Improving Lives Through Business Education
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**Principle 1 ~ 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.

- Returned Peace Corps Fellows Program • Students in Free Enterprise (SIFE) • Executive MBA Global Business Project • KSU Reading Program • Executive MBA Business Venture • KSU’s GA Bowl •

**Principle 2 ~ 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.

- Office of International Services and Programs • First Year Programs – Learning Communities • International Business Major • International Business Students Association • Global Engagement Certification Program •

**Principle 3 ~ Method**
We will create educational frameworks, materials, processes and environments that enable effective learning experience for responsible leadership.

- Executive MBA for Families in Business • Siegel Institute for Leadership, Ethics and Character • President’s Emerging Global Scholars Program •

**Principle 4 ~ 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.

- KSU Annual Peace Conference • Pathways to Peace Lecture Series • Georgia International Business Index •

**Principle 5 ~ Partnership**
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.

- India China America Institute • Corporate Partnership Program • Partnership with Higher Education Consortium • Corporate Governance Center • The Edge Connection • Other Initiatives •

**Principle 6 ~ Dialogue**
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.

- “The Year of” Country Study Program • Institute for Global Initiatives • Project on Global Education • Tetley Lecture Series •
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.
Returned Peace Corps Volunteer Fellows Program

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.

Through initiatives such as the RPCV 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. RPCV Fellows gain an ability to communicate and interact across cultures, an appreciation of social justice, and a commitment to sustainable development. KSU’s RPCV Fellows program has gained considerable recognition and is highlighted on the Peace Corps website. Peace Corps Fellows from KSU are currently assisting the Maya Project in various capacities. Two of KSU’s Fellows, Krista Czerwinski and Megan Lemke, worked with the United States Conference of Catholic Bishops to create a toolkit that will help health care providers better serve their Maya patients. At this time they are also working on a YouTube video that presents the tool kit in Mayan languages. Another Fellow, Lindsay Nelson, helped organize an academic conference on the subject of immigration and is currently working with Maya high school students.

Each year, KSU provides two graduate student assistantships to Returned Peace Corps Volunteers enrolled in the M.S.I.S. program. 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.

Fellows typically work within the Maya Heritage Community Project (MHCP) at KSU, coordinating with faculty, students, and local organizations, including the Maya organization of Maya Pastoral, Inc. In their fieldwork, RPCV Fellows analyze and address social, economic, and political conditions within the region brought on, in part, by new Maya Native American communities.

The strategy of the Maya Project has been based on the premise that university service activities can and should have academic merit as well. The Maya Project creates academic and service learning opportunities that prepare students for employment in such fields as health, law, and human services.

Maya Heritage Community Project (MHCP)

The Maya Heritage Community Project (MHCP) works with the Maya in Georgia, but has developed strong ties with Maya communities in Florida, South Carolina, California, Colorado, and elsewhere. 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. Various programs of the Maya Project have included a series of health clinics, law seminars, English classes, and seminars on highway safety. In return, the Maya have spoken to classes at university, and participated in various university programs. In 2006, Kennesaw State University Press published a book written and
compiled by students and faculty, that reported on two national Maya conferences held in 2004 and 2005, and contained essays written by faculty and Maya. (KSU also held national conferences in 2003, 2006, 2007.)

**Benefits of this model**

This model allows students and faculty a chance to engage in a program of research that simultaneously helps the target people, and educates the Georgian citizens about this group of new immigrants. Faculty and student projects have focused on public policy issues concerning undocumented workers, health and education situations among the Maya, historic forces behind illegal immigration, to name a few. The model will inform and educate the university, the Maya, and Georgia citizens and policy makers.

Various state agencies, including law enforcement, healthcare providers and public schools, nonprofit organizations and local businesses benefit from the RPCV Fellows Program which is aimed at analyzing issues and finding solutions. The MHSCP links the academic mission of the university to the economic and social interests of Georgia.

**Maya Health Toolkit for Medical Providers**

The purpose of the toolkit is to recognize the major healthcare barriers between Maya and medical professionals, and to create a range of resources to bridge gaps in communication. The philosophy and vision behind the toolkit demanded recognition of Maya knowledge and beliefs in order to better understand the Maya and gain complete trust. Maya have extensive traditions of medical practices and beliefs; understanding and appreciating these beliefs and their holistic health beliefs will facilitate a healthcare environment free of cultural differences.

**Current Returned Peace Corps Fellows**

**Krista Czerwinski** completed her Peace Corps Honduras service in 2008. Krista Czerwinski is currently studying to get her MBA. Her concentration is in International Business and Global Community Development Work. Her BA is in Child Development from the University of Wisconsin Madison. She is a Graduate Research Assistant with the Maya Heritage Project where she is working with a team to create a Healthcare toolkit for medical professionals working with Guatemalan Maya immigrants. The toolkit vision is to eliminate the communication and cultural barriers that prohibit the Maya people from receiving quality health care. During her service she worked as an HIV Prevention and Material Health Educator. Her side project initiatives included building a public library and forming a girls youth group.

**Megan Lemke** completed her Peace Corps Suriname service in July 2010, a month before starting the MBA program. As a community economic development specialist and Suriname, Megan worked with her community to develop a local tourist and children’s camp. This work helped ensure that future generations will continue to learn the intricacies of the rich Saramcan culture, while the community receives economic benefit from the thriving tourism industry. Additionally, Megan and her husband Mark wrote numerous grant proposals, taught English classes to first-time learners, and collaborated with agencies such as UNICEF and PAHO. Together, they found funding and donations for projects ranging from a small library for the local school to a regional HIV/AIDS awareness event. Megan knows that no matter what choices she makes in the future, a Coles MBA will help her be more successful in her professional career.
Students in Free Enterprise (SIFE)

SIFE is a global non-profit organization celebrating its 27th year empowering KSU students to help improve the quality of life and standard of living for others. Active in over 40 countries and territories, SIFE works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders.

