



# INTERNATIONAL BUSINESS SEMINAR #1

**Pre-Departure Meeting (NIU Campus): December 4, 2015**

**Overseas Seminar:  
December 27, 2015 - January 10, 2016**

**London, United Kingdom  
Paris, France  
Geneva, Switzerland  
Heidelberg, Germany  
Amsterdam, the Netherlands**

**SEMINAR DATES:** In addition to the overseas portion of the program, participants will officially begin the seminar in DeKalb, Illinois on the NIU campus on Friday, December 4, 2015. The overseas seminar will officially begin with departure from the U.S. for London on Sunday, December 27, 2015. The program will end on Sunday, January 10, 2016 in Amsterdam.

**OBJECTIVES OF THE SEMINAR:** The overall purpose of this seminar is to provide participants with an opportunity to be exposed to the international business environment and practices outside the United States. In addition, participants will have a chance to develop insight into the cultural, social, and political environments of each country to be visited. Participation in an International Business Seminar is a unique way for individuals who are interested in pursuing a career in international business, or a related field, to acquire a firsthand view of international business practices, and experience the excitement of traveling outside the United States.

**SEMINAR COORDINATION:** This seminar is offered in cooperation with International Business Seminars in Scottsdale, Arizona. Seminar coordination and logistics are provided by Professor Daniel Brenenstuhl, director of International Business Seminars. Students who wish to receive academic credit for their participation in a seminar should enroll for the seminar through Northern Illinois University.

**NIU SEMINAR COORDINATOR:** Chih-Chen Lee, Professor of Accountancy in the Northern Illinois University's College of Business will be responsible for advising students enrolled for this seminar through NIU, along with the oversight of their course requirements. Faculty leading the seminar will be from a variety of U.S. colleges and universities.



**SEMINAR AUDIENCE:** Although this seminar is an academic seminar, it has been designed with a variety of audiences in mind. Non-traditional students (i.e., professionals, individuals with an interest in this subject matter, etc.) as well as currently enrolled students are encouraged

to participate in this seminar. All participants will receive academic credit, and non-traditional students will be enrolled as visiting students (at the undergraduate level) or students-at-large (at the graduate level). Space is limited and qualified applicants will be accepted on a first-come-first-serve basis.



**SEMINAR SESSIONS:** The seminar visits will average about two to three hours each day. The type of presentation will vary from company to company; however, almost all presentations will include input by management personnel. The sessions may include lectures, panel discussions, plant tours, or some combination of all these elements. Past experience has shown that students learn a great deal from the question/answer session which is a part of each visit; thus, students' questions are highly encouraged. In addition, there are group meetings with faculty that average two hours each and organized tours as well as faculty-directed instruction during coach travel times between destinations.

Seminars are normally held in the mornings and/or the afternoons. In some instances, a company will have a session that lasts the entire day; however, as mentioned above, most will run from two to four hours. Some companies provide a lunch, usually with management personnel in attendance. Seminars will usually be held during weekdays (Monday through Friday); however, there normally will be some free time during these days to allow participants access to shopping facilities, banks, and other facilities of interest that are not normally open on Saturdays and Sundays. Weekends, on the whole, are free; however, some weekend time may be reserved for travel to new destinations.

**ACADEMIC CREDIT:** For satisfactory participation in the seminar, participants will be enrolled for the spring 2016 semester and will receive **three** semester hours of undergraduate or graduate credit in **one** of the following NIU courses. The courses taken while participating on a seminar **cannot** be audited.

**UNDERGRADUATE CREDIT:****MKTG 387: International Study in Marketing** **3 semester hours**

**Description:** Short-term study-abroad experience to study cultural differences, problems, issues, trends, and practices in marketing within the international environment. Includes visits to foreign organizations, presentations by marketing managers and executives, and discussions with foreign and domestic international faculty. Supervised by a faculty member.

**Prerequisites:** UBUS 310 or MKTG 310, or consent of department.

**OR**

**INTL 301: Study Abroad Programs** **3 semester hours**

**Description:** Course work undertaken as part of an approved university study abroad program. May be counted toward the satisfaction of general education requirements if approved as the equivalent of an authorized general education course.

