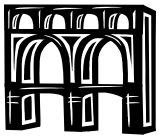

International Business Integral
Toulouse, France and Barcelona, Spain
Winter quarter
January 11-30, 2009

Program Overview: Students complete the International Business integral by taking 16 credits over winter quarter. The Europe portion of the program lasts 3 weeks and includes company visits, guest speakers, lectures, case studies and cultural tours in Toulouse and Barcelona. Industries to be studied include aerospace, wine, agri-business, and data management.

Register for five UC CoB courses during winter quarter.
Courses in Europe during the first 4 weeks of the quarter:
22INTB 518 801 Study Abroad France/Spain
22INTB 530 801 Managing Cultural Differences
Courses at UC during the last 5 weeks of winter quarter:
22INTB 525 401 Global Accounting and Finance
22INTB 571 401 World Marketing

Students are required to attend several planning meetings fall quarter and an orientation meeting before flying to France.

Eligibility: All International Business students who have completed their junior core and MGMT 396 or MGMT380 by the end of fall quarter are eligible to apply. Applicants must be in good academic standing with a GPA of 2.5 or better.

Living Accommodations: Students will stay with host families in Toulouse and in a modest hotel in Barcelona.

Transportation: Students are responsible for their own airfare from Cincinnati to Toulouse and from Barcelona to Cincinnati.

Language of Instruction: All presentations are given in English. You will also receive basic, survival French and Spanish lessons.

Travel Documents:
1) Passport Download the passport application from
http://www.travel.state.gov/passport/passport_1738.html
Allow 6-8 weeks for delivery.
2) ISIC International ID: $22, available from UC International, 1 Edwards, Room 3134.

***Program Fee** includes lodging, transportation to company visits, a group dinner, and coordination fees.
Grants: Students may apply for a grant of up to $500 from UC International to cover expenses in Toulouse/Barcelona (deadline Oct. 15), unless they have received a UC International grant within the previous 12 months.

Sponsoring Institution: Ecole Supérieure de Commerce de Toulouse (ESC)
www.esc-toulouse.fr/www.esec.es
Toulouse (population 770,000), France's fourth largest city, is located in the Midi-Pyrénées region of south-west France, midway between the Atlantic and the Mediterranean. This beautiful city is known for its distinctive rose color brick buildings (hence the nickname: la ville rose) and has a very Mediterranean feel and climate. Toulouse has long served as a center of commerce, culture and education. The University of Toulouse dates to the 13th century and is the second oldest in France. Today over 100,000 students attend institutions of higher education, including our partner ESC-Toulouse, making the city a highly desirable location for business. The city is now home to Europe's aerospace industry and headquarters for Airbus Industrie. The many high-tech firms in the region complement the area's thriving agri-business.

Barcelona (population 1,510,000), the business center of Spain, is an exciting, dynamic city located on the north-east Mediterranean coast. It is the political capital of Catalonia, Spain's largest autonomous region. Barcelona is a diverse mix of old and new renowned for its architectural and artistic beauty, its parks and vibrant nightlife. The Gothic Quarter dates to Roman settlers but most remaining buildings were built in the 12th to 14th centuries. That area contrasts with the modernist architectural works of Antoni Gaudi (Sagrada Familia) and others that give Barcelona a distinctive appearance. Barcelona is anchored by its thriving seaport, renovated for the Olympics in 1992, and La Rambla, the boulevard that stretches from the port to Plaza Catalunya. A diverse group of Spanish and international businesses have significant operations based in or around the city.

For more information contact:
Lee Armstrong, Associate Director
Tel: 556-7081, Suite 103 Lindner Hall
lee.armstrong@uc.edu