowledge and attitudes achieved while a student at Kennesaw State University.

The new Global Engagement Certification is an initiative within the Quality Enhancement Plan (QEP) designed by the faculty and staff of KSU to recognize a student’s achievements in global learning. It is available to both undergraduate and graduate students enrolled at Kennesaw State University.
**Principle Three: Method**

We will create educational frameworks, materials, processes and environments that enable effective learning experience for responsible leadership.
Our mission, through The Executive MBA for Families in Business program, is to provide family business CEOs, Presidents, Directors and Future Leaders with a world-class MBA that leverages family business’ unique competitive advantages, while maximizing each student’s innate talents and abilities. This mission is delivered by integrating family business insights into every aspect of the MBA curriculum. Through custom case studies that use classmates and other family businesses to provide real examples for learning with instant application, students discover how to use natural talents and abilities to their fullest for business, family, and self, ultimately creating a life-lasting repertoire of experiences, mentors and a network for all tomorrows.

Our Heritage
The top ranked Cox Family Enterprise Center leverages the strengths of Kennesaw State University’s Coles College of Business Executive MBA, named a top 10 business school by CEOs according to Chief Executive Magazine in 2005. Celebrating our 20th Anniversary this year, the Cox Family Enterprise Center is dedicated to the research, education, and recognition of family businesses. One of the largest and most quoted family business centers in the world, the Cox Family Enterprise Center supports and guides family businesses through its innovative programming, outreach and scientifically based usable research that can be applied into action by family businesses right away. One of the world’s leading institutions for family business insights, the Cox Family Enterprise Center has received numerous awards over the past 20 years for its scientific work. The Cox Family Enterprise Center’s mission is to promote family business around the world through insights, education and recognition with the goal of being consistently one referral away when anyone asks for family business advice.
It’s become commonplace to see daily headlines about economic crises that cause broad-sweeping social effects, essentially exposing compromises of character and breakdowns in ethical leadership. In a world where leadership and ethics play so central a role in political, economic and social events, there is a growing, critical need for ongoing study in and understanding of ethics and leadership traditions, values, issues and questions. Within a context of free inquiry and critical examination, the Siegel Institute seeks to enhance its broad public understanding of best practices in ethical leadership, and welcomes all disciplined study of and reflection on ethics and leadership.

Our Journey
Founded by Dr. Betty Siegel, President Emeritus of Kennesaw State University, the Institute was appointed an academic unit in 2006 by KSU President Dan Papp. As a growing affiliation of campus faculty, administrators, students, and community members, the Institute provides educational and experiential opportunities that encourage effective use of a moral compass pointing to the belief that we don’t have to compromise values in order to achieve our goals and ideals.

Our Vision
The Siegel Institute will create a more ethical Georgia, well-prepared for leading in society, by providing exceptional educational opportunities in leadership and ethics for its constituents.

Our Mission
The Siegel Institute’s mission is to promote study, reflection and understanding of ethics and leadership through experiential opportunities and excellence in scholarship and teaching for members of KSU and the metro-Atlanta community. Through course offerings, campus services, support of programs and applied research, the Institute supports KSU’s campus-wide efforts to prepare ethical leaders who can meet the challenges of increasing global awareness, technological literacy, diversity, integrity, and lifelong learning.

Our Objectives
The Siegel Institute strives to be the face of the ethics mission and the embodiment of the leadership and ethics commitment of the University. The Institute strives to explore, advance, and support our understanding of ethical issues by:

- Providing an academic and scholarly resource to the University community, regional educational institutions, and the local public
- Offering a Certificate in Leadership and Ethics to all University System graduate students
- Sponsoring and developing conferences/seminars/workshops internally with faculty and students and externally with community constituents, in practical and professional ethics and leadership
- Establishing, supporting, and publicizing opportunities for faculty research in practical and professional leadership and/or ethics
- Providing resources to enhance the role of ethics and leadership to the University community
- Assisting in the development and promotion of interdisciplinary, ethics-related curricular initiatives
- Providing discussion opportunities in leadership and ethics for faculty, administrators, and students
President’s Emerging Global Scholars Program

The President’s Emerging Global Scholars Program is a dynamic program designed to build future leaders. Currently for first-time, full-time freshman, program participants exhibit stellar academic performance and are limited to those who have also distinguished themselves as leaders both inside and outside of the classroom during high school.