**GRADUATE CREDIT:****MKTG 601: International Study in Marketing** **3 semester hours**

**Description:** Short-term study-abroad experience to study cultural differences, problems, issues, trends, and practices in marketing within the international environment. Includes visits to foreign organizations, presentations by marketing managers and executives, and discussions with foreign and domestic international faculty. Supervised by a faculty member.

**Prerequisites:** MKTG 505 or consent of department.

**OR**

**IDSP 501: Study Abroad Programs** **3 semester hours**

**Description:** Course work undertaken as part of an approved university study abroad program. May be repeated to a maximum of 9 semester hours.

**INTL 301 and IDSP 501:** Non-NIU students and students who have already received credit in MKTG 387 or MKTG 601 must enroll in INTL 301 (undergraduate level) or IDSP 501 (graduate level). Non-NIU students wishing to enroll in MKTG 387 or MKTG 601 may petition the chair of the Marketing Department for admission into this course. Please contact the Study Abroad Office for further information on the petition process.

**COURSE REQUIREMENTS:** Participants must attend an orientation meeting prior to the seminar on the DeKalb Campus with Professor Lee. Participants must also attend all scheduled seminar activities to include: group meetings, city tours, and business visits. Finally, participants must also prepare a seminar paper. Graduate level students will be required to complete papers 10-15 pages longer than those produced at the undergraduate level and should reflect a higher level of scholarly accomplishment and research. Graduate level work will be evaluated using a higher set of expectations and requirements.

The seminar paper consists of three parts: a summary (one to two, double-spaced, typewritten pages) for each business visit. Each summary should stress the academic concepts discussed by the seminar faculty during the orientation meeting on the first day of the seminar. The second part is a summary (six - eight pages) of your cultural experiences in each city. The third part is an in-depth analysis (five - six pages) of one of the businesses visited.

For the in-depth analysis, each participant will be assigned to a team of four to six students prior to the seminar. Each team will be assigned one of the organizations that will be visited during the seminar. Prior to visiting the organization, the assigned team will give an oral presentation that will provide an introduction and overview of the organization to the other participants. During the visit, team members will be introduced to the organization's presenters, and the team members will be expected to contribute more to the question and answer session during the presentation. Finally, the team members or representatives of the team will thank the presenters and give them gifts from the IBS group.



Each member of the team will be expected to research the assigned organization prior to the beginning of the seminar. Each team will be expected to meet on their own, after the seminar starts, to plan their introductory presentation to the other seminar participants, to develop questions that will be asked during the question and answer session, and to determine which team members will make concluding remarks and present the gifts to the organization's presenters.

The third part of the seminar paper is a summary (five - six pages) of the in-depth analysis of the assigned firm. This part is not a team report, but it should cover the main points learned through each team member's research of the organization and the presentation given by the organization.

The seminar faculty will discuss the requirements of the seminar paper during the orientation meeting on the first day of seminar. Seminar faculty will also discuss how teams should make the introductory presentation, the kinds of questions to ask during the seminar, and how to make concluding remarks and present gifts.

The seminar paper must be turned into Professor Lee and the IBS Seminar Faculty by **March 15, 2016**. Late submission of this paper can result in your grade being lowered.

**INDEPENDENT RESEARCH/STUDY PROJECT (Optional):** Individuals who wish to earn three *additional* hours of undergraduate or graduate credit may do so by completing an independent research/study project under the direction of Professor Lee, NIU seminar coordinator. The topic to be researched/studied must (1) be related to a topic or subject introduced during the seminar (2) be approved in advance by Professor Lee as part of a written proposal (3) be of such a nature that the topic can be researched and data gathered while the seminar group is overseas and (4) be completed and submitted for final evaluation to Professor Lee not later than **April 15, 2016**.

