



KNOW EUROPE 2012

UNIVERSITY OF
SOUTH FLORIDA
COLLEGE OF BUSINESS

Brussels-Amsterdam-Normandy-Paris-Barcelona



June
3
-
June
29



LOCATION OVERVIEW

The European Union (EU) is an economic and political union of 27 member states. The EU has developed a single market through a standardized system of laws which apply in all member states, ensuring the freedom of movement of people, goods, services, and capital. A common currency, the Euro, has been adopted by sixteen member states that are thus known as the Euro zone. The trip includes travel to the following locations: Brussels, Amsterdam, Normandy, Paris, Barcelona

THE EXPERIENCE

The program focuses on both European business and cultural differences. Students stay long enough in each place to make the local environment relevant and meaningful, and time is provided for them to enjoy the local scene thanks to local student mentors. All instructors are Europe-based and come from a variety of European universities and businesses. Sessions are taught in the location where the local business contexts provide the most relevant field trips.

COST

Estimated Costs \$4,990

(Does not include airfare and meals)

Website: http://www.ecole-management-normandie.fr/course/Know_Europe-18.html

COURSE OUTLINE

Know Europe is aimed to develop an awareness of the diversity of the European business context with both classroom work and field experience. It offers graduate students and business students in their senior year the opportunity to gain international business credits on an intensive 4-week course in Europe.

COURSES

The program features two (3) credit hour courses:

GEB 4935 / 6930 Know Europe I/II
MAR 4156 / 6158 International Marketing Management

PROGRAM INCLUDES

Accommodations across Europe
Transportation from/to arrival airport
Health Insurance
Business visits, cultural excursions
Two (3) credit hour courses
Pre-Departure Orientation

experience,
adventure,
education,
for life.

Coordinator

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