



# **MBA Study Abroad Program: Understanding Business and Culture in Latin America: Peru and Panama**

**January 4 - 14, 2019**

This study abroad program is coordinated by the Northern Illinois University Study Abroad Office (SAO), in cooperation with the NIU College of Business and Department of Marketing.

**PROGRAM DATES:** The overseas component of the program will officially begin with departure from O'Hare International Airport on Friday, January 4, and conclude with arrival back in Chicago on Monday morning, January 14, 2019. In addition to the overseas portion of the program, participants will officially begin the study program with two pre-program meetings on Saturday in November at NIU Naperville and during the week of December 17, location to be determined. There will also be a post-program meeting in February 2019.

**PROGRAM DIRECTOR:** Ann Carrel, Assistant Dean, MBA Programs, NIU College of Business. Dr. Carrel has led previous MBA Study Abroad Programs to sites such as UAE and South Africa, Ireland, China and Singapore, Australia, Turkey and the United Kingdom, Germany and Austria, Denmark and Norway, Italy, Hungary, and the Czech Republic, Portugal and Spain, and Chile and Brazil.

Ann Carrel is responsible for coordination and logistics of the program. She will conduct orientation and pre-trip student meetings and she will lead the MBA Study Abroad Program with the assistance of expert colleagues located in the site destinations.

**OBJECTIVES OF THE PROGRAM:** The overall purpose of this program is to provide participants an opportunity to be exposed to the international business environment and practices outside the United States. Focus will be on gaining an understanding of Latin America business and globalization. This program will provide participants an opportunity to develop insight into the cultural, social, and political environments as well as the business practices of the countries visited.

**PROGRAM SITES:** The program will take place in Lima, Peru and Panama City, Panama.

**Lima, Peru.** Lima is the capital and the largest city of Peru. It is located in the valleys of the central coastal part of the country, overlooking the Pacific Ocean. Together with the seaport of Callao, it forms an urban area known as the Lima Metropolitan Area. With a population approaching 9 million, Lima is the most populous are of Peru and the fifth largest city in the Americas. Lima was founded by Spanish conquistador Francisco Pizarro in 1535, as *Ciudad de los Reyes*. It became the capital and most important city in the Spanish Viceroyalty of Peru. Following the Peruvian War of Independence, it became the capital of the Republic of Peru. Today, around one-third of the Peruvian population lives in the metropolitan area. Lima is home to one of the oldest higher learning institutions in the New World. The National University of San Marco, founded in 1551 during Spanish colonial regime, is the oldest continuously functioning university in the Americas. In October 2013, Lima was chosen in a ceremony in Toronto to host the 2019 Pan American Games, winning with an enormous advantage over the other two finalist cities.

**Panama City, Panama.** Panama City is largest city and capital of the Republic of Panama. It has a population of approximately 900,000, with a total metro population of just more than 1.4 million, and is located at the Pacific Coast entrance of the Panama Canal. The city was founded in the 16<sup>th</sup> century and has become a hub of shipping and industry, in part due to its proximity to the Panama Canal, built at the turn of the 20<sup>th</sup> century. From 1980s to the mid-1990s, Panama experienced political turmoil and a lackluster economy however by the late 1909s, commerce improved in response to a new stable government. Panama City has a young population with a cultural mix, most notably those born from a mix of Native American and European ancestry, and those of both European and African heritage.

**PROGRAM AUDIENCE:** Space is limited to **20 NIU Evening MBA students**. Students must have Graduate School good academic standing (cumulative GPA of 3.0 or better) to be eligible for participation. Space is limited and qualified applicants will be accepted on a first-come-first-serve basis. **Minimum of 10 student participants required.**

**PROGRAM SESSIONS:** The program has formal visits which will average about 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. Sessions 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. There will be free time during the day to allow participants access to shopping facilities, banks, and other facilities of interest that are not normally open in the evening or on Saturdays and Sundays.

**ACADEMIC CREDIT:** For satisfactory participation in the seminar, MBA student participants will be enrolled for the Spring 2019 term and will receive three (3) semester hours of graduate credit in the following NIU course.