Individuals completing the project will receive *three* semester hours of undergraduate or graduate credit in one of the following NIU courses:

#### UNDERGRADUATE CREDIT:

<b>MKTG 491: Independent Study in Marketing</b>	<b>3 semester hours</b>
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**Description:** Studies conducted through special readings or projects in topics in marketing.

**Prerequisites:** UBUS 310, UBUS 311, and consent of department

#### GRADUATE CREDIT:

<b>MKTG 604: Independent Study in Marketing</b>	<b>3 semester hours</b>
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**Description:** Available to graduate students of demonstrated capability for intensive independent study in marketing. May be repeated to a maximum of 6 semester hours when the topic varies. Not available for S/U grading.

**Prerequisites:** MKTG 505 and consent of department.

**HONORS CREDIT:** Qualified students may also elect to receive Honors credit for any course(s). For more information please contact the University Honors Office.

**APPLICATION AND ADMISSION REQUIREMENTS:** The seminar is open to undergraduate and graduate students who meet the NIU general admission requirements, and who are interested in global business. Currently enrolled students must meet NIU Graduate School and College of Business GPA requirements. Students who are on academic probation are not eligible to participate. **Applicants must participate in the *entire* seminar and satisfy NIU undergraduate or graduate admission and course requirements. Except in cases of extreme emergency, students may not arrive after or depart before the dates indicated for the seminar.**

Students cannot have any encumbrances against their NIU records. Any encumbrances placed on a student's records by NIU (i.e., the Graduate School, Undergraduate Admissions, Bursar's Office, Accounts Receivable, Registration and Records, Health Services, Parking Services, etc.) must be cleared before a student is granted admission to a study abroad program

For undergraduate students to be admitted to the seminar, an applicant's official transcript must be on file in the NIU Study Abroad Office. Students who are currently enrolled at NIU, or who have previously enrolled at NIU, do not need to request an official transcript: the Study Abroad Office will make this request on behalf of the applicant. Students who want to participate in the seminar and earn academic credit from NIU who have **not** previously enrolled at NIU, or who are not **currently** enrolled at NIU, should ask the Registrar at their institution to forward an official transcript as soon as possible to the Study Abroad Office. (Student-issued transcripts and photocopies are not acceptable.) Questions relating to the admission requirements or transcripts should be directed to the Study Abroad Office.

Students who desire to obtain graduate credit must either be admitted to a graduate program within the NIU Graduate School or be admitted to the status of a "student-at-large" (SAL) within NIU's Graduate School. For students to be admitted to the seminar for graduate credit, the applicant's official transcript must be on file in the NIU SAO. Students who are currently enrolled at NIU, or who have previously enrolled at NIU, do not need to request an official transcript. However, students who will participate in the seminar in order to earn academic credit as an SAL (students who have not currently enrolled nor previously enrolled at NIU) must provide a transcript from the baccalaureate institution and from any institution at which graduate credit has been earned. This document must be provided to the SAO before a student can be admitted as an SAL to the seminar. (Student issued transcripts and photocopies are not acceptable.)

Individuals do not, however, have to be currently enrolled in a college or university. Quite often the participants are practicing professionals or pursuing an advanced degree in a business-related area. Questions relating to the admission requirements should be directed to the NIU Study Abroad Office (SAO).

**APPLICATION:** Click [International Business Seminars Winter Break #1](#) or visit the NIU Study Abroad Office website at <https://niu.studioabroad.com> (and search for International Business Seminars Winter Break #1) to begin the online application process for this program. The online process provides guidance on requesting information, advising, or applying for the program. Please note that at the time of application, applicants will be expected to submit a signature verification form and copy of their ID to the Study Abroad Office. More detailed instructions can be found on the <https://niu.studioabroad.com> website or by contacting the Study Abroad Office at (815) 753-0700 or [niuabroad@niu.edu](mailto:niuabroad@niu.edu).

**\$200 APPLICATION FEE/DEPOSIT:** A \$200 application fee/deposit is required of all applicants. The \$200 is broken down into \$100 for the non-refundable application fee and \$100 for a program deposit. Both the application fee and the deposit will be applied to the total balance of the program cost. The \$100 deposit is refundable only if the participant withdraws prior to the withdrawal deadline indicated on the program materials or for medical reasons verified by a physician if the withdrawal takes place after the withdrawal deadline.