Participating students form teams on their university campuses and apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need. An annual series of regional and national competitions provides a forum for teams to present the results of their projects, and to be evaluated by business leaders serving as judges. National champion teams advance to the prestigious SIFE World Cup. In addition to the community aspect of the program, SIFE’s leadership and career initiatives create meaningful opportunities for learning and exchange among the participants as well as the placement of students and alumni with companies in search of emerging talent.

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.

Some 2010-2012 projects include:

The iSchool initiative
The iSchool Initiative, the brainchild of KSU sophomore Travis Allen, started when the Whitewater High School student wanted to use his iPhone in the classroom as a learning tool. It has evolved into a nonprofit organization with a team of more than a dozen KSU students working to launch a digital revolution and promote their vision of the 21st century classroom throughout the United States.

The iSchool Initiative’s mission is to advocate, support and implement technological advancement for students and educators in the 21st century. In order to accomplish this, we have three primary objectives: raising awareness for the technological needs of the classroom, providing collaborative research on the use of technology in the classroom, and guiding schools in the implementation of this technology.

We are a partnership between students, teachers, school administrators, and software application developers, providing a platform for each to comprehend the other’s needs. We produce newsletters, blogs, videos and seminars to further spread the word, as well as conduct our own research and test new apps and
other forms of technology to be used in the modern classroom. To enhance their learning, we also encourage students to become advocates for the greater use of technology in their education.

The iSchool Initiative was formed by Travis Allen, currently a sophomore at Kennesaw State University, after discovering how technology such as the iPod Touch could not only change his education but that of his fellow students. Upon sharing his iSchool Initiative idea with teachers and students, he realized its tremendous potential to transform today’s education system. Travis then took the concept of the iSchool Initiative and turned it into a non-profit organization, starting with the launch of his first YouTube Video, “The iSchool Initiative (Mobile Learning).” The video has received more than 33,000 views to date, and it was one of the factors that inspired Kearns High School in Utah to provide iPod Touches to its student body.

Allen is a mobile learner at KSU. He takes an iPad to classes and says he uses it exclusively to take notes, create study aids, read textbooks, stay organized and digest information. He eschews the use of the traditional pen and paper and doesn’t own a printer. Allen’s team has big plans for the future, from launching an e-magazine about going digital to securing support from corporate sponsors to fund weekly seminars all over the U.S., like the one at Kearns High School.

**The Edge Connection**
For the 12th year in a row the SIFE team is providing tutoring services for The Edge Connection here at Kennesaw State University. The Edge is the southeast’s largest micro-entrepreneurship center and is located at KSU Center. It is a certified welfare-to-work organization and works primarily with low-income folks to help them get started in a small business venture. Traditionally MGT 3100 students have tutored clients at The Edge in Excel spreadsheet and Pro Forma Budgets.

**Financial Seminars**
SIFE conducts seminars (at KSU) to increase the financial literacy of KSU students, however sessions are open to the community. Past seminar topics have included Savings and Investments, Home Buying, Budgeting, and Credit & Debt. Volunteers may participate in organizing and/or presenting these seminars. General PowerPoint presentations have already been created. The KSU SIFE Team tries to offer regular financial management seminars here on campus to the students and faculty.

**Environmental Sustainability**
The Sam’s Club Environmental Sustainability Challenge provides the opportunity for SIFE teams and Sam’s Club Associates to work together to improve the environmentally sustainable practices of Sam’s Club small business members. [http://www.sifesams.org](http://www.sifesams.org)The goal is to inspire sustainable practices in the lives of Business Members and their businesses as well as within their customers and communities in the following areas: Waste & Recycling, Nature & Natural Resources, Energy and Water

**Devereux**
Devereux Georgia is a 187-bed facility located near Kennesaw State University. It offers troubled male and female youth individualized treatment programs based on strengths and potential. KSU’s SIFE team, based at the Coles College of Business taught business and entrepreneurial skills to 40 students from Devereux Georgia. More than 70 KSU students worked with Devereux residents for six weeks, teaching them business skills and, coaching them to write preliminary business plans, in addition to teaching them how to start and operate a successful small business. Part of the funding for the event came from the KSU team’s prize money for being named a Champion in the SIFE USA Regional Competition. The team was the only one in the Southeast to win all six individual topic competitions at the event.

**Ghana: Mobia Karna**
We are working with a remote village in northern Ghana to help them develop a small business growing Guinea Fowl. We are in partnership with a SIFE Team at a University in Ghana and we need to coordinate a plan with a MicroFinance organization in Ghana where we would raise $5000 and fund the loan to the women via the MicroFinance organization with the help of the
Ghana SIFE Team.

**The Center for Children and Young Adults**
The Center for Children and Young Adults in Marietta, a group home for teens and young adults who have been abused, neglected or abandoned and rendered homeless. There is a volunteer project at The Center where teens are taught to maintain a community garden of vegetables and fruits to incorporate into the meals on campus.

