Join us for the Europe Experience Design and Management study abroad program to six countries including Greece, Albania, Montenegro, Bosnia and Herzegovina, Croatia, and Italy. We will have the opportunity to visit emerging tourist economies and see how they leverage experiences to attract visitors from all over the world. We will visit providers and participate in a wide range of experiences ranging from, ocean excursions, bike tours, ancient ruins, museums, natural environments, unique experiences that are site-specific, castles, cathedrals, and national parks. Within these venues, we will participate in the experience they provide and meet with the venues’ management to learn about how they design and manage the visitor experience. Recently, it has been recognized that venues who design and implement top-tier customer experiences gain market share over their competition. Thus, this program’s learning outcomes are focused on helping students understand how to design and manage meaningful human centered experiences in a wide variety of settings. Analysis of venues and co-created staged experiences among some of the iconic attractions in the Balkan States, Europe, and Italy will serve as the context for student learning. Immersion in the exquisite scenery and adventures of Europe will be a highlight of the program.

DATES
July 2 – Aug 5, 2024

HOUSING
Students will stay in hotels, apartments, and hostels with other students in the program. The program will arrange all housing.
COURSES
Students will enroll in the following courses while on this program:
BUSM 430—Introduction to International Business (3 credit hours) – to be completed before leaving for Europe
EXDM 490R—Special Topics in Experience Design and Management (3 credit hours)

This program will fulfill course and foreign experience requirements for the Global Management Certificate offered by the Marriott School.

COST
$7,600–$8,000

Includes Latter-day Saint undergraduate full tuition (increased cost for graduates and non-Latter-day Saint students), transfers, group travel within Europe, housing, most breakfasts, group experience activities, and international health insurance.

Does not include other meals, airfare, personal experiences, and personal expenses.

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.

BYU Travel
(801) 422-6293 | travel@byu.edu | 280 HRCB

PREPARATION
BYU welcomes students from any university to apply to participate on our study abroad programs. However, internships and direct enrollment programs are limited to BYU Provo students. An international preparation course (IAS 201R, 1 credit hour) will be held during second block of Winter semester 2024.

Students must meet all country- and program- specific COVID and health requirements for travel.

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. Academic departments and colleges may assist with scholarships and grants. Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/ispscholarships/).

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: 1 November 2023

FACULTY
Peter Ward, an associate professor of Experience Design and Management, is the director of the program. He has directed 9 study abroad programs or international student research experiences to Europe, London Center, and Africa.
(801) 422-3140 | peter_ward@byu.edu

SCHEDULE AND TIME COMMITMENT
An intensive, condensed course will be taught the first week of Spring Term prior to travel. Students must arrive with the group and may not leave the group until the program is complete.

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

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.