The President’s Emerging Global Scholars Program offers its participants a wide variety of experiences that will enhance participant’s applications for prestigious, nationally competitive scholarships such as the Rhodes Scholarship, Marshall Scholarship, and Fulbright Scholarship, among many others. Program participants will take part in civic engagement projects on the local, national, and international scale. Top university administrators and Dr. Daniel Papp, the President of Kennesaw State University, will be in regular contact with President’s Emerging Global Scholars participants and opportunities for mentorship will be provided. Students will be challenged to make decisions about their college education in a strategic manner that allows them to complete internships, integrate action research, and graduate with the distinction of being an Honor’s Scholar.

Program Tracts:
Currently, The President’s Emerging Global Scholars Program has two distinct tracts in which students can apply to enroll: The President’s Emerging Global Scholars Program: Link ENGAGE and The President’s Emerging Global Scholars Program in Science & Mathematics. Both President’s Emerging Global Scholars cohorts will participate in a KSU 1111 course; this honor’s section of Kennesaw State University’s Global Leadership Freshman Seminar will be team taught by the director of the Center for Student Leadership, the Dean of University College, and the Dean of the College of Science and Mathematics.

In addition to the KSU 1111 course, each cohort will participate in a learning community consisting of 3-4 other courses. The President’s Emerging Global Scholars: Link ENGAGE Learning Community is a first year learning community that is targeted at Business majors, but is acceptable for a wide variety of majors. The President’s Emerging Global Scholars Program in Science & Mathematics Learning Community is specific for College of Science and Mathematics majors.
**Principle Four: Research**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in creation of sustainable social, environmental and economic value.
The topic of this year’s 6th Annual KSU Peace Conference was “Peace and the Economy”. This conference was a collaborative effort sponsored by KSU’s Institute for Global Initiatives, The Siegel Institute for Leadership, Ethics & Character, The Division of Legal Affairs, The Peace Studies Program, and the Center of Latin American and Iberian Studies. This event presented KSU students the opportunity to participate and conduct workshops while concentrating on how business is related to peace in the world. Some of the highlights of the conference were the following workshops and presentations:

- “The Economy and the Women Leaders in Mexico: How Poverty Impacts Women’s Leadership in the Yucatan” by Dr. George Ann Huck
- “Motivating Businesses to go Green” by Patrick Biggs and Belinda Pearson
- “Building Awareness of Important Economic Relationships Between Host Communities and Students on Study Abroad.” By Dr. Daniel J. Paracka and Emily Lupita Plum Güclü
- “Are Big Brands Good for Green?” by Troy Hampton, Alvin Owusu, and Will Ragan
- “Peace and Economics of the Prison-Industrial Complex” by Patrick Dyer and Aimee Twagirumukiza
- “The Role of Business in a Meaningful Life” by Dr. Ken Harmon, Dean of the Coles College of Business
- “Greenwashing” by Krissy Conant
- “Marketing Green Products to the Average Consumer” by Jason Camponella, David Lloyd, and Brandi Gilbert.

“The Peace Conference has provided very valuable information both for people working in sustainability industry and other professionals. It helped to see that green initiatives can be implemented in every industry along with benefits that may outweigh many costs that puts people off from implementing such initiatives. The Peace Conference was a great motivation for organizations and students to start green initiatives.”

Khilola Lukmanova
(MBA Candidate 2011)

“The research we conducted for the Peace Conference really opened my eyes in regards to sustainability in the business world. I look forward to participating in more projects that help bridge the gap between the social science and business departments here at Kennesaw State University.”

Alvin M. Owusu
(MBA Candidate 2011)
Principle Five: Partnership

We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.
Nationally recognized as a leader in the field of corporate governance, Kennesaw State University’s Corporate Governance Center has achieved the vision stated by its founders in 1995 -- to be a leading provider of corporate governance information to directors, researchers, professors, advisors and other interested parties. Our programs promote effective corporate governance for public, private and nonprofit enterprises.

Composed of over 20 professors from several universities, the Corporate Governance Center is international in scope and interdisciplinary in its approach. The Center has an Advisory Board of pioneers and leaders in the field of corporate governance.