**African American Golf Foundation**
The African American Golf Foundation, Inc. (AAGF) is a nonprofit, 501 (c) (3) tax-exempt organization that is operated by a small staff. AAGF is dedicated to serving disadvantaged children, as we offer school-based mentoring and enrichment activities throughout the year. This program works with targeted schools and is partnered with the Cobb County School System in order to build a feeder program that’s designed for long-term youth development.

**Puppet shows**
Each semester SIFE tries to present some puppet shows about financial literacy to the elementary schools in our area. Our favorite is the standby: How to start a lemonade stand. We have about $1000 of top of the line hand puppets, stages, and scripts about how to start a business and ethics. Another variation is to go to senior centers with a puppet show--perhaps on scams that seniors are vulnerable to.

**Concept-2-Reality**
Concept-2-Reality 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. Patterned along the same lines, KSU launched a national competition for business models to reinvent journalism, The First National Sustainable Journalism Concept-2-Reality® competition. The competition is designed to generate innovative, entrepreneurial ideas to counter declines in the journalism industry’s markets, revenue, quality and credibility. In addition to short-term feasibility and long-term market potential, a panel of five judges representing media, financial, legal and entrepreneurial organizations also rated the entries’ journalistic impact and sustainability. The competition was sponsored by the Center for Sustainable Journalism at Kennesaw State University, established in 2009 with a $1.5 million grant from the Harnisch Foundation.

**The Ethics Bowl**
SIFE volunteers will be working with 9 area chapters of Future Business Leaders of America (FBLA) to learn ethics principles by participating in an Ethics Bowl. During the Ethics Bowl student teams will assess various ethical dilemmas and compete to determine the most feasible solution. The dilemmas will be in the form of one (1) main case study (provided to and prepared by the students in advance of the competition) and one (1) mini-case (provided to and prepared by the students on-site). A college success skills discussion panel will also take place the day of the Bowl.

**Humanitarian Trip to Tanzania**
SIFE members concluded a successful project in the east African village of Majeleko in December 2011. The SIFE travel team and the KSU Canterbury Club worked along with students from St. Johns Anglican University in Dodoma, Tanzania. The primary goal of the project was to create an entrepreneurial business opportunity that will help the children of the Wagogo Tribe in Majeleko, a tiny cash-less, subsistence farming community.

SIFE is busy promoting a videography of the women of the Majeleko village who have a unique form of tribal dance and music that has been passed down for generations. The group videotaped the music and dance of the village and made podcasts available for purchase thru IndieGoGo.com. Videotaping the dance and music will help preserve their culture and all proceeds will be used towards supporting the village’s children.
Global Learning Teams

To truly know global business one must experience it first hand. 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. Currently, 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, students will work along with their 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, they will travel to Bucharest, Romania and meet their team members in person for the first time. Later, they will host their 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. 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
KSU’s summer reading academy has Cobb County students entering third and fourth grades participating in it. Every summer for the past 10 years, kids from selected Cobb County schools have come to the KSU campus to participate in Fast Start Academy, a three-week program that reinforces reading skills in a fun setting. Some 300 students have participated in the Fast Start Academy since it was launched in 2000.

Fast Start Academy is an extension of KSU’s America Reads, part of a federally funded national program that sends about 25 KSU students to six elementary schools in Cobb County during the academic year to tutor kids in reading. In the summer, though, the children come to KSU.

Fast Start Academy is targeted towards 30 students who have fallen behind in reading and need some individual attention to catch up. Students are nominated by their teachers at six Cobb County elementary schools (Kennesaw Elementary, Kennesaw Charter, Baker Elementary, Pittner Elementary, Chalker Elementary and Marietta Charter) and then screened before they are admitted to the program, Inman says. The daily, six-hour program features a variety of reading activities in small and large groups, arts and crafts, outdoor exercise, time to write in a journal and DEAR time (Drop Everything and Read). Participants also learn new vocabulary words and some math skills. The kids are divided in groups of five, based on their reading proficiency.

Every year the academy has a theme, and this year it is the solar system (previous themes have included the rain forest, around the world, and oceans and pirates). All activities revolve around the planets and the solar system. In the classroom, the planets hang from the ceiling. On the wall, there are shooting stars created by the students. Each shooting star has a child’s name and five facts about him or her. Participants will be creating a solar system diorama, a sun catcher, constellation maps, star origami and astronaut helmets over the course of the program.

The Fast Start Academy is staffed by KSU education majors — two lead teachers and 17 tutors. The children work for about 1 ½ hours a day in groups of five students with two tutors for individualized instruction. The tutors read with the kids one-on-one and follow up with questions.
Keith Schroeder and Hunter Thornton, both KSU’s Executive MBA alumni, set up an ice-cream venture of their own, High Road Craft Ice Cream and Sorbet. Schroeder, trained as a chef, and Hunter, a corporate salesman, met in Fall 2008, in the Executive M.B.A. program at Kennesaw State’s Coles College of Business, and worked together on their master’s project.

The company that Schroeder and Thornton created as an academic exercise — a manufacturer of organic, premium ice cream and sorbet that caters to high-end restaurants — is now a fledgling start-up with headquarters in Dunwoody. Over the past few months, the duo has raised more than $150,000 in capital, signed up their first dozen customers, visited suppliers, hired an operations manager and conducted taste tests all over Atlanta. High Road Craft Ice Cream & Sorbet churns out frozen treats, in inspired flavors such as caramelized peach, Greek yogurt, malted maple cinnamon, and Asian pear and peppercorn.

