

# KENYA & THE NETHERLANDS

June  
2023

## SCHOOL OF BUSINESS TRAVEL STUDY

**Nairobi, Kenya is viewed as the business capital of Africa—an emerging giant in the global economy while the Netherlands has become known as the “Gateway to Europe.”**

Nairobi’s bustling business economy is comprised of small street vendors, local retailers and manufacturers, an explosive start-up community, and large international corporations. Coupled with the Netherlands—the world’s second biggest exporter of food and an international hub for both business and culture—this trip promises to be the perfect learning opportunity for the aspiring business and international development professional.



TRINITY WESTERN UNIVERSITY

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## COURSES

### MBA 593 TR - CHRISTIAN LEADERSHIP & ETHICS

This course explores a Christian perspective on business and how it impacts management and leadership of organizations. The course introduces students to cutting-edge leadership theory, techniques, and tools. Topics include general leadership principles, motivation and behavioral change, decision-making, vision setting, understanding group dynamics, team building, communication processes, understanding power, and conflict resolution. The course includes a self-assessment of leadership skills and focuses on Christian values and ethics in the marketplace, surveying Christian perspectives of morality as they relate to particular business leadership issues. This includes examination of ethical issues arising in the areas of corporate social responsibility, dispute resolution, employee rights, advertising, and the use of information technology.

### MBA 665 TR - COMPARATIVE INTERNATIONAL MANAGEMENT

The practice of financial management in non-profit organizations is significantly different from that in for-profit businesses. Many of the differences stem from the difficulty of measuring and valuing outputs and from restrictions imposed by donors and grant-making agencies. This course considers accounting, budgeting, financing, investment, and other financial management activities in non-profit organizations, including fund accounting, form and interpretation of financial statements, endowment management issues, federal and provincial regulation, measurement and evaluation of organizational performance, and control systems design. The course is ideally suited for students who expect to manage non-profit organizations or serve on non-profit boards.

### MBA 662 TR - MANAGING A GLOBAL ORGANIZATION

The course examines a number of issues particularly critical to the management of international businesses or multinational firms. These topics include an examination of comparative management practices, including similarities and differences in cross-cultural management styles; a comparison of Pacific Rim, European Union, and North American value systems; analysis of best practices and their impact in industries such as automotive, electronics, education, and medical services. It also includes discussion of current international business issues, including the future of globalization, the impact of outsourcing, and particular areas of corporate risk, including foreign exchange and the political/social climate, and an exploration of current economic and business planning in multilingual organizations.

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 finish with a memorable safari trip and then continue to the Netherlands to explore business in Europe. Throughout the travel study, we'll be visiting factories, working with local businesspeople, meeting other university students in Kenya, and hearing stories from foreigners living abroad.

## 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 an 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 live 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 a need to be reached by 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 honour 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 (health care insurance) and Maxiblock (sunscreen) 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.

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



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