

The University of Mississippi



CULTURAL AWARENESS & GLOBAL MINDEDNESS:
Developing a study abroad course on culture and
cuisine for Nutrition and Hospitality Management
majors.

Presented by: Laurel Lambert: The University of Mississippi
Kelsie Stanley: SAI-Global Education

Global Mindedness



- Globalization: a process of removing borders that physically, culturally, socially, economically, and politically separate individuals.¹
- Companies need individuals with cross cultural skills in order to remain competitive in a connected, globalized world.^{2,3}

Cultural Competence



- Terms: Multicultural, trans-cultural, intercultural sensitivity, intercultural efficacy.....
 - Ability to understand the importance of other cultures,
 - Interact properly with those from other cultures,
 - Use both knowledge and skills about a culture to guide interactions,
 - Learn more about other cultures through interactions.^{4,5}

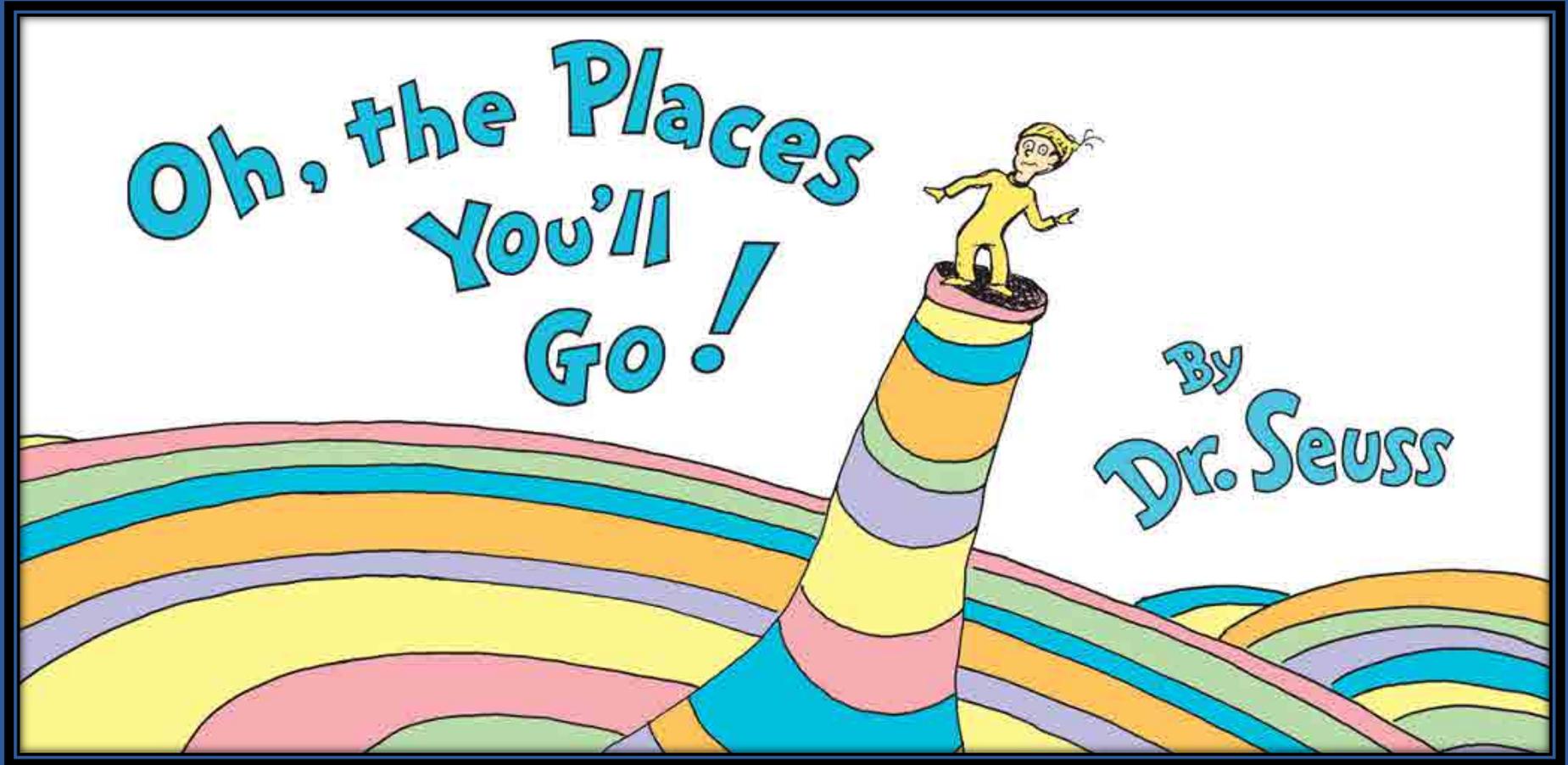
UM: Office of Global Engagement

- Initiative to increase the number of UM students engaged in study abroad to **increase the academic value of students' experiences.**
- A Signature International Pathway Experience- a curricular/co-curricular integration plan to promote a study abroad program uniquely designed and marketed for their majors.