The \$200 application fee/deposit will be charged to NIU students' NIU Bursar's account. (Checks and money orders cannot be accepted from NIU students.) Non-NIU students must submit a check or money order in the amount of \$200. More detailed instructions regarding the application fee/deposit can be found on the seminar application website.

**IMPORTANT** – All applications will be categorized as "Pending – No Deposit" until the \$200 application fee/deposit has been received (or, in the case of non-NIU students, once a check has been received). The Study Abroad Office will not consider or process applications without the \$200 application fee/deposit. In order to reserve your place in the program you must submit the \$200 deposit within 14 days of application. After 14 days applications without a deposit will be inactivated.

**FINAL DATE FOR APPLYING FOR ADMISSION TO THE SEMINAR:**

November 16, 2015.

**ORIENTATION INFORMATION:** Orientation materials will be distributed by both NIU's Study Abroad Office and International Business Seminars in Scottsdale, Arizona.

**TRANSATLANTIC TRANSPORTATION:** Round-trip transportation on regularly scheduled airlines between selected gateway cities is provided as part of the seminar cost. Participants may travel overseas before the seminar or after completion of the seminar; but must travel one way with the group to qualify for the group airfare. Traveling before or after the seminar may change the price of the airfare package, thus flight schedules must be decided before the air ticket is issued.

It should be noted that the price of the seminar is subject to change if there is an increase in the airfare. After final payment of the seminar cost to NIU has been made, the seminar cost is guaranteed even if there is an increase in the airfare if no changes in travel plans are requested by the applicant.

If an applicant makes a request, or requests, for changes in air transportation there will be a fee levied for each requested change in travel arrangements.

**Please be aware that IBS has a 60 day cancellation policy as contractual commitments to hotels, transportation and ground services must be paid considerably in advance.** If cancellation notice is received less than sixty (60) days before the Seminar departure, no refund will be made of any monies received. NIU also has a program cancellation policy that participants should be aware of before canceling. Please also be aware that IBS and NIU cancellations policies and penalties are separate from any airline penalties participants may incur should they withdraw from the seminar after their air ticket has been purchased. **Most air tickets are nonrefundable but can be changed for a fee at the airline's discretion.**

**LAND TRANSPORTATION:** Students will normally be met on their arrival in the first city and transported from the airport to the hotel. Participants arriving earlier than day #2 or later than day #2 must make their own way to the hotel.

Some seminar visits are within walking distance from the hotels or are easily accessible by public transportation. Students will be provided with subway, train, or bus tickets when they are needed to reach the formal seminar sessions. For other seminar visits, private buses will be used.

All transportation will be provided between seminar cities and may include private buses, trains, and/or cruise ships. It will be each student's responsibility, however, to provide their own transportation and pay all expenses relating to informal activities in which they choose to participate during free time, including going out to restaurants, lounges, discos, museums, theatres, etc.

**HOTEL ACCOMMODATIONS AND MEALS:** Students generally stay in accommodations similar to ones in which the average business traveler stays. The accommodations are classified



as first class or superior tourist class. In most cities, the hotels are centrally located near entertainment centers, eating establishments, shopping centers, laundry facilities, public transportation, banks and post office facilities.

Participants will normally share a double room with twin beds and private bath and toilet facilities. Room assignments are rotated so that participants will get better acquainted with other members of the seminar. The faculty seminar coordinator will make the room assignments in each new city. Continental breakfasts, which normally consist of a roll, butter, jam, coffee/tea, will be provided by all hotels, however, the serving time for breakfast may vary from country to country. Students are responsible for all room charges including telephone, food, dry cleaning, etc. These charges must be paid at check-out.



