

BUSINESS FUNDAMENTALS IN EUROPE

LONDON, PARIS, ROME

STUDY ABROAD SPRING 2024



DESTINATIONS: England (London), France (Paris), Italy (Rome)

Spend nine weeks in Europe during spring 2024 studying business fundamentals in an international context. You will live for three weeks in each of three spectacular world capitals: London, Paris, and Rome. In those cities, cohorts of about twenty students each will rotate through three classes that fulfill graduation requirements for both majors and minors in the Marriott School of Business: **Accounting 200, Marketing 201, and Global Supply Chain 201/211**. You will study these subjects in classroom facilities in each location with BYU faculty who teach these courses on campus. Classes will also visit companies that do business in Europe and worldwide, expanding your learning with global perspective, both for your career and personally.

Business visits (tentative): Amazon, Mini Cooper/BMW, HSBC, Intel, Bank of England, the International Accounting Standards Board (England); Disney, Microsoft, Goldman Sachs, GE Healthcare, Danone, Nike (France); Bulgari, Boeing, Amazon, Department of Commerce/US Commercial Service, Google, Deloitte or other Big Four accounting firms, Pirelli (Italy).

Cultural visits (subject to change—some with the group, others available on your own during free time):

England: Tower of London, Buckingham Palace, British Museum, Hyde Park, Westminster Abbey, Parliament/Big Ben, St. Paul's, Tower Bridge, musicals/plays, and day trips to Oxford, Coventry, Stratford-upon-Avon, Salisbury Cathedral, Stonehenge, and Bath.

France: Eiffel Tower, River Seine boat trip, Notre Dame (exterior), Louvre, Sacré-Cœur, Musée d'Orsay, Napoleon's tomb, Arc de Triomphe, Sainte-Chapelle, Versailles, Paris temple, and day trips to Normandy.

Italy: Vatican, Sistine Chapel, St. Paul's Basilica, Colosseum, catacombs, Forum/Mamertine Prison, Trevi Fountain, Pantheon, Borghese Gallery/Park, Spanish Steps, Rome temple, and day trips to Milan, Florence, Pisa, and Venice.

DATES

April 28–June 29, 2024

HOUSING

Students stay in hotels or residence housing, close to classroom facilities. All housing and in-Europe travel will be arranged by the program. Some housing may include kitchen facilities to prepare your own food.

COURSES

Students will receive 12.0 credit hours (in addition to the 2.0 credit for the prep course) for the following:

ACC 200—Principles of Accounting (3.0 credits in spring term)

MKTG 201—Marketing Management (3.0 credits in spring term)

GSCM 201/211—Intro/Global Issues in Supply Chain Management (3.0 credits in summer term)

MSB 430— Introduction to International Business (3.0 credits in summer term; self-paced chapter readings and quizzes)

If you have already taken one of the above courses, you will take the online course MSB 432—International Business and Culture, which satisfies an elective and requirement for the Global Business Certificate. If you have taken two of the above courses you will also be able to take a second alternate course, MSB 490R, which will be a reading/paper course on International Business. This program will fulfill course and international experience requirements for the Global Business Certificate and the Global Business and Literacy Minor offered by the Marriott School.

COST

\$9,200 – \$9,900

Includes Latter-day Saint undergraduate full tuition (increased cost for graduate and non-Latter-day Saint students) which flows directly to the program to reduce costs, lodging, group cultural activities, international health insurance, and some meals.

Does not include airfare; personal expenses such as non-covered meals, souvenirs, public transportation, and museums; or other free-time activities that are not part of the program.

TRAVEL

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

PREPARATION

Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 2.0 credit hours), held on an evening (to be determined) twice a week during winter semester 2024.

Included in this course will be the beginning of the three core classes of Accounting, Marketing, and Supply Chain, to be finished in Europe. Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately \$304.

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/scholarships).

APPLICATION PROCESS

Students must be 18 years of age or older. Complete the online application at kennedy.byu.edu/isp-apply.

A non-refundable \$35 application fee is required. Applicants will be interviewed once the application is complete and will be notified via e-mail of their acceptance into the program. The first payment is due upon acceptance.

Space is limited and will fill fast. Priority will be given to early applicants.

Application Deadline: 15 February 2024

FACULTY

Faculty will be selected from the Marriott School's Accounting and Marketing & Global Supply Chain departments. Each faculty member is uniquely qualified to teach the offered classes on this program as well as inject international business acumen as part of the total experience.

INTERESTED STUDENTS SHOULD CONTACT

The Global Business Center | 360 TNRB | (801) 422-6495 | globalbusiness@byu.edu | gbc.byu.edu

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.