



College of Business
International Programs



Graduate International Seminars

2009

Aachen, Germany – March 22-27

Santiago, Chile – March 19-27

France and Spain - Sept. 10-18

INTERNATIONAL PROGRAMS OFFICE

COLLEGE OF BUSINESS
Suite 103 Lindner Hall

Dr. Larry Gales
Academic Director
556-7127

lawrence.gales@uc.edu

Dr. Ana Leonard
Director
556-7154

ana.leonard@uc.edu

Lee Armstrong
Assoc. Director
556-7081

lee.armstrong@uc.edu

Lora Brewsaugh
Assoc. Director
556-0407

lora.brewsaugh@uc.edu

<http://www.business.uc.edu/global/graduate>

Program Descriptions

Seminar Objectives: International seminars give an essential perspective of competences needed to do business in a particular region of the world, along with historical and cultural influences affecting business relationships. Students learn first-hand through lectures, discussion with leading academic and professional experts, company visits and cultural sightseeing. All programs are developed by the CoB and coordinated by our partner universities in the region. Programs are all delivered in English.

CoB's role: The International Programs office facilitates your international educational experience. We book hotels, arrange in-country group transportation to program visits, host a welcome dinner and provide pre-departure orientation and information. Programs are led by experienced UC CoB faculty. Our goal is to make your international educational experience as positive and safe as possible.

Seminar Requirements:

- Attendance at predeparture program meetings
- Completion of reading and writing assignments before and after travel
- Participation in all sessions and scheduled activities abroad.

Benefits:

- Real world experience
- Cultural immersion
- Supportive environment
- Networking
- Earlier graduation/lighter course load in a given quarter.

Academic prerequisite: 24 hours of graduate coursework

Academic Credit: Fulfills a 4 credit hour elective [can count as Management, Marketing, Finance, or International Business elective]
Tuition is paid on the quarter before or after the international travel

Registration Deadlines:	March programs	Dec. 5, 2008
	September program	May 8, 2009

To Register: Submit application and \$300 deposit (goes toward program fee) to:

**Lora Brewsaugh
International Programs
College of Business
PO Box 210020
Suite 103 Carl H. Lindner Hall
Cincinnati, OH 45221-0020**

Application can be downloaded from <http://www.business.uc.edu/global/forms>

Aachen, GERMANY – Rheinisch-Westfälische Technische Hochschule (RWTH) (22 INTB 806 801)

March 22-27, 2009 Sunday through Friday afternoon of spring break

Depart the US on the evening of March 21 and return on Saturday am, March 28.

Program focus

- German management
- Legal and political environment and their impact on business
- Impact of German unification
- European Union financial integration
- Mergers and acquisitions
- Corporate law and taxation

Past company tours included:

- Henkel
- Ford Germany
- Bayer
- CINRAM (formerly Warner Music Manufacturing Europe)
- RWE power station

Cultural Tours

- Guided tour of the city
- Reception with the Mayor at city hall

Highlight: German students participate in the program; extensive interaction with German peers.

Program Fee: \$550 includes hotel (double occupancy), welcome dinner, and transportation to program visits.

Aachen (pop. 250,000, of whom 50,000 are students) is renowned as the permanent residence of Charlemagne and has a wonderful gothic cathedral where he is entombed. The city is also famous for its hot springs in which for centuries people have bathed to cure their ailments. Aachen prides itself on its European spirit because of its strategic location at the point where Germany, Belgium and the Netherlands meet. It lies between Frankfurt (site of the European Central Bank) and the banking and business centers of Northern Europe (Paris, Brussels, Amsterdam, and London). RWTH is regarded as one of the top technical universities in Germany.

Limited to 18 participants.

Santiago, CHILE – Universidad del Desarrollo (22INTB 803 801)

March 19-27, 2009 Thursday afternoon through the next Friday afternoon

Depart the US on Wed pm March 18 and return Friday pm on March 27 or March 28.

Program Focus

- Economic development – the Chilean economic miracle
- Global trade relations and maintaining a global competitive edge
- Cross-cultural management
- The Chilean consumer

Past company tours included:

- Concha y Toro Vineyard
- Telefonica – Chile
- Megalider supermarket chain
- P&G South America

Cultural Tours

- Guided tour of downtown Santiago
- Coastal town of Viña del Mar to visit poet Pablo Neruda's house

Program Fee: \$700 includes hotel (double occupancy), welcome dinner, transportation to program visits, and partner institution academic coordination.

