

**Bush Faculty Development Grant
Section 4a**

Study of International Business Programs in Norway

Final Report

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Introduction:

Professors Gardner and Keltgen traveled throughout Norway during January 21-29, 2006 to explore international studies in their discipline, business administration. The Business Administration Department is currently reviewing its curriculum and making changes to reflect the evolving needs of our students. Many of these needs relate to more awareness of global business strategies, which will be reflected in enhanced curricula and perhaps a master's program.

Purpose of the Project:

The initial purpose of this project was to research the following five areas:

1. International Business Courses. The Business Administration Department is on the cusp of offering an emphasis in International Business that would include courses in International Management (BSAD 420) and International Marketing (BSAD 410).

Objective #1 was met in many ways, but we will still need to work out the details of the courses. We have decided to invite a native Norwegian Augustana Alumna to team teach a course in International Management that will take place in June of 2006. This course will be team taught with Professor Gardner. One visit is not sufficient to learn enough about Norwegian culture and business to become expert. This is a first step toward understanding the wealth of opportunities for our students abroad and for Norwegian students who choose to study at Augustana.

2. Sports Management. HPER has proposed a new major in Sports Management and has asked the Business Administration Department to offer courses within that major.

Objective #2 was met as we discussed Sports Management as a major at length with two different schools. One school had taken the economics approach, and one school was approaching the coursework from an activities point of view. We gathered some good information and are working on an exchange with students from the University in Telemark. In the meantime we have shared the Telemark curriculum with those who developed Augustana's new Sports Management major.

3. Future J-Term Course. We believe that one of the essential elements to constructing a valuable track in International Business is to encourage our

students to study abroad. Professors Gardner and Keltgen plan to network with professors at four Universities with the hopes of leading a course and taking students to Norway in the near future. In the meantime, Professor Keltgen plans to seek funding through college resources to return to Oslo in the summer of 2007 to attend the University of Oslo's International Summer School. This would enable her to get a greater grasp of Norwegian culture and language as well as extend her network of professional and collegial contacts.

Objective #3 will be more difficult to meet because these professors have two semesters without an interim break. The professors discovered that there is not an interim period in Norway and in fact most of the universities take a longer holiday break than Augustana, so a true exchange experience would be difficult.

4. Internships. The BSAD and Accounting departments currently require all majors to complete a 'senior experience.' Generally seniors elect to complete an internship to satisfy this requirement.

Objective #4 was one of the areas where we gleaned the most from this trip. Norwegian colleges and universities do not offer nor recognize internships for college credit. This is very important for us to understand as professors working with Norwegian students and especially as we send our students overseas. Few Norwegian students have any real work experience before they graduate, and many continue on to graduate school, ultimately emerging with plenty of theoretical background but little opportunities to exercise techniques or practices.

We realized concretely that we will need to work through our alumni network if we hope to set up internships in Norway. These internship experiences will need to be managed by a professor here, rather than expecting it to be coursework through a Norwegian college. We connected and reconnected with multiple alums who work in international real estate, finance, liquor distribution, healthcare, and more.

Because Norway is blessed with natural resources and extensive transportation systems, it is a future goal to make inroads in businesses involved in oil production and exploration as well as tourism.

5. International Studies – Professor Gardner is a member of the International Studies Committee.

Objective #5 was certainly achieved. Professor Gardner gathered so much knowledge of travel and appreciation for different cultures/languages/continental travel that she will be a much more enlightened member of the committee in the future.

An expected outcome of this trip was to solidify contacts already made with fellow professors in Norway, as well as to be more familiar with the cultural underpinnings of Norwegian students who take our classes here on campus.

One of the most surprising things that we realized during this trip is that Norwegian students do not have much choice in their college courses until the third year. So if we have a student who is coming to us for his second year and wants suggested courses and we send him our course catalog, that is more confusing and much more work for their international department. They would really like course descriptions that meet their courses being offered, with proposed syllabi. This is something that is easy for us to send, we just didn't understand what they wanted in the past.

Another surprising fact was that larger schools were looking for partner colleges in the US that were AACSB accredited. This is a step that is expensive and difficult, but if we are truly going to live up to our new mission statement, we may need to look at this as a department and begin conversations with the development office to raise the necessary funds. Currently USD is the only AACSD accredited institution in the state, and USD relies heavily upon this accreditation in differentiating the university's program from other strong business programs.

We certainly solidified relationships at the colleges we visited. In Bodo we met with Professor Jan Oddvar Sornes, Grete Ingemann Knudsen and Tine Westerberg, who is the head of the International Office. In Trondheim we met with Director of International Programs Mona Vanvikmyr as well as the Professor of the English Language Business Programs Roar Kvam and Professor Harry Arne Solberg from Sports Management. At BI in Oslo we met with Helge Jensen, the Director of International Studies, and Helle Simensen, the Program Coordinator of Business Administration, and Professor Peggy Bronn from Sports Management. We also met Professor Bjarne Ytterhus from Economics. At Bo I Telemark we met Hans Martin Rugstad, Suzanne Bancel, Lisa Hjelmeland and Frode Lieungh.

In short, this trip opened many avenues for the professors involved in the experience. Not only did we learn more about our colleagues from Augustana as shared travel experiences, but we came to appreciate the acute differences in curricula and expectations of students in the U.S. vs. Europe. We will be better equipped to accept and educate Norwegian students according to the expectations of their institutions, and offer them uniquely American experiences while they're here. We can also better prepare our American students intending to study abroad. We find ourselves better students of the world as a result, and this has only served to whet our appetites for more international experiences with which to supplement our knowledge base.