UM Mission Statement

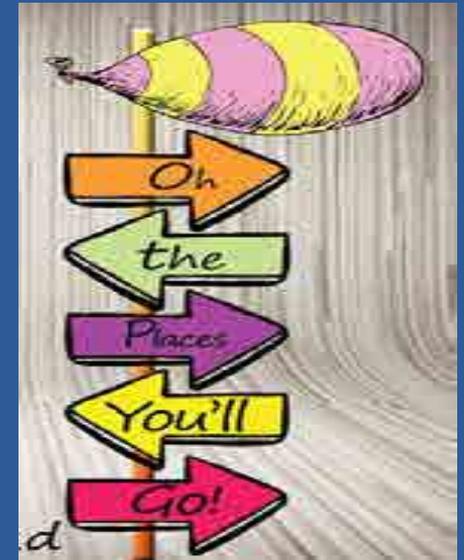
- **....challenges and inspires a diverse** community of undergraduate, graduate, and professional students; offers enriching opportunities outside the classroom; supports lifelong learning; and develops a sense of global responsibility.

How to get started!



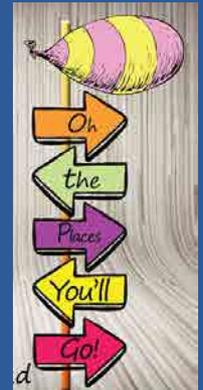
How to get started!

- You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. –Oh, the places you will go!
- The idea!
- Discuss with your Office of Study abroad .
- Is it a country in which you are familiar?
- How will the course support your academic program?



