

EUROPE BUSINESS

NORWAY, SWITZERLAND, GERMANY FRANCE, ITALY, CZECHIA, CROATIA

STUDY ABROAD SPRING 2023



Seven countries in Europe will be “the world as our campus” for four wonderful weeks in May and June 2023. This learning experience is designed for undergraduate business students; however, students of any major interested in global affairs and the humanities are also welcome. You will receive “on-the-ground” experience in European business, innovation, literature, history, and culture as we visit European companies, castles, and cafés. We will also enjoy the spectacular natural beauty of these countries, such as the Swiss Alps, the fjords of Norway, Plitvice Lakes in Croatia, the Dalmatian coast, Cinque Terra, and the breathtaking landscapes of Italy.

BUSINESS VISITS (tentative): Companies in a variety of industries, such as Porsche (factory tour), Nestle, L’Oréal Paris, Google, PricewaterhouseCoopers (PwC), Longines, Lindt and Spruengli, Omega Watch Company, Dow Company, Credit Suisse.

CULTURAL VISITS (tentative): **Italy:** (Rome, Milan, Florence) Cinque Terra, the Colosseum, Vatican, and Sistine Chapel, Michelangelo’s David; **Germany:** (Dresden, Berlin) Frauenkirche and Zwinger in Dresden, Berlin Wall, Brandenburg Gate, Nazi concentration camp; **Switzerland:** (Zurich and the Swiss Alps); Jungfrau, Harder Kulm **France:** (Paris) Eiffel Tower, the Louvre museum, Versailles; **Czechia:** (Prague) Charles Bridge, Prague Castle, Wenceslas Square; **Croatia:** (Split, Dubrovnik) Old town, Plitvice, **Norway:** (Bergen, Oslo) Fjords, Waterfront (Students will be able to visit **LDS temples in Paris and Rome**)

DATES

14 May – 12 June 2023 travel in Europe, classwork in Provo at the beginning of May

HOUSING

Students will stay in hotels. The program will arrange all housing.

COURSES

Students will enroll in the following courses while on this program:
MSB 430— Introduction to International Business (3 credit hours)

MSB 490R— Special Topics in European Business (3 credit hours)

This program will fulfill course, and international experience requirements for the **Global Management Certificate** offered by the Marriott School and for the **Global Business and Literacy Minor** offered by the Marriott School.

COST

\$7,800-8,200

Includes Latter-day Saint undergraduate full tuition (increased cost for graduates and non-Latter-day Saint students), housing, travel within Europe, group tours, approximately one-third of meals, and required international health insurance.

Does not include airfare to/from Europe, remaining meals, and any personal expenses such as public transportation, extra museums, theatres, attractions, and souvenirs.

FUNDING SOURCES

Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to Study Abroad programs. Students who submit the financial aid section of the ISP application and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB) will be considered for a Study Abroad scholarship. Private organizations, academic departments, and colleges may assist with scholarships and grants (see kennedy.byu.edu/scholarships).

TRAVEL

Students are responsible for purchasing their own airfare to and from the program. Airfare reservations must be made through BYU Travel. Students should contact a BYU Travel agent. 280 HRCB | (801-422-6293) | travel@byu.edu

PREPARATION

Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 1.0 credit hour) during the second block of winter semester 2023. Part-time BYU students and non-BYU students pay an additional tuition fee of approximately \$304. Students must meet all country- and program- specific COVID and health requirements for travel.

APPLICATION PROCESS

Complete the online application at kennedy.byu.edu/isp-apply. The application requires a \$35 fee. Applicants will be interviewed once the application is complete. Students will be notified via e-mail of their acceptance to the program. The first payment is due upon acceptance.

Deadline: 31 December 2022

FACULTY

Director: Darron Billeter is a member of the Marketing Group at the BYU Marriott School of Business, where he has taught for 15 years. Billeter has taught courses in the Executive MBA, MACC, and marketing program on innovation, marketing, and consumer decision-making. He holds an M.S. and Ph.D. in Marketing from Carnegie Mellon University and a M.S. in Industrial Engineering (logistics/supply chain coursework) from Northwestern University. Professor Billeter is the recipient of the most outstanding teacher award from the Marriott School of Business.

Assistant Director: Aaron Eastley is an Associate Professor in BYU's English Department. He also recently finished a five-year stint teaching for University Honors. He holds a Ph. D. from the University of California at San Diego and specializes in international literatures in English, British Modernism, and diaspora and globalization studies. He co-directed BYU study abroad programs in 2012 and 2019, visiting the U.K., Italy, and France.

SCHEDULE AND TIME COMMITMENT

This program will begin with an intensive week of classes on the BYU campus, followed by four weeks of travel in Europe.

INTERESTED STUDENTS SHOULD CONTACT

International Study Programs
101 HRCB
(801) 422-3686
isp@byu.edu | kennedy.byu.edu/isp

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PROGRAM ADJUSTMENTS

International Study Programs (ISP) reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost. If it becomes necessary for ISP to cancel a program, all program payments made to BYU ISP will be refunded to the student's BYU financial account. ISP is the only office authorized to cancel any of its programs.