The team won a venture plan competition, at the University of Nebraska, beating 12 other graduate school teams and winning $7,000, along with the help of Dr. Charles Hofer, Regents professor of strategy and entrepreneurship. A key to the entrepreneurs’ partnership is their blend of skills and styles. Schroeder, 36, is a trained chef who has worked at hotels and fine restaurants. Thornton, 28, is a skillful salesman who learned the trade from his father and older brother. Schroeder and Thornton run their new business out of a 2,200-square-foot facility that was once a Church’s Chicken R&D lab. High Road Craft Ice Cream & Sorbet uses only fresh, local ingredients, like Georgia pecans and peaches, maple syrup from Vermont, and organic milk delivered from a farm in Alabama, to make their frozen treats, and is in the process of getting USDA 100 percent organic certification. Their product is less dense and lower in butterfat than ice cream. While the retail market was not originally their target, the duo plan to merchandise their treats in smaller packages at retailers such as Whole Foods Market and the Decatur Farmers Market.
KSU’s GA Bowl

KSU will be hosting the 2011 Georgia Bowl Business Plan Competition, the state’s largest — and one of the country’s oldest — intercollegiate competition for entrepreneurs, featuring 10 teams. Aspiring entrepreneurs attending MBA programs at seven universities from the United States and Canada, including Johns Hopkins, Georgia Tech, the University of Florida and the University of Manitoba, will be judged by panels of Georgia consultants, venture capitalists, inventors, start-up founders and business executives. The competing teams have already won new-venture business plan competitions at their schools. Teams will be presenting ideas on innovative IT, biotech and green ventures. Some of the students’ ideas for new businesses include new technologies for identifying the severity of brain concussions and detecting explosives at airport security checkpoints, devices to collect umbilical cord blood, a system for connecting customers to their vehicle at repair centers, and products to streamline supply-chain processes.
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 crosscultural 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.

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.

Kennesaw State University offers various study abroad programs in exciting locations worldwide. Those with a strong focus on business include –

Strategic and Financial Management, Australia – Program Description

This course 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 the trip, students will 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. City tours and cultural visits will be organized too, to allow students to better enjoy and understand the host country.

International Business and Communication, China – Program Description

This summer study abroad program to China is jointly developed by the Department of Communication and the School of Accountancy in the Coles College of Business, with support from the Asian Studies Program. Using various multinational corporations in China as case studies, this course introduces students to the world of international business and management by studying key concepts of intercultural communication, negotiation, and international trade. Such areas as globalization, cultural and sub-cultural differences, changing organizational structures, advanced communication technologies, conflict resolution, and verbal and nonverbal communication channels will be covered in this course. The program will be 16 days, traveling to Shanghai, Xi’An and Beijing, with the majority of the time in Shanghai. While in Shanghai, we will be hosted by the prestigious Shanghai International Studies University. Students will visit Deloitte Consulting, the Shanghai American Chamber of Commerce, UPS-Shanghai logistics center, General Motors-Shanghai, KPMG, Grant Thornton, Coca-Cola Company - and other multinational corporations. In Xi’An students will visit the Terra Cotta Soldiers, the Ancient City Wall and the Shaanxi Museum. In Beijing, students will visit Deloitte Consulting, Home Depot, Georgia’s Representative Office, China
Central TV Station, Olympic facilities, Great Wall, Forbidden City, Tiananmen Square, Temple of Heaven, and downtown Beijing, including fantastic Chinese cuisine and shopping.

**Business Management, China – 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.

**Social Entrepreneurship, Guatemala – Program Description**

The KSU Social Entrepreneur Corps program provides students an opportunity to expand their current business model paradigm through experiential learning. The diverse cultural and economic context of Guatemala will challenge students to think creatively as they explore innovative alternatives to addressing social issues. During site visits with non-profits, NGOs (non-government organizations) and social businesses, students will be introduced to rural sustainable development efforts. Social Entrepreneur Corps in Guatemala will enhance language learning skills and cultural competency, both skills highly valued in today’s business environment. In addition, students participating will—

- Gain insight into the opportunities, inherent risks and limitations in the developing world
- Have ample opportunities to significantly increase Spanish and/or Maya language proficiency
- Observe, learn and live in a diverse cultural set-

**Marketing, Ireland – Program Description**

The European Union is home to over 460 million people, making it one of the largest economic bodies in the world, and the United States is one of its most important trade partners. The Ireland Study Abroad 2011 capitalizes on the strength of the relationship of the US and the EU. Ireland’s Celtic Tiger economy has been fueled in part by the travel and tourism industry, but has seen a decline in the last year. The economic turmoil in the EU, has been cause for concern in Ireland where the Celtic Tiger has turned back to an economy with escalating unemployment rates. This course expands students’ knowledge of the entertainment industry and how it operates on an international basis to positively impact a country’s economy. The experience of comparing within the same company operations at a domestic and international venue is truly a unique opportunity for students. Several of the planned business visits are to companies with distinct Irish and American markets. Every day more companies are competing in the international marketplace. Students will learn how to adapt to local markets as well as better understand how a country that looks and speaks similarly is actually quite different once you scratch the surface. The pre-trip meetings will focus on key terms and concepts as well as relevant cultural information and histories to enrich students’ appreciation of the trip. The trip will give students an opportunity to see the concepts discussed in the classroom actually in use.

**Business Marketing, London and Paris – Program Description**
This education abroad trip provides a unique learning opportunity set against a backdrop of two of the world’s most important business centers; London and Paris. In addition to the rich culture and history in these European capitals, students will visit and directly interact with industry leaders as they explore international aspects of advertising and sport marketing. The French Open tennis championships, 2012 summer Olympics, European Premier Soccer League, and many of the premier global advertising agencies call London or Paris home. In addition to these compelling sports venues, participants will visit some of the most important works of art and artifacts of human history, as archived in the landmark ambience of the Museum du Louvre in Paris and the British Museum in London.