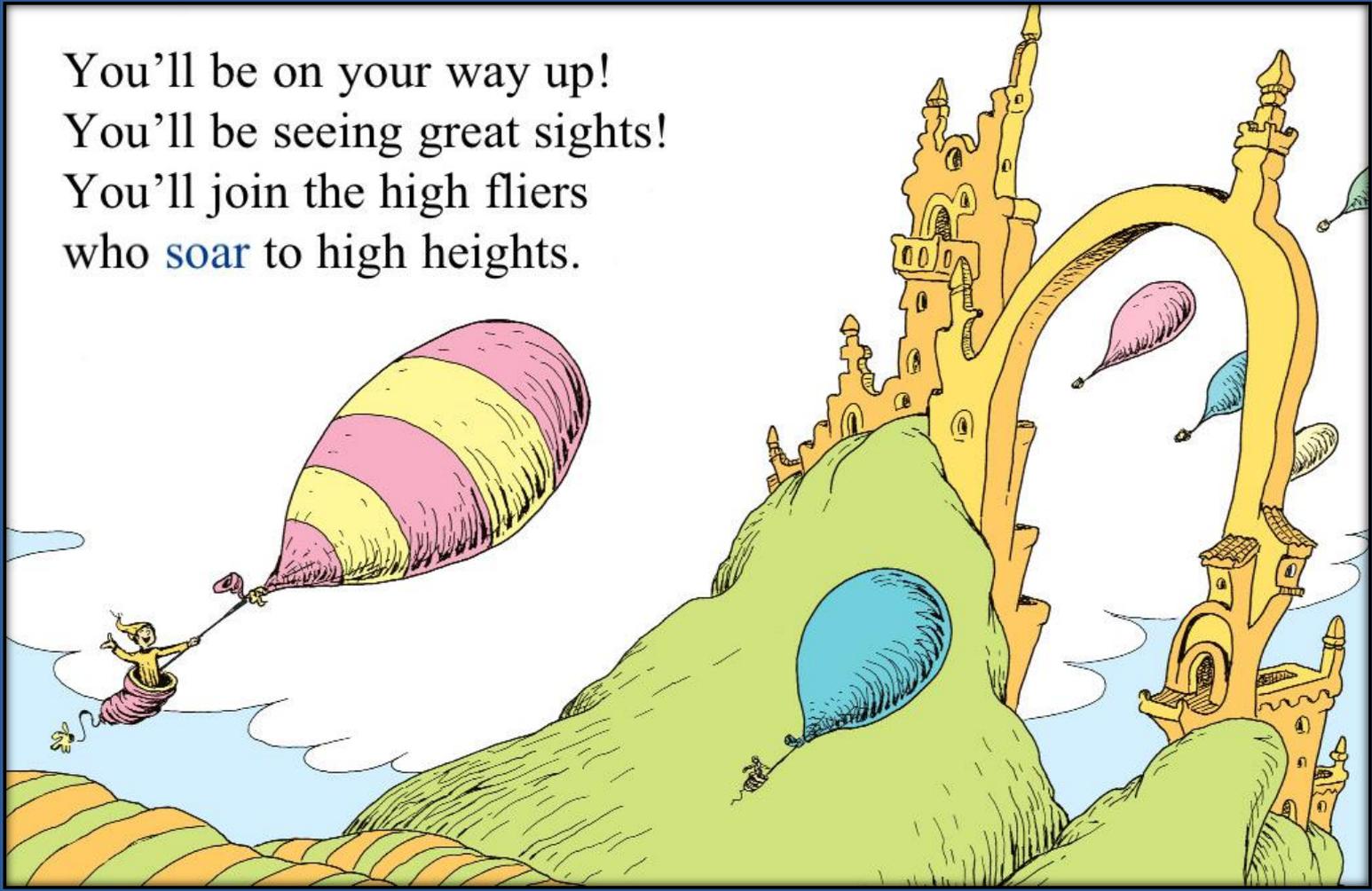
Academic/Administrative Support

- School of Applied Sciences
- Department of Nutrition and Hospitality Management
- UM Study Abroad Office
- SAI-Global Education organization
- NHM 468 Study Tour
- NHM 595 International Study Tour



Developing the Itinerary of Activities

You'll be on your way up!
You'll be seeing great sights!
You'll join the high fliers
who **soar** to high heights.



Cultura e Cucina di Firenze, Italia

- Prima Esperienza
 - International Flight
 - Navigating an international airport
 - Experiencing customs/passport stamp
 - Exchanging money for Euros
 - Traveling to their apartments
 - Placed in apartments with Italian locals
 - Orientation to apartment
 - Orientation with SAI



Cultura e Cucina di Firenze, Italia

- Cultura
 - Giro di Firenze-Storici/Medici dinastia
 - Pranzo della scuola elementare
 - Lungarno Collezione Hotel
 - Giro di Modena Storici
 - Giro artisans di Firenze
 - Giro di Uffizi Museo
 - San Lorenzo Mercato Centrale



Cultura e Cucina di Firenze, Italia

- Cucina

- Mangia nei ristorante locali
- Abbinamenti vino, formaggi e carne
- Emilia Romagna regione- Aceto balsamico and parmigiano formaggi
- Scuola di cucina di Apicius
 - Lezioni di cucina
 - Ristorante gestito da studenti
- Lezione di olio **d'oliva**



Cultura e Cucina di Firenze, Italia

- Cucina
 - Visita un negozio di pasta -Pastificio Fabbri in Strada in Chianti area
 - Castello Verrazzano-un giro, assaggiare vino e olio **d'oliva**, noi pranziamo
 - Visita Colle Bereto-azienda vinicola





NHM 468/595

- May Intersession 2019- May 13-27
- 6 Academic NHM Hours- Minimum 2.5 GPA
- Cost-\$4600-\$4900
- Tuition (estimation) In State-\$1911 or Out State-\$5478
- Lodging, daily meals, itinerary excursions
- International health insurance/UM study abroad fee
- Does not include airfare

Student Recruitment

- Minimum 10 students
- NHM Department-400 majors
 - Website: <http://nhm.olemiss.edu/overview-bsdndn-study-usa-and-abroad/>
 - Promotional video:
- Presentation in NHM classes
- Study Abroad Fair-spring and fall semesters
- Open to all university students



Pre-trip orientation

- Orientation from Study Abroad
- Preparing students
 - What to pack
 - Airport pick-up
 - Living arrangements
 - Activities
 - Dress code
 - Cultural differences
 - Simple Italian phrases



Buon Giorno

Scusa, parla inglese?

