INBU 6951: International Study in Business
A SUMMER COURSE WITH A 10-DAY TRIP TO EUROPE
(Strasbourg, France; Heidelberg, Stuttgart, and Frankfurt, Germany, & Basel, Switzerland)
Travel Dates: Friday July 3 to Sunday July 12, 2015

PROGRAM OVERVIEW
This course provides students with an opportunity to study business and economic, social, cultural and political ramifications of the European Economic and Monetary Union. The program will include a number of activities including lectures, panels of experts and business executives, company visits and presentations by corporate executives, visits of European financial and political institutions, and cultural activities and site visits. The focus of the course will be on:

- The socio-political situation in the European Union
- An historical perspective on European integration
- How should American companies approach the European market?
- Marketing strategies with respect to the “Pan-European Market”
- A comparison between European and American management styles
- The impact of the single market on corporate strategy

POTENTIAL CORPORATE VISITS AND ACTIVITIES
- European Parliament - Strasbourg, France
- Council of Europe – Strasbourg, France
- Millipore - Strasbourg, France
- Steelcase - Strasbourg, France
- Bundesbank (Central Bank of the Federal Republic of Germany) – Frankfurt, Germany
- European Central Bank – Frankfurt, Germany
- Mercedes Benz - Stuttgart, Germany
- Porsche - Stuttgart, Germany
- Swiss Bank Association - Basel, Switzerland
- Novartis, a Global Healthcare Company – Basel, Switzerland

DATES (2015)
- Sat. May 16, 1-5pm – Org. Meeting; The EU – in class
- Sun. May 31, Voice-over PPT presentation - European Sovereign Debt Crisis – online
- Sun. June 14, Student Groups’ Voice-over Pre-departure Student Projects – online
- Travel: Friday July 3–Sunday July 12 (Europe Travel)
- Sun. July 26, Due date for student projects and Voice-over Project Presentation – online

Visit: www.mu.edu/GSM
ACCOMMODATION
- Four star hotel (or equivalent) – double-occupancy rooms

COST
MU Tuition (3 credits) plus $1,500 travel costs (does not include airfare)
Travel cost covers:
- All ground transportation needed in Europe including, airport transfer, and travel to various business and cultural sites during the travel period
- Cost of admittance to class activities (e.g., tours and excursions)
- Double-occupancy hotel stay for the duration of the study trip – Single-occupancy, $800 extra
- Breakfast and an additional meal per day (lunch or dinner)

ADDITIONAL STUDENT COSTS
- Airfare
- Required MU international health insurance ($36)
- Visa application costs for international students

ELIGIBILITY
- Marquette University graduate business student (MBA, MSAE, MSEM, MSA, or MSHR) in good standing

ACADEMIC CREDIT
3 graduate level business credits (*INBU 6951: International Study in Business*). This course may be used as a business elective in any of the GSM programs with the consent of your academic advisor.

Note: Multiple *INBU 6951* courses are allowed with prior consent; locations must be different.

Also Note: One such class is required for students enrolled in the MBA IB specialization.

TO APPLY
1. Please visit http://business.marquette.edu/departments/graduate to apply for the program
2. $600.00 deposit via check, cashier’s check or money order payable to Marquette University

Please bring the above deposit or mail it in as soon as you apply for this program. The deposit will be applied to your overall program cost and is non-refundable after December 31, 2014 (unless you are not accepted or the program is cancelled).

FOR ADDITIONAL INFORMATION CONTACT
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