Business Programs in Study Abroad: a Reconsideration

Susan Carley  
*Kennesaw State University, scarley@kennesaw.edu*

Randy S. Stuart

M. P. Dailey

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010

Part of the Marketing Commons

**Recommended Citation**

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/30

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Abstract

In acknowledgement of the importance of fostering a global perspective in their students, business educators stress the role that international study can play in increasing interpersonal skills and also broadening knowledge of global business practices. Traditionally offered as semester- or year-long programs, today’s study abroad programs are more often short-term in nature, raising questions about student outcomes of abbreviated study tours. This longitudinal study of students who participated over a nine-year period examines the benefits and limitations of short-term study tours. Results suggest that schools of business may want to think again about desired student outcomes and learning objectives and whether these can be accomplished in a compressed time frame.

Keywords

Business Study Abroad: Short-term study abroad