Per favore

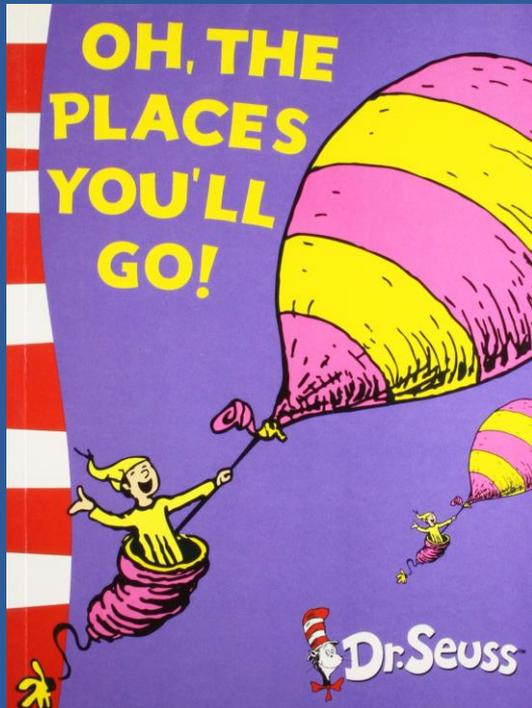
Grazie

Bruschetta

Student Quotes

- *And will you succeed? Yes! You will, indeed!
(98 and 3/4 percent guaranteed.)*

- Dr. Seuss *Oh, The Places You Will Go!*



“I have always heard other people say that traveling outside of the United States had changed their lives. I never really understood that until I did it myself. As a passionate dietetic student, my eyes were so widely opened by this experience, and my eating habits (and future teachings to clients one day) will be truly changed by this forever.”

“Students sometimes need a change in environment to cherish and cultivate what is learned inside the classroom.”

San Lorenzo Market



Colle Bereto in Rada



Salute



Guided Tour of Pastificio Fabbri



Family owned pasta making shop Strada in Chianti Region, Italy



LUNGARNO COLLECTION

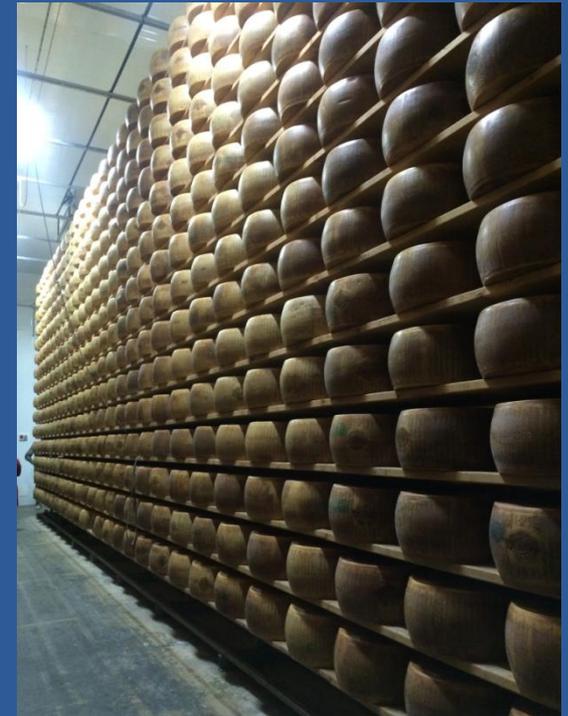


OleMiss



Botticelli's The Birth of Venus

Guided tour of cheese factory





Cinque de Terre
Rome, Venice
Bologna, Lucca,
Pisa

Duomo
Michael Angelo's
David at the Academia



SAI as your Academic Partner

- Cultural experts work closely with faculty
- Explore affordable options for your program
- Collaborate on learning activities to enhance student learning experience



SAI as your Academic Partner

- On campus recruitment & pre-departure orientations
- Logistics support and risk management
- Cultural connections with local experts, businesses, NGOs, and industry leaders
- Assistance with comprehensive orientations to local area



References

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2. **Zlomislić**, J., Gverijeri, L. R., & **Bugarić**, E. (2016). The significance of intercultural competence in cross-cultural communication. *Ekonomski Vjesnik*, 29(2), 433–451.
3. Dollwet, M., & Reichard, R. (2014). Assessing cross-cultural skills: Validation of a new measure of cross-cultural psychological capital. *International Journal of Human Resource Management*, 25(12), 1669–1696. <https://doi.org/10.1080/09585192.2013.845239>
4. Betancourt, J. R., Green, A. R., Carrillo, J. E., & Ananeh-Firempong, O. (2003). Defining cultural competence: A practical framework for addressing racial/ethnic disparities in health and health care. *Public Health Reports (1974-)*, 118(4), 293–302. [https://doi.org/10.1016/S0033-3549\(04\)50253-4](https://doi.org/10.1016/S0033-3549(04)50253-4)
5. Neculaesei, A.-N. N. (2016). Intercultural competence between desirability and necessity. *Cross-Cultural Management Journal*, (1), 7–16.