

KENYA

May 2023

SCHOOL OF BUSINESS TRAVEL STUDY

Nairobi, Kenya is viewed as the business capital of Africa—an emerging giant in the global economy.

Nairobi's bustling business economy is comprised of small street vendors, local retailers and manufacturers, an explosive start-up community, and large international corporations, all of which make Kenya a perfect learning location for the aspiring business and international development professional.



TRINITY WESTERN UNIVERSITY

On this trip, you'll have the opportunity to grapple with what the world looks like through the eyes of people living in an emerging economy. You'll see some of the opportunities they have but also the challenges they face, such as poverty and corruption. You'll also be able to explore what this means for businesses and the role Christians can play in positively influencing local communities. Throughout the trip, we'll be spending time in Nairobi and in Eldoret, a more rural area, to gain a true sense of life in Kenya. We'll be visiting factories, working with local businesspeople, meeting other university students in Kenya, and hearing stories from foreigners living in Kenya. We'll finish off with a memorable safari trip.

COURSES

BUSI 311 TR – GLOBAL ISSUES IN BUSINESS

The focus of this course is on understanding the institutions (e.g. political, economic, and cultural) and the resources (e.g. natural, human, technology, and innovation) that are present within home and host countries that influence the decision making of business owners and managers as they consider going global with their product or service. Discussions centre around understanding culture, ethics, and global sustainability that relate to being a responsible and ethical global citizen. **Prerequisite(s): ECON 202.**

IDIS 410 TR – INFLUENCING THE CHANGING WORKPLACE

This course motivates students to explore ways in which they can have an impact for God's kingdom in a rapidly changing world economic environment. It gives students the opportunity to integrate disciplines in the liberal arts and religious studies, as well as business administration and economics, so as to provide them with a biblically-based worldview and set of strategies for influencing the workplace in which they are called by God to serve. **Prerequisite(s): Completion of at least 84 sem. hrs. of study by end of preceding semester. The course is required for business majors; non-business students with the minimum prerequisite are welcome.**

BUSI 411 TR – BUSINESS IN GLOBAL MARKET

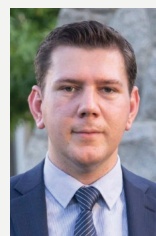
An introduction to global business practices while on a travel study. The course surveys governmental and corporate practices of major economic systems throughout the world. Different cultural meanings of concepts such as globalization, world class, nimble organizations, empowerment, and teams are explored. The class provides students with experiential as well as classroom learning to provide a better grasp of the differences in cultures and the adaptation of the concepts. **Prerequisite: Permission of the instructor.**

INSTRUCTORS



BRIAN ALBRIGHT, PH.D.

Brian Albright is an Assistant Professor of Business at Trinity Western University. Dr. Albright's area of focus is encouraging both for-profit and non-profit organizations towards intentional business strategies which target human flourishing and poverty alleviation. Prior to joining TWU, Brian lived in Kenya working with NGOs in a variety of fields incorporating developmental and income generating strategies. He was most recently the Director of Business Development for Living Room Ministries International (LRMI), a health care organization focused on life threatening illness or hospice care, which includes an income generating funeral home and mortuary business. Dr. Albright previously taught at Hope International University in Fullerton, CA, USA. Dr. Albright holds a BA and MBA from Azusa Pacific University, an MA in Intercultural Studies from Fuller Theological Seminary and a PhD in Organizational Leadership at Eastern University. Brian's strongest passion is for students who are, or desire to live cross-culturally pursuing business opportunities that have the potential for great impact on the world and the common good, particularly in areas with disenfranchised communities, extreme poverty, and unreached with the Gospel.



BRIAN T HART, PH.D.

Dr. Brian 't Hart holds a PhD in Marketing from Curtin University, Australia. He also holds a Bachelor of Commerce in Marketing and a first-class honor in Marketing from Curtin University. His research interests include advertising, branding, green marketing, aged consumers and global cross-cultural business. He continues to collaborate with a wide range of industry partners including Amana Living (aged care), Shiseido (skincare), Nash Pearls (jewelry), HBF (healthcare insurance) and Maxiblock (sunscreens) among others. Apart from research, Brian continues to remain most passionate about student learning. He is particularly enthusiastic about creating opportunities and facilitating engagement with industry.



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If you missed the opportunity to participate in this year's travel study, it will likely run again in 2024.