**International Business Information Systems Strategy, Dubai, United Arab Emirates – Program Description**
The United Arab Emirates (UAE) consists of Abu Dhabi, Dubai, Sharjah, Umm al-Qaiwain, Ajman, Fujairah and Ras al-Khaimah. It has a diverse economy which is fueled by the vast oil reserves within its boundaries. The UAE has unique strengths and challenges as it tries to compete in a global economy. Students will get inside knowledge of the UAE’s industries and the challenges they face in expanding business overseas. Then the students will use the business knowledge they have gained through their major studies and through this study abroad to compare and contrast global information technology strategies.

**Global Marketing Dynamics, Rome and Florence, Italy – Program Description**
While in Rome, students will have time to visit The Pantheon, The Colosseum, and many other historical places of interest. These ancient sites serve as the backdrop to a city that bustles with modern commerce and a vibrant night life. The Spanish Steps and Trevi Fountain are gathering places for both tourists and locals. The city of Florence is an art lovers dream. The Uffizi Museum is home to one of the world’s most recognizable sculptures, The David. The Uffizi houses thousands of classical artworks and artifacts. If modern art is more your style, you merely need to look around the piazzas to find today’s artists painting tomorrow’s masterpieces. In the Tuscany hillside, a visit to an Italian winery will provide an opportunity to learn about their manufacturing, exporting and marketing operations. In addition to the wonderful, educational and cultural opportunities above, students will visit Italian businesses that have either successfully navigated international sales strategies or are currently challenged with finding the key to global sales.

**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 – Bonn, Germany; London, England; Madrid, Spain; Paris, France; St. Petersburg, Russia; Waterford, Ireland.

**KSU’s study abroad scholarship program**
As part of KSU’s broader effort to expand access and enhance global learning, KSU’s Global Learning Scholarship program was instituted in 2008. This program makes scholarships available to every student who studies abroad. Since its creation, it has awarded more than $725,000 to students. The scholarship program is supported by student fees. In 2010, 866 students studied abroad in 60 programs offered in 35 countries on six continents. The program also earned an Institute for International Education’s 2011 Andrew Heiskell Award for innovation in international education. More than 1,000 IIE higher education member institutions are eligible to compete for the awards. KSU joins the Japan Center for Michigan Universities in receiving honorable mention for study abroad, one of four award categories. This year’s Heiskell awards also recognize internationalizing the campus in business education, international partnerships and community college internationalization.
At Kennesaw State University, a learning community is a themed combination of two or three General Education, elective, and/or lower-division major courses taken by the same students during the same semester. At least one class in each learning community is small. The purpose of a learning community is to create a group of students in their first year of higher education who connect with each other, connect to campus, and connect to faculty from multiple disciplines. In a learning community, students establish friendships, form study groups, and find a sense of belonging.

A learning community is “Students Connecting.” A variety of learning community themes are offered. Some are designed for a general student population while others are designed for specific majors, such as Visual Arts, Business, Education, and Chemistry.

Evaluations of Kennesaw State University learning communities agree with national studies that indicate students who complete a first-year seminar are more likely to return to college for their second and third semesters than students who do not complete a first-year experience course. The best results are for students who succeed in a learning community that includes a first-year seminar course.

All first-year full-time students entering Kennesaw State University with fewer than 15 semester hours are required to complete a First-Year Seminar or join a Learning Community and complete all courses that comprise it. This requirement must be satisfied during a student’s first term of enrollment at Kennesaw State University.

Learning communities offered in the Spring 2012 semester include:

1. Peace Studies: This community will help students understand how peace has been and continues to be not only a significant American value but also a value across cultures, nations, and societies.

2. Stay “on track,” Rookie!: In the animated film Cars, Lightning McQueen experience personal growth and professional success once he learned the positive effects of “human” communication. Using examples from Cars, this learning community connects NASCAR racing and communication skills to the first year of college.

3. High Performance Writing: Theatre and performance are two of the most powerful elements in shaping our culture. Students enrolled in this learning community will learn how to produce creative work as well and analyze it critically.

4. Music Majors Take Note (Music Majors Only): Music offers a fascinating view into other cultures and societies. This learning community invites students to explore variety of non-Western music within cultural, social, political and religious contexts. Students will acquire basic facts about specific music traditions and will learn to write about music as an aspect of culture.

National Learning Communities Conference (NLCC)

Kennesaw State University is a member of the consortium that organizes and hosts the annual National Learning Communities Conference (NLCC). In November 2009, KSU hosted the conference. The conference features scholarly research and teaching “best practices” related to learning communities.
International Business Major

Business has gone global. Multinational companies have offices in multiple countries. Thanks to the internet, even small businesses may have suppliers or customers in multiple countries. As a result, there is increasing demand for people with knowledge of the international environment and business activities.

The International Business Major combines extensive study of international issues with one of the traditional functional areas. It provides students with the skills and knowledge necessary to succeed in our world of complex competitive environments, diverse cultures, and integrated business decisions.