**PASSPORT:** All participants are required to **possess** a valid passport. *Important Note: U.S. passports must be valid SIX months beyond the intended stay overseas.* Individuals who do not currently possess a valid passport should apply for one immediately upon acceptance into the program. Information on acquiring a U.S. passport is available at the U.S. State Department's website: <http://travel.state.gov/content/passports/english/passports.html>.

**VISAS:** U.S. passport holders do not need special visas for this seminar. Foreign passport holders may need special visas for travel in Europe and are responsible for obtaining all necessary visas.

**INTERNATIONAL STUDENT IDENTITY CARD: INTERNATIONAL STUDENT I.D. CARD (ISIC):** The ISIC is provided as part of the program cost. The International Student I.D. card can provide discounts on international airfare. Students will receive an application and instructions for obtaining this card when accepted into the program.



The International Student Identity Card also includes a limited health and accident insurance policy which is only valid outside the U.S. Students will have to pay bills at the time of treatment and will be reimbursed later.

**PASSPORT AND ISIC PHOTOS:** You may have your passport and/or ISIC photo(s) taken in the NIU Study Abroad Office. Photos are \$3.00 for the first photo and \$2.00 for each photo after that. After the first two photos, photos must be purchased in multiples of two. Photos are usually developed while you wait. Study Abroad Office hours are 8:00 a.m. – 12:00 p.m. (closed over the lunch hour) and 1:00 – 4:30 p.m.



**NIU MAJOR MEDICAL INSURANCE:** NIU Student health insurance is required for participation in an NIU study abroad program. Participants not currently enrolled in the NIU Major Medical Insurance Plan will be enrolled by the Study Abroad Office. The NIU Major Medical Insurance Plan has a \$250 deductible clause. Students requiring medical attention will be expected



to pay any related costs and then file a claim with the NIU Student Insurance Office after returning to the States. Receipts showing payment for all medical expenses are required for reimbursement.

**NIU SEMINAR COST:** The seminar cost covers the following:

- 1) Airfare.
- 2) Hotel accommodations and daily Continental breakfast.
- 3) Surface transportation as described in this seminar announcement.
- 4) Sightseeing and excursions as outlined in this seminar description.
- 5) Seminar visits to businesses/industries.
- 6) Three or six semester hours of undergraduate or graduate credit.
- 7) NIU major medical insurance.

**SEMINAR COST: \$7,490**

All prices quoted are subject to change. The information contained in the program documents and forms is presented in good faith and is believed to be correct as of the date presented. Northern Illinois University reserves the right to amend, modify, revise, or delete any information appearing in these documents, including but not limited to the cost of the program.

Non-NIU students should consult with their home institutions regarding additional costs that may apply to study abroad. Non-NIU students are responsible for any study abroad charges imposed by their home institution.

**ADDITIONAL COSTS TO PARTICIPANTS:** Several costs are not included in the program cost that is cited above. Other expenses that will be incurred by the participants include:

- Cost of acquiring a passport (approximately \$135, including passport photos)
- Visa fees (if applicable)
- \$40 Undergraduate application fee (**Non-NIU** undergraduate students only)
- Most lunches and dinners
- Entrance fees for free-time pursuits
- Purchases of a personal nature

The amount of spending money recommended by past participants ranges from \$50-\$150 per day, depending on an individual's spending habits.

**NIU UNDERGRADUATE APPLICATION FEE:** There is a \$40 non-refundable Undergraduate application fee for students applying to NIU for the first time. If you are currently enrolled at NIU as a degree-seeking undergraduate student, you are not required to submit this payment.

If you are applying to NIU for the first time you will be provided with a link in your acceptance packet that will guide you to the online NIU Undergraduate Application. In the online application you will be asked to pay the \$40 application fee by credit card or check.

**FINANCIAL AID:** As a participant in a study abroad program through NIU, you may be eligible for: Pell Grant, SEOG, Perkins Loan, PLUS Loan, Subsidized or unsubsidized Stafford Loan, or your privately awarded scholarship with consent of awarding organization. Information is also available in the Study Abroad Office regarding scholarships and grants. Tuitions waivers do not apply. Please contact the Study Abroad Office at (815) 753-0700 or [niuabroad@niu.edu](mailto:niuabroad@niu.edu) for more information.

