

CENTRAL EUROPE

Global Business Experience
July 2 - July 15, 2017



Program Goals

Join the Wayne State University School of Business for a 13-day trip to Germany and Poland. The students will travel to Berlin, Krakow and Wroclaw to learn about a variety of Eastern European companies and corporations that have left a mark on the international business community. Earn 3 credit hours in 13 experience-rich days of study and exploration in two historic and culturally vibrant Central Europe countries. The course includes meetings with domestic and international companies, tours of corporate manufacturing and distribution facilities, interaction with business, government and academic professionals and tours of cultural and historic sites.

Participants will explore Berlin, Wroclaw and Krakow, taking a "deep dive" into economic, political and social issues that impact international and local businesses in Germany and Poland. Students will visit Wroclaw University, one of the oldest academic institutions in Europe, the fascinating salt mines of Krakow and Auschwitz-Birkenau, the World War II Nazi concentration camp. Free time will allow visits other sites of personal interest.

**Student must arrive in Berlin to meet the group on July 2, 2017.*

Academics

GSC 4991, MKT 4991 or Directed Study in Major or MBA Concentration

3 Credits

The course can count as undergraduate elective for MKT, SCM, MGT, ISM majors or as a free Business elective. Also, open to students in the MBA program and could count towards one of the three elective courses for the SCM Concentration, the International Business Concentration, the Management Concentration, or the Marketing Concentration. Students must talk to advisors to determine how the credit will work toward his/her degree.

Costs

\$1,580 which includes accommodations, daily breakfast, group transfers, three group dinners, international health insurance, and administrative fees. *Excludes roundtrip airfare, additional meals, personal expenses, passport processing fees, and tuition. Current pricing reflects already subsidized funding from generous donors to make the program more affordable to students.*

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