



Northern Illinois University

Study Abroad Office

INTERNATIONAL BUSINESS SEMINAR SUMMER EUROPE SEMINAR

Required Pre-Seminar Meeting
(NIU Campus):
May 2, 2015

Overseas Seminar:
May 19 - June 9, 2015

Rome and Florence, Italy
Innsbruck, Austria
Munich, Germany
Reims and Paris, France
London, United Kingdom

SEMINAR DATES: In addition to the overseas portion of the seminar, participants will officially begin the seminar in DeKalb, Illinois on the NIU campus on Saturday, May 2, 2015. The overseas component will officially begin with departure from the U.S. for Rome on Tuesday, May 19, 2015. The program will end on Tuesday, June 9, 2015 in London.

OBJECTIVES OF THE SEMINAR: The overall purpose of this seminar is to provide participants an opportunity to be exposed to the international business environment and practices outside the United States. In addition, this seminar provides participants an opportunity to develop insights into the cultural, social, and political environments of each country. 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.

NIU SEMINAR COORDINATOR: Chih-Chen Lee, HSBC 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 COORDINATION: This seminar is offered by the Northern Illinois University College of Business and Study Abroad Office, 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.

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). The pre-departure and post-seminar meetings will be held on dates to be determined and are required of all participants. Space is limited and qualified applicants will be accepted on a first-come-first-serve basis.

SEMINAR SESSIONS: The seminar has approximately 13 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. 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 summer 2015 session 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.

HONORS CREDIT: Qualified students may also elect to receive Honors credit for any study abroad course(s) with the approval of Professor Lee. For more information please contact the University Honors Office.

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 and Notes: 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 counted toward the satisfaction of general education requirements if approved as the equivalent of an authorized general education course.	

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, including: 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 to 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 three, 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 to eight pages) of your cultural experiences in each city. The third part is an in-depth analysis (six to ten pages) of one of the businesses visited.



For the in-depth analysis, each participant will be assigned to a team of four-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 (six to ten 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 the 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 completed and submitted for final evaluation to Professor Lee and IBS not later than **August 8, 2015**.

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 and readings under the direction of Professor Lee, NIU Seminar Coordinator. Graduate and undergraduate students will complete similar requirements in terms of research/study projects and readings; however, graduate students will be expected to provide more depth and breadth in completing their projects. The projects and expectations will be discussed with all students prior to the seminar. The research/study project 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 **August 8, 2015**.

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

UNDERGRADUATE CREDIT:

MKTG 491: Independent Study in Marketing	3 semester hours
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Description: Studies conducted through special readings or projects in topics in marketing.
PRQ: UBUS 310, UBUS 311, and consent of department

GRADUATE CREDIT:

MKTG 604: Independent Study in Marketing	3 semester hours
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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.
PRQ: MKTG 505 and consent of department.

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 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* 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 or a copy of their 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 \(Summer\) #1](#) or visit the NIU Study Abroad Office website at <https://niu.studioabroad.com> (and search for *International Business Seminars (Summer) #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.

\$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: March 15, 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.

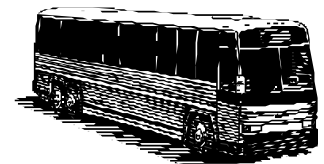


It should be noted that the price of the seminar is subject to change if there is an increase in the airfare. After final payment of the seminar cost to NIU has been made, the seminar cost is guaranteed even if there is an increase in the airfare if no changes in travel plans are requested by the applicant.

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.

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 #1 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 some 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.



NIU SEMINAR COST: The seminar cost covers the following cost related items:

- 1) Round-trip airfare from the U.S.
- 2) Hotel accommodations
- 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) Buffet breakfast daily
- 7) Three or six semester hours of NIU undergraduate or graduate credit
- 8) NIU major medical insurance

SEMINAR COST: \$8,505 (guaranteed until 3/15/2015)

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: Other expenses that will be incurred by the participants include:

- Transportation to and from airport in arrival city for those who don't book through IBS
- Cost of acquiring a passport (approximately \$140, including passport photos)
- Visa fees (not applicable for U.S. citizens)
- \$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.

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, MAP Award or your privately awarded scholarship with consent of awarding organization. Tuition waivers do not apply. Please contact Pamela Rosenberg, the Division of International Affairs business manager, at (815) 753-9530 or prosenberg@niu.edu for more information.

PASSPORT: - IMPORTANT - 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: <http://travel.state.gov/content/passports/english/passports.html>. 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: The International Student Identity Card is optional and can be purchased through the NIU Study Abroad Office. 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: Students may have their 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.

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
RESERVES THE RIGHT TO ALTER OR CANCEL
THIS PROGRAM AS MAY BE DEEMED NECESSARY!

NIU Study Abroad Office Website:
<http://www.niu.edu/studyabroad>

INTERNATIONAL BUSINESS SEMINARS SUMMER EUROPE SEMINAR

May 19 to June 9, 2015

Rome and Florence, Italy; Innsbruck, Austria; Munich, Germany;
Reims and Paris, France; London, United Kingdom

DAY/DATE	ACTIVITY	LODGING
Sat, May 2	On-Campus Orientation Meeting for undergraduate and graduate-level students	10:00 AM NIU
Tues, May 19	Depart USA	Airplane
Wed, May 20	Arrive Rome and transfer to hotel (3 day Rome Transport cards for everyone)	Rome
Thurs, May 21	Orientation Session Walking City Tour	Rome
Fri, May 22	Johnson & Johnson IBS Italia	Rome
Sat, May 23	Travel Rome to Florence Campriano Winery with lunch included	Florence
Sun, May 24	Florence Walking City Tour Afternoon free in Florence	Florence
Mon, May 25	Eli Lilly or Gucci Accademia Italiana – Fashion Design Institute	Florence
Tues, May 26	Travel from Florence to Innsbruck Innsbruck Tourist Board	Innsbruck
Wed, May 27	Swarovski Crystal Reidel Glassworks	Innsbruck
Thurs, May 28	Free Day for Outdoor Activities	Innsbruck
Fri, May 29	Free day for activities Mid-term discussion Tyrolean evening/Lantern Hike	Innsbruck
Sat, May 30	Travel from Innsbruck to Munich En route Dachau Concentration Camp	Munich
Sun, May 31	Free Day in Munich	Munich
Mon, June 1	BMS Dingolfing BMW Welt VBW – Vereinigung der Bayerischen Wirtschaft (Bavarian Business Association)	Munich

Tues, June 2	Travel from Munich to Reims (690 KMS)	Reims
Wed, June 3	Groupe Laurent-Perrier Champagne and Travel to Paris (150 KMS) City Tour of Paris	Paris
Thurs, June 4	Baccarat/Eurostar Hard Rock Café Seminar Evening cruise	Paris
Fri, June 5	Check out of the hotel and plan for departure Travel Eurostar from Paris to London Arrive in London at St. Pancras Station	Paris
Sat, June 6	City Tour of London Houses of Parliament then free afternoon to enjoy the city	London
Sun, June 7	Free day to enjoy the city of London	London
Mon, June 8	Swedish Chamber of Commerce Wrap-up session at the hotel	London
Tues, June 9	Return to the USA or begin independent travel	Airplane

Itinerary subject to change