

Leadership and Business in Salzburg

Summer 2024

Visit <http://meredith.edu/oip> for Study Abroad 101, Study Abroad Advising, and Funding Workshops.

Application Deadline

Early Decision applications accepted until **December 1, 2023**. Apply early decision for study abroad or study abroad *and* scholarships and receive a decision by mid-January 2024. Regular Decision program applications accepted until **February 15, 2024**. Click "[Apply to Study Abroad](#)" to begin your application.

Dates

June 15 - 29, 2024

Multiple spring and summer 2024 meetings also required.

Location

Spend two weeks in enchanting Salzburg, Austria, at the "crossroads of Europe," learning about international business and effective leadership across cultures! Salzburg is a modern European city with a small town feel and is considered one of the safest and most beautiful cities in Europe. The program includes multiple cultural excursions and corporate site visits, and concludes with an overnight trip to Munich, Germany!

Student Voices

"The experience taught me that moving out of one's comfort zone, embracing challenges, and finding strength inside oneself are all necessary for progress. The study abroad experience enabled me to return home as a more confident, independent, and open-minded person, ready to confront the world with renewed purpose and determination." - Grace Tippet, Summer 2023 Study Abroad Alumna

Undergraduate Courses: 6 credits required

BUS 314: International Business – Study Abroad (3 credits, required)

Fulfills BUS 310 or may be counted as elective for students who have taken 310. Fulfills Global Perspectives.

A study of the policies, institutions, and practices of international business and trade, with emphasis on the similarities and differences between U.S. and business practices in other countries; international marketing and management techniques; differences in the cultural environment and customary business methods; and the role of multinational corporations. This

course involves international travel as part of an approved study abroad program. Prerequisites: BUS 303 and ECO 100.

BUS 388: Leading Across Cultures (3 credits, required)

Business Administration major elective

This course focuses on effective leadership across cultures, recognizing that effectiveness is perceived differently by different cultures. Students will develop awareness of themselves from a leadership perspective, including identities, values, biases, and leadership competencies. The course also focuses on differences across cultures in communication and expected behavior, and how those differences can present misunderstandings and challenges for cross-cultural leadership.

Faculty

Director: Dr. Lisa Delise, Department Head of Business and Associate Professor of Management, ladelise@meredith.edu

Faculty: Dr. Kelly Wilder, Assistant Professor of Marketing, kwilder@meredith.edu

Program Overview

Spend two weeks learning about international business and leadership in Salzburg, Austria, a UNESCO World Heritage Site, situated close to the Alps and the German border. Widely considered to be one of the most beautiful, safe, and easy to navigate cities in Europe, Salzburg is a modern city surrounded by carefully preserved history and spectacular natural landscapes, including sparkling lakes and Alpine mountains.

This program will be hosted by Salzburg College, located in a 15th-century building within walking distance of the Mozart Archives and many other museums and galleries. Accommodations will be in a residence hall in Salzburg, located a short bus ride away from the city center.

The program will include tours and cross-cultural workshops with local faculty, group excursions to cultural and historical sites, as well as multiple corporate site visits within Salzburg. The program concludes with an overnight excursion to Munich, Germany!

There will be multiple required meetings during the spring and summer 2024 terms in addition to the travel dates to Salzburg.

Cost

\$4,300 includes:

- \$100 non-refundable application deposit
- Tuition for 6 undergraduate credits
- Accommodations and breakfasts
- Academic excursions & program activities

- Two weekly bus passes
- On-site support from Meredith faculty and Salzburg College
- Pre-departure orientation and resources

Additional estimated expenses include:

- Round-trip airfare: \$2,000
- Passport, if applicable + \$10 ETIAS visa: \$175
- International health insurance: \$55
- International cell phone plan: \$50
- Additional meals and spending money: \$1,000 - 1,500

Note: These are estimates. Your spending habits may differ.

Scholarships and Financial Aid

Meredith College School of Business students will receive a \$500 scholarship upon acceptance to the Salzburg program. Additional study abroad funding is available beyond the MCSB scholarship. Register for a Funding Workshop and access the scholarship application at <http://meredith.edu/oip>. **Early Decision scholarship deadline: December 1, 2023 (with study abroad application). Regular Decision scholarship deadline: February 15, 2024.**

COVID-19 Protocols

The Office of International Programs strongly recommends all program participants arrive vaccinated against COVID-19 and up to date with all recommended boosters. The OIP will continue to implement ongoing COVID-19 mitigation and response measures in faculty-led study abroad programs.

Meredith College Office of International Programs reserves the right to make changes to the program itinerary, program capacity limits, schedule, cost, academic program, etc., as necessary.