**WITHDRAWAL FROM THE SEMINAR:** Applicants withdrawing from the program less than sixty (60) days before the seminar departure will not be refunded the \$100 NIU program deposit and will also be held accountable for any funds obligated to by IBS to overseas vendors and agents on the applicant's behalf. This provision is in effect even if the applicant has not submitted the \$100 deposit or additional payments, and if the applicant is applying for financial aid.

If the applicant must withdraw from the seminar less than sixty (60) days before the seminar departure date for medical reasons, funds obligated on their behalf to overseas vendors can only be refunded if:

- 1) The request is submitted to the Study Abroad Office in writing and accompanied by a signed statement stating that travel is not advised from a physician on the physician's letterhead; **and**
- 2) NIU is able to obtain refunds from overseas vendors and agents.

**CANCELLATION OF THE SEMINAR:** The Study Abroad Office and International Business Seminars reserve the right to cancel this seminar if the minimum required enrollment is not attained. If, prior to the commencement of the seminar, a U.S. State Department Travel Warning is issued for any of the countries to be visited, all applicants will be notified promptly of the warning and the possibility of cancellation of the seminar. If, during the course of the seminar, a U.S. State Department Travel Warning is issued for the country the group is currently in, students will be promptly notified of the warning and the advisability of canceling the seminar.

NORTHERN ILLINOIS UNIVERSITY AND INTERNATIONAL BUSINESS SEMINARS RESERVE  
THE RIGHT TO ALTER OR CANCEL THIS PROGRAM AS MAY BE DEEMED NECESSARY!

**INTERNATIONAL BUSINESS SEMINAR #1**  
**December 27, 2014 - January 11, 2015**  
**London, United Kingdom; Paris, France; Geneva, Switzerland;**  
**Heidelberg, Germany; Amsterdam, the Netherlands**

DAY/DATE	ACTIVITY	LODGING
<b>Friday, December 4</b>	<b>On-Campus Orientation Meeting for undergraduate and graduate-level students. Time TBD.</b>	
Sunday, Dec. 27	Depart USA	Airplane
Monday, Dec. 28	Arrive London, Transfer to hotel Meet in the lobby for a visit to the Leicester Square Area	London
Tuesday, Dec. 29	<b>Orientation Session</b> City tour of London	London
Wednesday, Dec. 30	<b>Chelsea Football Club</b> <b>British Museum</b>	London
Thursday, Dec. 31	<b>Introduction to the History of the European Union</b> Evening Free/Celebrate New Year's Eve	London
Friday, Jan. 1	Depart London for Paris by Eurostar Train No. 9020 Arrive Paris, transfer to hotel Informal metro/walking tour of Paris Hard Rock Café for program (Dinner included)	Paris
Saturday, Jan. 2	<b>Living &amp; Working in the European Union</b> <b>Speaker: Graham Brown</b> Paris City Tour	Paris
Sunday, Jan. 3	Free day to enjoy Paris (Optional program at the Musée D'Orsay is possible)	Paris
Monday, Jan. 4	Paris to Geneva by coach Midterm discussion on the coach Arrive in Geneva	Geneva
Tuesday, Jan. 5	<b>World Trade Organization</b> Depart Geneva for Heidelberg by coach Arrive Heidelberg	Heidelberg
Wednesday, Jan. 6	<b>Deutsche Bank (in Frankfurt)</b> Free time to enjoy the city of Heidelberg	Heidelberg
Thursday, Jan. 7	Depart for Amsterdam by coach Arrive Amsterdam	Amsterdam
Friday, Jan. 8	<b>PricewaterhouseCoopers</b> <b>Heineken Experience as Corporate Innovation</b>	Amsterdam
Saturday, Jan. 9	<b>In-depth wrap-up discussion session</b> Free day to explore Amsterdam	Amsterdam
Sunday, Jan. 10	Return to USA or being independent travel	

**Itinerary subject to change.**