The program of study in International Business is designed for students who are actively seeking to focus their education on the international dimensions of business. The curriculum for this major provides students with a solid foundation of traditional liberal arts components of a baccalaureate education, the traditional components of a business school education, plus the international dimensions of business, foreign language, and an international study experience. Additionally, the program is structured to provide students with a solid foundation of disciplinary knowledge in one of the business functional areas.
International Business
Students Association (IBSA)

President: Kamuna Malhotra
Vice President: Amanda Holmes
Treasurer: Ren Sato
Secretary: Catherine Medina

The International Business Student Association’s goal is to expand global knowledge to students on campus and learn about the different cultures around the world and how these cultures impact the way business is done. A majority of members are International Business majors, but the organization is open to all business majors interested in international business.

IBSA hosts several events each semester. Some events from previous semesters include visiting the Entrepreneur Advisors Symposium in Atlanta where members attended lectures and interactive sessions on entrepreneurship, hosting an international candy sale, inviting guest speakers and organizing socials.

IBSA’s International Candy Sale also took place in Spring 2011 and candies and chocolates from Russia, China, Japan, Korea, Germany, Colombia, Tunisia, and several other countries were sold to raise money for the organization as well as promote the IBSA.

In the past, IBSA has had a speaker from the Netherlands Chamber of Commerce, Ms. Margriet van de Steeg, talk to the group about the cultural differences between Holland and the U.S. IBSA also welcomed one of KSU’s international business professors, Dr. Robert Desman, to come speak about his experiences abroad before he settled down to teach at Kennesaw.
The Global Engagement Certification is an initiative designed by the faculty and staff of KSU to recognize students’ achievements in global learning, in the areas of global perspectives, intercultural skills and global citizenship. Kennesaw State University formally acknowledges students’ global coursework, education abroad and cross-cultural experiences by offering this unique certification. This certification enhances the student’s resume and endorses the global skills, knowledge and attitudes achieved while at Kennesaw State University. 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.
This internationally-accredited program from the Cox Family Enterprise Center of the Coles College of Business at Kennesaw State University provides family business owners with the concepts, tools and research that are proven to make a difference in developing families and their businesses. Designed for working professionals involved in family businesses, its purpose is to promote development of superior family business owners who can help their businesses – and the families behind them – survive and thrive for future generations.

Students who are pursuing an Executive MBA for Families in Business have discovered that the program has no subject silos. It’s built on a high level of interaction among the faculty and students. For example, all members of the faculty team actively participate in every class. While one faculty member leads each class based on his or her subject matter proficiency, the other faculty members engage in the discussion, continuously linking their material to the topic at hand. The result is deep integration of the entire curriculum into each individual course. The integration doesn’t stop when class is over for the day: every moment of the program is designed to help the student be a well-rounded family business owner.

The Executive MBA for Families in Business curriculum is not merely advanced; much of what is taught in the program has never been taught in business schools. The curriculum has been shaped by the team at the Cox Family Enterprise Center, one of the oldest and largest family business centers in the world, from more than 20 years of research and work with family businesses. The team understands the many ways that family businesses differ from their nonfamily competitors.

More important for students, the Cox Family Enterprise Center team members know that much of what is taught in business schools not only won’t work in a family business, but actually can produce negative results. In this EMBA, students learn where the differences exist and how to capitalize on them. No other EMBA provides students with such a broad range of concepts and tools that can be applied immediately to their families and their family businesses.

**Executive MBA for Families in Business**

Established in 1987, the Cox Family Enterprise Center, housed at Kennesaw State University’s Coles College of Business, has been dedicated to the education, recognition and research of family businesses. As one of the first university-based centers of its kind, the Cox Family Enterprise Center remains on the cutting edge of family business education and research and has played a critical role in serving family businesses and furthering economic development.

Since 1991, the world renowned Cox Family Enterprise Center has honored the best Georgia based family businesses. The center gives out the Cox Century Award to a family firm that has been in business for at least 100 years and selects winners and finalists in categories based on company size. Winners are chosen by a panel of independent judges and are critiqued on anumber of criteria, including family involvement in the business, innovative business practices or strategies, contributions to the community and business success.
The Siegel Institute strives to be the face of the ethics mission and the embodiment of the leadership and ethics commitment of the University. Our 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 and applied research, the Institute supports KSU’s campuswide efforts to prepare ethical leaders who can meet the challenges of increasing global awareness, technology literacy, diversity, integrity, and lifelong learning.

Founded in 2000, the Institute’s goal is to promote scholarship and teaching in the areas of leadership and ethics throughout the KSU campus community and beyond. It offers opportunities for those interested in leadership and ethics through our KSU Faculty Affiliates and Visiting Scholar programs and invite other researchers to consider collaborative projects and research related to these fields. Its programming consists of both internally and externally focused workshops, conferences, and book and film discussions that introduce interested parties to important work being done in these major fields of study. The Institute’s Graduate Certificate in Leadership and Ethics is a 15-hour graduate study program - the ONLY one of its kind in the Southeastern United States - designed to prepare students for ethical leadership in a variety of ways. It offers a unique opportunity for graduate students to explore the interface and interdependence of leadership and ethics and how to apply this learning to professional encounters.
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.

Dr. Nancy A. Prochaska, Associate Professor of Management and Entrepreneurship, Coles College of Business, helps to lead the President’s Emerging Global Scholars program. In its second year, she interviews and selects students from area high schools who are top students and mature enough to take part in an overseas experience during their first year of college.
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 Annual KSU Peace Conference

The annual KSU Peace Conference is sponsored by the Peace Studies Program. It is held during the spring semester. The goal of the peace conference is to provide members of the KSU community and the wider community with a combination of theoretical and practical talks, presentation, and workshops on a particular issue in Peace Studies.