<b>MKTG 601: International Study in Marketing</b>	<b>3 semester hours</b>
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. <b>Prerequisites &amp; Notes:</b> PRQ: Phase One Completed.	
<b>OR</b>	
<b>MKTG 660: Marketing Seminar</b>	<b>3 semester hours</b>
Topics vary but usually focus on current issues in managing marketing functions or recent developments in knowledge or skills for marketing professionals. May be repeated to a maximum of 6 semester hours. <b>Prerequisites &amp; Notes:</b> PRQ: Phase One Completed.	

**PROGRAM REQUIREMENTS:** Participants must attend meetings prior to and after the overseas component of the program. These meetings will be held at the NIU Hoffman Estates or Naperville centers with Dr. Carrel. MBA student participants must attend all scheduled program activities to include: business visits, lectures with business executives, and city tours, and other activities included in the itinerary. The course requirements consist of assigned readings, a pre-trip gradable assignment, and a course paper (which is outlined below).

**PROGRAM/COURSE MATERIALS (pre-program reading)**

- Pre-program readings (provided by the MBA Program).
- A current text about global marketing strategy or topic related to business in Central America (provided by the MBA Program).

**PROGRAM/COURSE DELIVERABLES**

- **Company Snapshots/Research, Proposed questions: due January 3, 2019.**
- **Course Paper, due March 17, 2019:**
  - 1. Section 1, Global Awareness:** Reflect on your study abroad experience as it pertains to global awareness (*i.e.* environmental, social, cultural, political, economic). Discuss one example from each country that impacted a change in your attitudes, values, or beliefs in either your personal or professional life as a result of the trip. (suggested 2 to 3 pages)
  - 2. Section 2, Global Readiness:** Consider the presenters you observed during the international trip and reflect on your global attitude and experiences to assess your Global Readiness. You are encouraged to look at yourself as a business; discuss your resources, strategic objectives for long-term performance and short-term objectives, in the context of building global business skills. There are likely gaps you will need to address to become “great” in business. Provide a short list of action items (skills and/or experiences) you will need for you to obtain global readiness. (suggested 5 to 8 pages)

- 3. Section 3, Company Take-away:** List one key takeaway from each visit that you can apply to your personal or professional development. Discuss how the takeaway can be implemented to improve your current role or the overall performance of your organization.

Late submission of this paper can result in your grade being lowered. The final course paper will be a research paper based on assigned readings and your experiences and observations as they relate to your personal work situation.

Although not graded, a journal is recommended to document observations, notes from business visits and panel discussion, etc. Other factors that will be considered in awarding the course grade are: active participation in business visits and discussions and group etiquette.

#### Point Distribution for Paper

Section 1 –	20 points
Section 2 –	40 points
Section 3 –	20 points
Participation –	10 points
Grammar & Writing Style –	<u>10 points</u>
	100 points

#### Writing Your Paper

At the graduate level, students are expected to have an advanced writing style; therefore, all written assignments must be an original paper and presented in an organized format. Do not include verbatim passages without quoting and footnoting; also, I do not expect the majority of the paper to be quotes. All references must be cited as a footnote or endnote, with bibliography utilizing MLA style. This is to be individual work and my expectations are that the final paper will be your thoughts and analyses.

Because effective communication is a primary element of success in today's business environment, spelling, grammar and punctuation will be a component of the grade. A cover page, headings, sub-headings and page numbering should be included. Your paper should be single spaced, with a space between paragraphs. Do not use font smaller than 10. **Proofread and spell-check your paper.**

#### Academic Integrity

There will be **NO tolerance** for Academic dishonesty. Anyone caught cheating (including plagiarism) will be subject to full University sanctions, ranging from an F in this course to expulsion from the University. If the academic honesty policy is unclear in any way, it is your responsibility to ask for clarification.

**APPLICATION AND ADMISSION REQUIREMENTS:** The program is open to NIU Evening MBA students who are interested in international marketing strategy and management of global business. Students must be in good academic standing at the time of application. Students who are on academic probation are not eligible to participate. **Applicants must participate in the entire program. Except in cases of extreme emergency, students may not arrive after or depart before the dates indicated on the program itinerary.**

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, Office of Student Conduct, Health Services, Parking Services, etc.) must be cleared before a student is granted admission to a study abroad program.

