



INTERNATIONAL BUSINESS INSTITUTE

PRELIMINARY BULLETIN - 2010

The International Business Institute is a cooperative overseas program in international economics and business management. Affiliated schools include Anderson University, Biola University, Cedarville University, Cornerstone University, Eastern Mennonite University, Grace College, Houghton College, Messiah College, Mid-America Nazarene University, Milligan College, Mount Vernon Nazarene University, Olivet Nazarene University, Westmont College and Whitworth College. Students from other institutions are welcome but priority is given to the institutions that are affiliated with IBI. Students in the past have enrolled from the following institutions: Calvin College, Cambridge University (UK), Duke, Georgetown, Harvard, Pepperdine, UCLA, University of Chicago, St. Olaf, SMU, University of South Carolina, University of Tennessee, University of Virginia, Vanderbilt, Wake Forest, Wheaton College, and The College of William and Mary.

The International Business Institute is designed to give students in economics, business management and related areas a distinctive opportunity for a term of study that incorporates the international dimension of these fields in an experiential context overseas. The program is ten weeks in length and includes periods of significant residence in key locations as well as coordinated visits and presentations in the major political and economic centers of Russia, Eastern Europe, Western Europe and the United Kingdom.

An essential purpose of this program is to encourage and facilitate the integration of academic study with the international field experience. The academic work is conducted in a variety of settings from the usual classroom to corporate headquarters, manufacturing plants, and the offices of governmental or international agencies.

DISTINCTIVE FEATURES:

There are several features that make this program particularly distinctive. **First**, there is a significant degree of involvement by a distinguished group of faculty and lecturers drawn from leadership posts in private business and finance, government and academic life. Students are given an opportunity for personal and in depth contact with these persons beyond the usual classroom or lecture presentation. In the past, these have included parliamentary leaders, cabinet officials, top management personnel, and outstanding academic figures.

Second, the program concentrates on visits and contacts with leading companies and institutions in the fields of economics, business and finance, as well as national and international governmental agencies. These have included Mars Candy, IKEA, Credit Suisse, John Deere, Deutsche Bank, WTO, European Union, Nestle, Black and Decker and Shell Oil.

Third, the academic or classroom work includes the standard level of coverage in an on campus course but is coordinated with the enriching and complementary field seminar experiences and visits along with the guest faculty. This combination provides the student with the intellectual and analytical background and then confirms that with the field experience and personal contacts with guest faculty and resource persons.

PREREQUISITES:

The International Business Institute is a rigorous academic program. All participants are expected to have completed a full year of principles of economics, a semester of accounting or finance, and one course in management and marketing. These are the foundational courses which the student will find helpful in fulfilling the academic expectations of the program. Some exceptions may be made in consultation with the student's advisor and the Managing Director of IBI. A minimum GPA of 2.75 (on a 4.0 scale) is required at the time of participation which is usually following the completion of the junior year. A positive recommendation from a faculty member and the appropriate student affairs office is required along with the official transcript and notation of the student's GPA. **PLEASE NOTE: All IBI courses must be taken for a grade. IBI courses may not be taken on a Pass/Fail basis.**

CURRICULUM:

The following four courses of three semester credit hours are planned for the 2010 session of IBI:

Comparative Economic Systems: A survey of the major economic systems, including the underlying ideological foundations and institutional arrangements. The major theoretical aspects of various types of systems are covered in terms of political economy and their central organizational features. Special attention is given to changes and developments in the former Soviet Union and Eastern Europe. The European Union is covered in depth along with the major Asian economies of China and Japan.

International Trade and Finance: A survey of the analytical and institutional aspects of international trade and finance. The historical and contextual elements are the foundation for the examination of current theoretical and empirical approaches to international economic and financial relations. Major areas of emphasis include international finance, international trade, and regional economic integration. Special attention is also given to the issues of globalization and the problems of economic development.

Global Marketing: The theory and practice of contemporary global marketing management. The context or environment of international marketing management is covered along with the task of marketing within a variety of national and cultural markets. Major topic areas included in this course are: the global marketing environment; global market research, including market entry and product planning; marketing strategy in a global context. Assigned projects will involve students in global marketing research and analysis and well as case studies.

Global Business Strategy: This course is intended to integrate the field experiences and presentations by guest faculty and practitioners in the area of international business management with the reading and academic work including the recent developments and literature in this field. Students will be expected to prepare analytical reports on the various firms and institutions visited on the field seminar. Major topics covered in this course include: the role of the multinational firm in the global economy; international and global business strategy; cultural adaptation and organizational behavior in the global firm. The discussion of ethical values and issues in global management will also be included in this course as well as in the other courses.

2010 CALENDAR AND PROPOSED FIELD SEMINAR ITINERARY: PLEASE NOTE THAT THIS SCHEDULE AND THE RELATED ACTIVITIES ARE STILL TENTATIVE. THE DETAILED BULLETIN WILL BE AVAILABLE IN JANUARY WITH MORE DEFINITIVE INFORMATION.

The following is a projected calendar for the IBI 2010 program. There may have to be adjustments in this schedule due to factors beyond the control of program administration, but it is expected that any such changes will be minimal and the academic integrity of the program will be maintained. The Trans Atlantic flights will be from various gateways in the US and major travel on the continent will be by train and chartered private coach from The Netherlands.