One highlight of this program is a presentation by Professor James Tompkins designed to teach students about the role of Corporate Governance in the real world. The presentation “The Corporate Governance Game” teaches students what Corporate Governance is, its role with conflicts of interest in corporations, the costs of weak Corporate Governance and the benefits of effective Corporate Governance.
Coles College Launches Partnership with Business School in India

The Coles College of Business has entered into a partnership with one of India’s up-and-coming business schools, launching one of the country’s first executive M.B.A. programs offered in collaboration with an American university.

Under the agreement, the Coles College of Business will help Mumbai Business School launch its first executive M.B.A. program and teach the curriculum. Graduates of Mumbai Business School’s Post-Graduate Program for Working Executives (PGPX) will receive certificates from the Coles College of Business.

“We are very excited about our new educational partnership in Mumbai, India’s financial center,” said W. Ken Harmon, dean of the Coles College of Business, who traveled to India in March to seal the deal. “Our collaboration with Mumbai Business School will extend the Coles College’s brand into the heart of one of the most dynamic economies in the world. We are looking forward to a productive partnership that will yield benefits for both schools.”

The revenue-sharing agreement will provide Coles College faculty the opportunity to teach at Mumbai Business School, whose faculty includes Indian business leaders. The partnership will also provide funding for research, travel and development opportunities for Coles College faculty, and will open the door for the college to help train U.S. executives whose companies want to do business in India.

This collaboration marks the Coles College of Business’ entrance into one of the world’s largest and fastest-growing economies. India, which has a large English-speaking population, is quickly becoming one of the most important business economies in the globe, thus creating demand for the education of managers and executives leading India’s businesses. India’s economy is projected to grow 8.5 percent this year, and

U.S. Treasury Secretary Timothy Geithner traveled to India in early April to work on improving bilateral economic and financial relations.

Harmon and other Coles College administrators visited several business schools in Mumbai, Delhi, Mysore and Bangalore in fall 2009 and they decided Mumbai Business School, which started operations in 2008, was the right partner “because of its entrepreneurial spirit and flexible approaches to education,” Harmon said.

“Most of the business schools we visited in India were very young, which reflects the dynamic nature of the burgeoning economy,” he explained. “While there are a number of long-standing business schools, we liked the fresh approach Mumbai Business School takes to business education.”
The Edge Connection

Our Vision:
The Edge Connection, a nationally recognized leader in microenterprise training, is valued above all for its enduring commitment to advancing economic self-sufficiency and entrepreneurship.

Our Mission:
To create opportunities for long-term economic self-sufficiency and successful entrepreneurship through comprehensive entrepreneurial training for low-to moderate-income individuals and communities aspiring to create microenterprise programs.

The Edge Connection offers an award-winning, nationally recognized, multifaceted organization that delivers best-practices in microenterprise and small business training, financial literacy, entrepreneurially focused technology training, and essential entrepreneurial support services to aid microentrepreneurs to launch, sustain, or grow a business.

The Edge Connection is a fully independent, non-profit 501(c)(3) organization. We are housed on the campus of Kennesaw State University’s Coles College of Business and enjoy many benefits from our KSU partnership, including in-kind support and teaching assistance. In the fall of 2004, we were certified as the new Metro Atlanta Area SBA Women’s Business Center and launched The Women’s Business Center of the Greater Metropolitan Atlanta Area, a WBC that targets low- to moderate-income women, minorities, and persons with disabilities.

The Edge Connection received the U.S. Models of Excellence, Visions 2000 award from the U.S. Small Business Administration, “Simply the Best” recognition from the U.S. Department of Housing and Urban Development, and the Federal Home Loan Bank Community Partnership Excellence Award. The Edge Connection is a founding member of Georgia Micro Enterprise Network and is a member of the national microenterprise trade association, the Association for Enterprise Opportunity (AEO).
Principle Six: Dialogue

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
**Purpose**
The aim of the Country Study program is, over the course of a full academic year, to take a wide-ranging look at a specific country or region under study from its earliest history right up to current events. It is our belief that in order to understand and appreciate other countries and cultures, one needs to employ a broad lens and engage the “other” on a myriad of levels. The program allows faculty and student participants, and community guests to break down stereotypes and connect across cultures. The Year of Country Study program uses a multidisciplinary approach in order to provide our audiences with a richer, more complex sense of place and community.