**APPLICATION:** Click [here](#) or visit the NIU Study Abroad Office website at <https://niu.studioabroad.com> (and search for Evening MBA in Peru and Panama) to begin the online application process for this program. 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).

**APPLICATION DEADLINES**  
**IMPORTANT!**

**Step 1: The Pre-application form** for the NIU MBA-Administered Study Abroad Program is due in the MBA Program office by **October 8, 2018** with a copy of the information page of passport.

**Step 2: The online application** on the NIU Study Abroad Portal must also be completed by **October 8, 2018**.

*Space in this program is limited, so early application is recommended.*

**Upon acceptance into the program, applicants must change their status to “Committed” and complete *all* post-decisions items on the Study Abroad Portal in order to be considered an active participant and reserve their place in the program.**

**Accepted applicants who have not changed their status to “Committed” by October 8 will be withdrawn from the program.**

**\$1,000 DEPOSIT:** The \$1,000 application fee/deposit will be charged to NIU students' MyNIU account. The deposit will be applied to the program cost. (Checks and money orders cannot be accepted from NIU students.) 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 \$1,000 application fee/deposit has been completed on the Study Abroad. The Study Abroad Office will not consider or process applications without the \$1,000 application fee/deposit. In order to reserve your place in the program you must complete the deposit requirement on the Study Abroad Portal within THREE days of application. After three days, applications without a deposit will be changed to inactive.

**AIR TRANSPORTATION:** Transportation on reputable airline to country destinations and return to Chicago is provided as part of the program cost. It should be noted that the price of the program is subject to change if there is an increase in the airfare.

**LAND TRANSPORTATION:** Transportation will be provided for all scheduled itinerary activities. 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 stay in accommodations similar to ones used by the average business traveler. The accommodations are classified as 4- or 5-star hotels and are centrally located near entertainment centers, eating establishments, shopping centers, laundry facilities, public transportation, banks and post office facilities.

Participants will share a double room with twin beds and private bath and toilet facilities. The faculty coordinator will make the room assignments. Continental breakfasts 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. In-room WIFI is included in the program cost.

**PASSPORT:** All participants must have a passport in order to participate in this seminar.

*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.

Information on acquiring a passport is available at the U.S. State Department's Website:

<https://travel.state.gov/content/passports/en/passports.html>. Non-U.S. passport holders may need special visas for travel in these countries **and are responsible for obtaining all necessary visas.**

**NIU PROGRAM COST:** The total program cost covers the following cost-related items:

- Round-trip airfare from and to U.S. and between country destinations.
- Twin Room hotel accommodations (single supplement available for an additional fee)
- Daily continental breakfast
- In-room WIFI Access
- Land transportation for all program itinerary activities
- Sightseeing and excursions as outlined in the itinerary
- Program visits to businesses/industries
- Assigned course text and other reading materials
- **NIU MBA tuition for three semester hours of graduate credit (one MBA elective)**

**PROGRAM COST: \$5,775\***

\*This amount represents the total amount in *program charges and fees* that will be paid to NIU for this program. Please note that the following charges will post individually on your MyNIU account on or about November 15 and, when combined, will equal the program cost listed above.

- Study Abroad Program Charge
- Instructional Cost
- Academic Program Enhancement Fee (if applicable)

**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 or renewing a passport (approximately \$140, including passport photos)
- Most lunches and dinners
- Entrance fees for free-time pursuits
- Purchases of a personal nature
- Any country travel visas required for entry or country exit fees (subject to change by governments)

The amount of spending money recommended by past participants ranges from \$100-\$150 per day, depending on an individual's spending habits.

**WITHDRAWAL POLICY:** Applicants withdrawing from the program after October 8, 2018 will be held accountable for the program deposit and any funds obligated on their behalf.

For more information on the withdrawal policy, please contact the Instructor of Record, Ann Carrel.

**CANCELLATION OF THE PROGRAM:** The Study Abroad Office reserves the right to cancel this program if the minimum required enrollment is not attained. If, prior to the commencement of the program, a U.S. State Department Travel Advisory 3 or 4 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 program. In the event that the program is canceled by the Study Abroad Office, students shall receive a full refund of all monies. If, during the course of the program, a U.S. State Department Travel Advisory 3 or 4 is issued for the country the group is currently in, students will be promptly notified of the warning and the advisability of canceling the program.