Each year’s conference focuses on a particular theme. Some past themes have included: Peace and the Environment, Peace and Modern Day Slavery, Peace and Working for the Common Good, and Peace and Religion, Peace and the Economy.

The topic of this year’s 6th Annual KSU Peace Conference was “Peace and the Arts”. 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. Dr. Melody Milbrandt was the keynote speaker.
The “Pathways to Peace Lecture Series” features some of the world’s foremost human rights activists and progressive corporate leaders. Pulitzer Prize-winning New York Times journalist Nicholas Kristof launched the series in spring 2011. The series is collaboration among Kennesaw State’s Coles College of Business, the University College’s First-Year Programs and the College of Humanities and Social Sciences’ Peace Studies Program.

Nicholas Kristof – 2011

Kristof, who has been credited with turning the world’s attention to the democracy movement in China, the crisis in Darfur and human rights abuses throughout Africa and Asia, launched the KSU’s “Pathways to Peace” lecture series in 2011.


Jody Williams – 2012

Nobel Peace Prize Laureate Jody Williams spoke at Kennesaw State University on Thursday, Feb. 2, 2012 as part of the university’s Pathways to Peace Lecture Series.

Williams is the founding coordinator of the International Campaign to Ban Landmines (ICBL). She received the Nobel Peace Prize in 1997 in recognition of her efforts to bring about the 1997 Mine Ban Treaty.

According to the ICBL website, the campaign is a global network in over 90 countries. Its mission is to free the world of antipersonnel landmines and cluster munitions and to help survivors lead fulfilling lives. The organization will celebrate its 20th anniversary in October of this year.

Since 2006, Williams has continued to pursue peace work through the Nobel Women’s Initiative, which she chairs. In 2007, she led a high level mission in Darfur for the UN’s Human Rights Council. Williams has been named one of the 100 most powerful women in the world by Forbes magazine and continues to work toward global peace efforts.
Launched in May 2011 and headed by the Econometric Center in the Coles College of Business at Kennesaw State University, the Georgia International Business Index will help track the health and growth of the international business community in the Atlanta area and in the state of Georgia. Based on a short, quarterly survey of Georgia-based foreign-owned firms, the measure will be a “diffusion index” similar to the familiar Purchasing Managers Index put out by the Institute for Supply Management. The Georgia International Business Index (GIBI) will allow foreign-owned businesses to see how their individual experiences compare to an aggregate measure of the experiences of all foreign-owned businesses in the state of Georgia. The Georgia International Business Index (GIBI) will also be useful for new businesses who are considering the idea of investing in Georgia as well as the state government who may want to increase its efforts to help attract and retain foreign business during periods when the index suggests that businesses might be struggling.
Principle Five: Partnership

We will interact with manager 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.
Kennesaw State University has entered into a partnership with the India China America (ICA) Institute, a well respected thought leader on economic and geopolitical issues involving the United States and the world’s largest emerging economies — India and China. The nonprofit institute’s primary focus is on the relationships between and among the new triad of power consisting of the U.S., China and India, the world’s most populous countries and largest markets.

These three mammoth economies are expected to lead global economic growth in the 21st century and their interrelationships will bear on global prosperity.

The ICA Institute will be housed in KSU’s Coles College of Business. The university houses aConfucius Institute, one of 322 such academic centers in the world sponsored by the Chinese government, and has a partnership with Mumbai Business School, one of India’s up-and-coming business schools. The India China America Institute was created to serve as a catalyst for harmonious relationships between business leaders and policymakers in order to generate economic growth through innovation, entrepreneurship, inclusiveness, trade and investment. It also conducts research and offers executive programs and webinars to businesses, policymakers and nonprofits. To broaden its reach, the institute is working to form partnerships with universities in London and Singapore.

The institute’s academic journal, the Journal of Emerging Knowledge on Emerging Markets, will be produced out of KSU. The Coles College of Business will work with the institute to develop new executive education programs.

India, China and the U.S. are expected to lead global economic growth over the next few decades. India is the world’s fourth largest economy and ranks no. 10 among the fastest growing economies. China, the world’s largest exporter, is now the second largest economy and one of the fastest growing. And the U.S., the largest economy in the world, is the biggest importer and the leader in innovation.
Kennesaw State University Foundation has created a new corporate partnership program, the KSU Corporate Partners Program, to foster strategic ties between the university and businesses in the greater Atlanta area. The KSU Corporate Partners Program is tailored to companies that already support KSU and to new businesses interested in building strategic, long-term partnerships with Georgia’s third largest university.

Membership in the KSU Corporate Partners Program, which requires a minimum contribution of $5,000, provides corporate partners with one-on-one access to university staff for customized programs to meet their individual business needs, including research projects, executive education programs and roundtables on specific topics. Corporate partners also will be able to tap into the expertise of faculty and administrators from the entire university, including the Coles College of Business, which is renowned for expertise in areas such as family business, entrepreneurship, corporate governance and professional sales.

Program members will be invited to participate in an annual town-hall meeting with President Papp and benefit from a Speakers Bureau with leading experts on current business topics and networking events. Members also can participate in arts and sports events so that they can experience all that KSU has to offer.

The Kennesaw-based Henssler Financial Group, a wealth management firm, is one of the program’s founding partners. The firm was founded by former KSU professor Gene Henssler more than 20 years ago.
Coles College of Business joined the Southeast U.S. Higher Education Consortium for International Business, which was recently launched by the Georgia State University Center for International Business Education and Research (CIBER). The consortium serves as a clearinghouse for faculty development, teaching material preparation and resource sharing. Consortium members can receive technical assistance in submitting funding proposals under the Title VI programs of the U.S. Department of Education. Students at consortium schools can participate in jointly sponsored study abroad and work abroad programs.
The Corporate Governance Center at the Coles College of Business is the brainchild of a group of three accountants — two college professors and a former audit partner with Price Waterhouse.

