

Why study in Vegas?

Las Vegas is one of the best places to develop creative thinking skills about new and mature ventures, to engage with service work in support of Gustavus' core values, and to encounter vivid examples of where business decisions meet ethics.



About the Instructor



Kathy Lund Dean holds the Board of Trustees Distinguished Chair in Leadership & Ethics. She teaches management classes in the Economics and Management department.

Kathy also works with alumni & Gustie supporters to create unique learning opportunities for students. Her areas of research expertise include ethical decision making among new managers and religious practice disputes in the workplace.

Application Process

Accessing Studio Abroad

To access the Studio Abroad site, go to <http://gustavus.studioabroad.com/>. This will take you to the Gustavus home page of the Studio Abroad site.

What is on Studio Abroad?

You can view the January Interim 2016 courses by clicking "Programs" on the top navigation bar. (these will be available in February 2015) If you want to see a list of only the January Interim courses, select "January Interim" from the drop-down menu labeled "Term." If you want to search for a specific program, enter the title beneath the "Program Name" from the drop-down menu. Priority applications will be available and open on Studio Abroad beginning **April 1, 2015 to April 15, 2015**. You may apply for Gustavus programs until **July 31, 2015**.

How to apply in April 2015?

First, locate your program. Once you find it, click the "Apply Now" button and follow the instructions on the subsequent screens. Once you get to your application "home page" you will then need to read, submit, and return a variety of other pieces, all of which will be laid out on your home page. Some of these items will be submitted electronically, some still need to be submitted via paper directly to the CICE (i.e. receipt for fees). Read all of the information and instructions carefully

For Gustavus programs, this will be the only application you need to complete. If you are applying to a program through Hamline, UMAIE, or HECUA, this is only the application for Gustavus approval and does not constitute approval or acceptance into the specific study abroad program. You will receive instructions and a link to apply to your specific study abroad program/program provider on the Studio Abroad system once CICE has given you the approval to apply.

Entrepreneurial & Creative Thinking

• Vegas Style •



January Term 2016



CENTER FOR
INTERNATIONAL AND
CULTURAL EDUCATION



About the course:

Students will conduct site visits at different exemplar organizations all invested in revitalizing Vegas from a tourism-dependent place to a much more diversified economy. Students will keep a reflection journal, conduct an action research project, and present a recommendation for creatively examining Vegas' potential development. This course integrates multiple disciplines in the way we consider economic history, tourism's impact on local culture, the power of branding and inducing spending, and single industry dependence that contributes to natural resource depletion.

Course Information

- Instructors: Professor Kathy Lund Dean
- Enrollment: 10-15 students
- Estimated Cost: TBA
- Tentative Dates: January 4-29, 2016
- Priority Application: April 1-15, 2015



For More Information:

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Learning Objectives

One of my primary learning objectives for this course is developing creative and entrepreneurial thinking capabilities in a variety of organizational settings. The other main learning objective is to help students think critically about how a very successful business model can affect every aspect of a community and economy. Students will have a chance to see successful start ups, visit with those responsible for creating the "What Happens in Vegas, Stays in Vegas" brand campaign, engage in a community service opportunity, experience the largest consumer electronics show on earth, and visit with those charged with environmental impact analysis.

