Virtual Study Abroad: Exploring New Impactful International Experiences

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GSU-CIBER International Business Webinar Series

Motivation

<table>
<thead>
<tr>
<th>RISKS</th>
<th>OPPORTUNITIES</th>
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<tr>
<td>Black Swans</td>
<td>Expand reach</td>
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<tr>
<td>Political instability</td>
<td>Offer alternate cost-effective options</td>
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<td>(Hong Kong, Tunisia, Istanbul, France, others…)</td>
<td>Reach a wider segment</td>
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<td>Travel restrictions</td>
<td>Include challenging destination (Cuba, Iran, others)</td>
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Reactive

[Cities as Centers of Innovation in Emerging Markets]

- Content covered – Guest speakers, Assessment, Academic requirements → continuance.
- Innovation in Sustainability WebEx panels instead of in-person.
- Guest speakers live via WebEx.
- Pre-recorded lectures with visuals by faculty at our partner school.
- Pre-existing Webinars and videos.
- Service learning activity difficult to replicate in an online environment → Presentation.
Proactive
What would it take for a ‘virtual’ study abroad?

- Offer unique & engaging experiences
- Integrated into the course & its LOs with assessment
- Live interactions with host-country nationals-firms, speakers, etc…
- Include and expand the ‘Peer’ component
- To the degree possible, Recapture the spontaneity!

Keep & Expand Practices that Foster Engagement?

- Assign businesses and cultural sites to students for research and briefings

| Assigned to Company/Organization |
|---------------------------------
| GROUP 1 Jnane Tamsna Hotel       |
| GROUP 1 Jnane Tamsna Hotel       |
| GROUP 2 IBM                      |
| GROUP 3 IBM                      |
| GROUP 4 World Bank               |
| GROUP 4 World Bank               |
| GROUP 5 ESCA                     |
| GROUP 5 ESCA                     |
| GROUP 6 U.S. Consulate General   |
| GROUP 6 U.S. Consulate General   |
| GROUP 7 Moroccan Center for Innovation and Social Entrepreneurship |
| GROUP 7 Moroccan Center for Innovation and Social Entrepreneurship |
| GROUP 8 Sustainable Development and Green Economy - Moroccan Association for Health and Environment |
| GROUP 8 Sustainable Development and Green Economy - Moroccan Association for Health and Environment |
| GROUP 9 Neighborhood Association Idmuaj |
| GROUP 9 Neighborhood Association Idmuaj |

Connect Students with Peers in Host Country-Joint Projects

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<tr>
<th>ICollege</th>
<th>Zoom</th>
<th>Blogs</th>
<th>WhatsApp</th>
<th>Skype</th>
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<tr>
<td>WeChat</td>
<td>WebEx</td>
<td>Canvas</td>
<td>Edmodo</td>
<td>Empatico</td>
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<td>Infogram</td>
<td>Discord</td>
<td>Flipgrid</td>
<td>Moodle</td>
<td>ThinkLink</td>
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<td>VoiceThread</td>
<td>Facebook</td>
<td>Google Hangouts</td>
<td>Groupme</td>
<td>Youtube</td>
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Technology to the Rescue!

Wish List (1): Virtual Joint Classrooms
Shared studios

Wish List (2): Being there…Virtually!
Virtual Tours: (Already in use in real estate)

Live & Engaging Virtual Presence!

Avatour:
The Future of Remote presence
When travel is expensive or impossible, AVATOUR 360° telepresence lets you invite your clients, collaborators or friends to join a real place in real time – wherever they are…with caveats!

Explore in-Country Experiences!
Many large American cities boast thriving ethnic communities with restaurants, shops, cultural events that could offer a window into other cultures (China Town, Buford Hwy, Alif Arab Festival, GSU Student Organizations)
Unplanned, unexpected but impactful!

We may come close…but certain experiences on study abroad cannot be replicated!

D272 GLOBAL BUSINESS IMMERSION
Serving Expanding Markets, the Brazilian Case

Erica Piros Kovacs, Ph.D.
Clinical Professor of International Business
Dept. of Management and Entrepreneurship

KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY
Indiana University – Kelley School of Business D272

- 8 weeks in Bloomington + short study abroad
- 18 countries
- Topics

Case: D272 Global Business Immersion

Global Business Immersion - Structure

Original set-up
- March 9th - May 18th
- 3 credits
- 16 classes on campus
- 4 company visits
- 1 case competition with local students from FEA-USP
- cultural experiences
- Sightseeing

Adapted set-up
- March 9th - May 18th
- 3 credits
- 2 classes on campus + 14 classes online
- 5 company online talks
- 1 case competition with local students from FEA-USP, ESPM and Unifesp
- cultural online exchange with local students
- No Sightseeing

Main Challenges

- Deal with students disappointment for not travelling
- Online engagement with local students
- Time management
Main Opportunities

- Possibility of engaging with more than one local university
- Learning not only how to work on a multicultural team but in an online format and different time zones
- Speakers location and availability
- Traveling without traveling....

Questions

https://m.youtube.com/watch?v=TyZJgHB5kns