BUSINESS 494 EUROPEAN BUSINESS TRAVEL

Course Description and Objectives
The objective of The European Business Travel seminar 2012 is to provide maximum exposure of students to various businesses and cultural experiences. It included visits to 4 countries in Central Europe: Netherlands, Germany, Switzerland and France. You will have the opportunity to explore famous historic cities and deal with three different currencies (U.S., Euro, Swiss). You will complete self-assessments measuring culture adaptivity to better understand your ability to work in a global economy. In addition to the cultural component, you will visit a variety of businesses and government institutions and learn about cross-cultural differences in management techniques.

Objectives
Course Learning Objectives
• To develop an understanding of the political, social, economic, institutional, legal and cultural factors influencing business by comparing and contrasting the environments of U.S., Netherlands, Germany, and Switzerland.
• To understand how typical management functions (marketing, finance, human resources, accounting, operations, information systems) differ across countries.
• To develop an understanding of one’s own cultural adaptation skills including communication, interpersonal and global leadership readiness skills that are necessary to effective international business management.
• To provide students with an international travel experience that will expose them to economic, social, cultural, and political forces shaping international business, particularly as it pertains to central Europe.

COB/University Learning Objectives addressed by this course:
• Comprehensive knowledge of major business disciplines
• Global implications
• Ethical understanding
• Communication skills

University Learning Objectives addressed by this course:
• Knowledge of human cultures
• Written and oral communication
• Knowledge of sustainability and its applications
• Civic knowledge and engagement (global)
• Intercultural knowledge and competence
• Ethical reasoning and action
• Foundations and skills for lifelong learning

Pedagogy
• Lectures will be used to provide the foundation for understanding international business functions and strategy of central European companies. Lectures will include theory, research findings, and practical business examples.
• Students will complete a cultural adaptation skills inventory to assess their individual strengths and weaknesses with respect to communication, interpersonal, and global leadership readiness skills.
• Guided journal entries will be used to encourage reflection on specific topics related to the course (e.g., currency exchange, cross-cultural management)
• Readings and discussion will be used to familiarize students with current events.

Tentative Itinerary
• Pre-Travel: Orientation, course requirements, introduction to countries, business culture, European and U.S. businesses operating in Europe.
• Germany: Visits to Fachhochschule Osnabrück, Cloppenburg, Bremen, Hamburg/Hannover (Rathaus, Museum der Arbeit, fish market, Hamburg Animal Park), Munster (University of Munster, Alstadt, St. Paulus Cathedral)
Professionalism and Integrity
Professionalism is expected of the instructor and students alike.

• Keep up with the readings and homework, attend any meetings on time and be prepared.
• Turn off cell phones, put away pda’s, newspapers, and other materials you are not using for the course. Do not multi-task during class time and group meetings.
• Contact your instructor and/or group members if you must miss a class or meeting, arrive late, or leave early.
• Adhere to University and COB policies concerning academic dishonesty: “Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors” (s. UWS 14.01, Wisconsin Administrative Code). System guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Handbook. Students who are unsure about how to cite a particular reference or who have questions about when to cite references are responsible for clarifying these issues with me prior to handing in an assignment. Violations of these codes will result in a penalty commensurate with the offense and a letter to the College Dean and Dean of Students.

Required Text and Readings
To be announced.
Course D2L site at https://uwosh.courses.wisconsin.edu/

Course Structure and Requirements
The course will be a mixture of lectures, discussions, and exercises. Grades will be assigned based on the final distribution of total points earned:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Points</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Journal Entries/Blog (7)</td>
<td>25 each</td>
<td>35%</td>
</tr>
<tr>
<td>Cultural Assessment/Participation</td>
<td>150</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project</td>
<td>175</td>
<td>35%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>500 points</td>
<td>100%</td>
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Point Distribution and Grading: Final course grades will be based on the points earned from each of the following course requirements (all requirements must be completed to pass the course). Grades will be determined based on the distribution of total points at the end of the course: 93% = A; 90% = A-; 87% = B+; 84% = B; 80% = B-; 77% = C+; 74 = C; 70% = C-; 67% = D+; 64 = D; 60 = D-; <60% = F.

Journal/Blog Entries
Each participant is required to maintain a journal. The purpose of the journal is to have an additional medium of communication between the student and the instructor and to give students an opportunity to reflect upon their experiences. In addition to answering specific questions by the instructors, the journals may include reactions to the lectures, discussions, experiential exercises, readings, and visits to places of cultural, social and economic interest. Students will be asked to do one day of blogging for the college blog (in lieu of a journal entry for that day.) Blog dates will be assigned during the pre-travel orientation.

Cultural Assessment /Participation
Students will complete culture assessments and share their reflections/insights: before leaving for Europe. These exercises will be made available on our class D2L site. The purpose of these exercises is to help you understand your personal “readiness” to travel and live internationally. In addition, you will be graded on your participation in the international experience as we travel abroad. We expect that our students will demonstrate openness to the cultures we experience, curiosity and interest in these cultural differences, respect for the cultures and traditions of our hosts, etc.

Group Project (Project descriptions can be found on D2L)
Undergraduates: For this project, you work as a team to conduct a compensation evaluation for an international assignment.
Graduates: For this project, you will be a member of a management due diligence team for a hypothetical organization. Your firm is looking for a location for a new production facility in your geographic region. Your team’s goal is to do a comparative analysis, a cross-national comparison of various cities within the region.

Attendance Policy:
Attendance at all class sessions and company visits is mandatory.

Conduct:
Your conduct in class, during company visits and during all times you are traveling as part of this program should be beyond reproach. Your grade is at risk if you behave in a manner that reflects negatively on the University and College. The Office of International Education has specific policies regarding conduct during international travel. We will strictly follow those policies. You will receive a copy of those policies during the registration and orientation process. You are responsible for understanding those policies. Have fun but at all times, please remember that you are representing your country as well as your university.