Santiago (5,500,000) is a city of stark contrasts. On the one hand, it is a city with a gleaming new international airport, skyscrapers hosting telecommunications and financial services firms, and streets jammed with late model cars and people on cell phones. On the other hand, the city also has heavy motor vehicle traffic, pockets of extreme poverty and, because of the surrounding mountains and the heavy traffic, pollution in the winter months. The city is the political and economic capital of Chile, arguably the most stable and prosperous country in South America. Recently, Chile and the United States concluded expanded trade relations which will facilitate trade between the two countries. Santiago provides easy access to the breath-taking beauty of the Andes and the Pacific coast.

Limited to 20 participants.

Toulouse, FRANCE and Barcelona, SPAIN - ESC Toulouse Business School (22INTB 805 801)

September 10-18, 2009 Thursday afternoon through the next Friday afternoon

Depart US on Wed pm on Sept 9 and return Sat am, Sept 19.

Program focus:

- French, Spanish and Western European culture and history
- Cross-cultural communication
- European Monetary Union
- European human resource management
- Brand management in Spain

Past company and agency visits have included:

- EADS (Airbus)
- Liebherr (aerospace- refrigeration)
- Spot Image (satellite imaging)
- Freixenet (sparkling wines)
- Mango clothing

Cultural Tours:

- Guided tours of Toulouse and Barcelona
- Visit to the medieval walled city of Carcassonne, France

Program Fee: \$900 includes hotel (double occupancy), welcome dinner, transportation to program visits, and one-way train from Toulouse to Barcelona.

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 and has a very Mediterranean feel and climate. Toulouse has long served as a center of commerce, culture and education. 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 capital of Spain, is an exciting and dynamic city. Barcelona is a diverse mix of old and new renowned for its architectural and artistic beauty, its parks and vibrant nightlife. The Gothic Quarter (Barri Gòtic) 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 Família) and others that give Barcelona a distinctive appearance. A diverse group of Spanish and international businesses have significant operations based in or around the city.

Limited to 20 participants.

Program Costs

* *All costs are subject to change.* Personal expenses are not included in the program fee.

	Germany	Chile	France and Spain
	March 22-27 6 days	March 19-27 9 days	Sept. 10-18 9 days
Program Fee (refundable 30 days before departure)	\$550	\$700	\$900
Airfare (estimated)	@\$800 to Brussels	@\$1600	@\$1200
Lodging and Breakfast *	0.00 (included in program fee)	0.00 (included in program fee)	0.00 (included in program fee)
Meals	\$240 (\$40/day)	\$270 (\$30/day)	\$250 (\$50/day)
Inland Transportation	\$120 Train from Brussels to Aachen	\$75 for daily transportation from hotel to school and taxi to/from airport.	\$80 taxis airport to hotel (Bus- \$10 only)
Int'l Student Identification Card (ISIC)	\$22	\$22	\$22
Visa/Passport (you will need a valid passport.)		\$100 visa at the airport for US citizens	
Total out-of- pocket Cost	@ \$1732 + UC tuition for 4 cr.	@ \$2767 + UC tuition for 4 cr.	@ \$2452 + UC tuition for 4 cr.

*** Lodging**

Program fees cover double occupancy hotel. Single rooms are available at an additional cost.

- Additional Notes:**
- 1) The ISIC (int'l student ID) is available from UC International on campus at 3134 One Edwards. You will need to submit one passport-sized photo with your application.
 - 2) Please wait to buy airline tickets until after the program has been confirmed. We will need a minimum of 10 students to run Germany and France/Spain and 15 students for Chile.
 - 3) Upon your acceptance into the short course, you will need to enroll for the appropriate course (22-INTB-801 to 807 depending on the country) the quarter before or after your international seminar. You will be responsible for regular UC tuition for 4 credit hours.
 - 4) UC International grants are available. Apply by Jan. 15 for spring break, or July 15 for September program.
Download application at <http://www.uc.edu/global>