Conceived in the summer of 1995, it is the first academic center of its kind in the U.S. Over the past decade and a half, KSU’s Corporate Governance Center has been at the forefront of the national dialogue on corporate governance, which examines how directors oversee the conduct of a company’s business in order to promote the best interests of the company and its shareholders. As investors and regulators have demanded greater accountability and expertise from corporate America’s boards of directors, the center and its faculty have emerged as an important voice on key governance issues, including what should be the role of the board and the audit and compensation committees.

The center’s work ranges from issuing principles on effective governance and conducting original research to serving on an influential task force of the National Association of Corporate Directors, giving hundreds of media interviews on hot-button issues, and working closely with directors to educate them on best practices. Finance professor James Tompkins, the center’s director of board advisory services, served as an expert witness on an Enron case.
**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).
**Other Initiatives**

**Professor from Greece teaches at Coles College**
Professor Apostolis Gotsias, from the Department of Business Administration, University of the Aegean, Chios, Greece, visited the Coles College of Business during Spring 2011. He taught two Global Economics courses to KSU students and collaborated with Coles faculty.

**Coles College students intern in Germany**
The Coles College of Business sent two students on internships to Germany during the Summer of 2010 to work with German companies. The internships were sponsored by the American Chamber of Commerce of Germany and administered with the help of Bridge-House Law firm in Atlanta. (See http://www.amchaminternship.org/index.html)

**Exchange program with Soka University, Japan**
Two Coles College students spent the Fall semester in Japan at Soka University, and two Soka university students spent the semester at KSU, taking part in the first student exchange between the two universities. In addition to taking courses, the Japanese students were consultants on the Japanese economy, to the Coles’ Student Managed Investment Fund (SMIF).
Principle Six: Dialogue

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.
“THE YEAR OF” - COUNTRY STUDY PROGRAM

Purpose:

The aim of the Country Study program is, over the course of a full academic year, to take a wideranging 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. 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 Peru

Through the Year of Peru program faculty and students will have the opportunity to learn in depth about Peru’s rich history, culture and modern society. We will learn about a country rich in archeological discovery and human history, a story that does not simply begin with the Inca Empire. The Inca were just one in a long line of powerful civilizations (Ayacucho, Nasca, Tiahuanaco, etc..) that previously ruled the Andes region. The Inca ruled over a vast territory and the Empire comprised numerous ethnic groups who had been subdued by either treaty or war.

History

2011-2012 Year of Peru
2010-2011 Year of Romania
2009-2010 Year of Korea
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
Kennesaw State University was among 32 colleges and universities selected by the Association of American Colleges and Universities to participate in a project that prepares students to become socially responsible in an increasingly interdependent world. KSU, the only university in Georgia participating in the project, was chosen from a pool of more than 140 institutions. KSU and the other 31 institutions will revise their general education curricula to offer students the skills and knowledge essential for socially responsible and engaged citizenship. The institutions selected for this nationwide curriculum and faculty development project, titled “General Education for a Global Century,” include Carnegie Mellon University, Haverford College, Michigan State University and Virginia Tech, among other public and private institutions.

For years, KSU has strategically developed programs aimed at educating globally aware and engaged individuals. The number of students participating in study-abroad programs has increased more than 200 percent over the past five years. Two critical components of KSU’s global education initiative — the “Year of” annual country study and the global certification program, launched in 2009 — have been recognized among top college initiatives promoting global citizen diplomacy. “General Education for a Global Century” — funded by a $400,000 grant from the Henry Luce Foundation — builds upon efforts at participating institutions to recast general education courses and programs and create curricula that address complex, global issues across academic disciplines. It is a project of an AAC&U initiative called Shared Futures that places questions of diversity, identity, citizenship and responsible action at the heart of global learning.

Shared Futures’ goal is to promote knowledge about global issues and educate students who will advance equity and justice. Teams at participating institutions will spend the fall and winter refining general education strategies and strengthening connections between existing general education goals and global learning outcomes. They will also inventory opportunities for global learning that already exist on their campuses and integrate them with their larger general education efforts. Working through a social networking website, participating institutions will help identify common areas of interest. Those critical issues will be addressed at a summer institute in 2011.

The Association of American Colleges and Universities (AAC&U) is the leading national association concerned with the quality, vitality, and public standing of undergraduate liberal education. Its members are committed to extending the advantages of a liberal education to all students, regardless of academic specialization or intended career. Founded in 1915, AAC&U now comprises 1,200 member institutions — including accredited public and private colleges and universities of every type and size.
Since 1990, the Tetley Distinguished Leader Lecture Series has featured a number of CEOs, entrepreneurs and leaders from the private and public sectors each year. In Fall 2011, the Coles College of Business at Kennesaw State University celebrated its 20th Anniversary of the Tetley Distinguished Leader Lecture Series. The distinguished lecturer for the evening was Georgia’s 81st Governor, Sonny Perdue, who shared his insights and experiences on the important nexus between business and government in global trade and discussed where Georgia’s companies are likely to find their next consumer opportunities. His speech focused on the need for business leaders to think with a global awareness; understand and focus on their strengths; find courage to do what they love and what they feel is right and to get out of their comfort zones.
Coles College of Business

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