**Academic Programs**
Each academic year the program focuses a series of lectures, performances, exhibits and films on a specific country or world region. These public programs are linked to credit-earning special topics courses. In addition, working with the General Education Council, the program offers a grants program to encourage general education faculty to produce discipline-based modules on the country under study, use them in their own classes, and disseminate them among colleagues. In this way, new instructional units are infused throughout our general education curriculum.

**Community Involvement**
All events are free and open to the public unless otherwise noted in the schedule. Attendance at the Year of Country Study program averages over 1,500 per year. The program provides valuable networking opportunities between KSU and the international communities of North Georgia. Each year the advisory committee for the program establishes a valuable working relationship with consular officials, business leaders, and expatriates from the country under study. We also work with local school districts to provide professional development opportunities and staff development units to area teachers.

**Year of Korea (2009-2010)**
Korea, situated between powerful neighbors - China and Japan, is often overlooked and is poorly understood by the majority of Americans. This is true despite the fact that the United States fought a major war in Korea and for more than half a century has had a continuous military presence there. Today, there are over 38,000 U.S. troops stationed in Korea. It can be said that the Cold War started in Korea and continues to this day. The connections between Korea and the United States are many and significant. For example, there are more than 1 million Korean-American citizens living in the United States today and Korean company brands have become household names throughout the United States. Recognizing the importance of Korea, Kennesaw State University (KSU) has designated the 2009-2010 academic year as the Year of Korea.

The Year of Korea aims to help the KSU community develop a greater appreciation for and understanding of Korea’s rich history and importance in the modern world. During the fall semester, most of the lectures will address historical topics, introducing our audiences to some of the deeply ingrained cultural values and norms of Korean society including Confucian and Buddhist influences. In the spring semester, the series will address more contemporary issues such as Korea’s role as a place of innovation developing cutting edge technologies; the Korean Wave pop culture that is famous throughout Asia and beyond; the role of Korean-Americans in building transnational bridges between the United States and Korea; the likelihood of reunification of the Korean peninsula and the current state of affairs in North Korea and many other topics.
Partners for Year of Korea (2009-2010)
- Consulate General of the Republic of Korea
- Korean American Association of Greater Atlanta (KAAGA)
- Korean Spirit and Culture Promotion Project (KSCPP)
- Korean Tourism Organization
- Korea Society
- The Korea-Southeast United States Chamber of Commerce
- Cobb County Office of Economic Development
- Korean Foundation (KF)
- Korea International Trade Association (KITA)
- Korea Tourism Organization (KTO)
- The Arts Council of Korea

History
- 2008-2009 Year of Turkey
- 2007-2008 Year of the Atlantic World
- 2006-2007 Year of Kenya
- 2005-2006 Year of China
- 2004-2005 Year of France
- 2003-2004 Year of Spain
Institute for Global Initiatives

Vision
As a recognized leader in global learning, the Institute for Global Initiatives will steward resources, offer academic services and programs through partnerships, and promote research and scholarship to understand and impact our complex, interconnected world.

Mission
The Institute for Global Initiatives promotes and collaboratively leads global learning and regional studies among KSU’s faculty, students, staff and the community through academic services and programs, research and scholarship, and partnerships.

Goals
1. Leverage reputation as an international university to secure external funding and resources
2. Promote study abroad and work with academic units to integrate study abroad throughout the curriculum
3. Develop and implement recruitment strategy for increasing international student enrollment
4. Provide opportunities for meaningful U.S. and international student interaction
5. Enhance and disseminate collaborative research and scholarship
6. Develop and promote greater incentives for faculty to be involved in international and intercultural education
7. Strengthen regional centers
8. In collaboration with other academic departments and units, integrate global learning throughout the curriculum
9. Improve infrastructure to support international visitors
10. In collaboration with other academic units, develop and support strategic exchange partnerships with universities abroad
11. Develop and implement cross-cultural immersion (experiential learning) opportunities within local community
12. In collaboration with other academic units, promote development of area studies in the curriculum
13. Develop and offer additional academic programs
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