May 19	Departures from the USA via Chicago and Newark (we may add one additional gateway)
May 20-21	Vilnius, Lithuania – orientation, introductory class and tour old capitol
May 22-26	Klaipeda, Lithuania at LCC International University – orientation, classes and corporate visits
May 27	Overnight sleeper train from Riga, Latvia to Moscow, Russia
May 28-June 1	Moscow, Russia – corporate and cultural visits
June 1	Flight from Moscow to Amsterdam or Frankfurt
June 2-7	Heidelberg, Germany – classes, corporate and cultural visits
June 8-12	Prague, Czech Republic – classes, corporate, and cultural visits
June 13-17	Innsbruck, Austria – classes, cultural visits and mountain excursion
June 18-21	Lucerne, Switzerland – classes and corporate visit in Zurich
June 22-24	Geneva, Switzerland – classes, corporate and governmental visits Day trip to Mt. Blanc at Chamonix, France. A day trip to Vevey.

CALENDAR AND PROPOSED FIELD SEMINAR ITINERARY: (continued)

- June 25** **Koblenz, Germany** – Rhine cruise en route to Oisterwijk
- June 26-July 16** **Oisterwijk, The Netherlands** – an academic conference center in the southern Netherlands. Classes and governmental visits, guest lecturers. This is a very comfortable setting in a hotel, which will be used exclusively for the IBI program during these three weeks. The location is a small charming village on the edge of a national forest. Every student will be assigned a bicycle during the three weeks the program is located here. A trip to Brussels and the EU Parliament as well as to a Dutch Christian University are planned.
- July 17-20** **The Hague, The Netherlands** – classes, corporate and cultural visits
- July 21-24** **Paris, France** – classes, governmental and cultural excursions
- July 25-28** **London** – classes and cultural excursions
- July 29** **Return flights to the US** – same gateways as departures

FIELD SEMINAR VISITS, BRIEFINGS, AND ACTIVITIES (PROVISIONAL SCHEDULE)

In each of the major cities visited there is often an introductory tour with a professional guide for orientation. There are also planned briefings, academic presentations, or visits to major corporations and businesses as well as governmental institutions. Although the primary emphasis of the program is related to business and economics, a significant portion of time is also devoted to points of cultural and historic interest. Please note that this schedule and details are still provisional but we do not expect any major changes. Some adjustments may have to be made because of circumstances beyond the control of the program administration.

PLEASE NOTE: IBI IS AN ACADEMIC PROGRAM AND NOT A TOUR. Academic work is continuous throughout the program, but an effort is made to include cultural, scenic, and historic points of interest and free time is also allotted for students to pursue their own interests. Some of the highlights for the IBI 2010 session are as follows:

LITHUANIA: Klaipeda – After visiting the old capitol of Vilnius we will travel to the famous port city of Klaipeda. We will stay at the LCC International University, the largest Christian University in Eastern Europe. In addition to classes we will enjoy visiting the port, other former Soviet manufacturing operations, and a Free Economic Zone.

RUSSIA: Moscow – Corporate visits and presentations by Russian resource persons from various organizations. Guided visits to Red Square, the Kremlin, Lenin's Tomb, and GUM (the department store complex opposite the Kremlin.)

GERMANY: Heidelberg – This is our base for the industrial Ruhrland. It is a pleasant university town and we will use our chartered coach to travel to Frankfurt and other centers for visits. **Frankfurt:** Visits to the Deutsche Bank and the European Central Bank. **Mannheim:** Visit and tour of DaimlerChrysler assembly plant. Visit to the plant and European head office of John Deere, an American leader in agricultural machinery with presentations on the strategy of the firm. Guided visit to the venerable castle of Heidelberg.

CZECH REPUBLIC: Prague – Introductory tour of Prague and its wonderful medieval center. Classes and a visit to Black and Decker's largest European manufacturing plant in Usti.

AUSTRIA: Innsbruck – Classes daily but in a charming city located in an Alpine valley with genuine Austrian atmosphere. We will visit Swarovski Crystal just outside Innsbruck. The coach will take an afternoon for an Alpine excursion. Take some time for some explorations on your own. On the way from Prague to Innsbruck we will visit the Nazi concentration camp at Dachau near Munich, Germany.

SWITZERLAND: Lucerne – enjoy close proximity to the Old Town. **Zurich** - Day trip to visit Credit Suisse, a leading Swiss bank for presentations on Switzerland as a global financial center. **Geneva** - Visit to points of interest in the city, including The Reformation Monument. Visit to the World Trade Organization. **Vevey** - Visit to the head office of the Nestle Company.

FIELD SEMINAR VISITS, BRIEFINGS, AND ACTIVITIES (PROVISIONAL SCHEDULE – CONTINUED)

GERMANY: Koblenz – A Rhine river cruise the following morning en route to The Netherlands. Overnight at a hotel on the banks of the Rhine.

THE NETHERLANDS: Oisterwijk (near Tilburg) – In order to provide a period of intensive academic work in a settled location, the program will be situated for three weeks in an academic conference center hotel on the edge of a charming village, Oisterwijk, in the southern Netherlands. This center has very pleasant accommodations with ample classrooms and recreational facilities. Each student will be assigned a bicycle in order to take advantage of the myriad bicycle paths and lanes in the vicinity. Guest faculty will be involved during this time along with regular classes with the faculty of IBI. Several day trips will be made to include the EU in Brussels. **The Hague:** the program will move to the Hotel Bel Air in The Hague to allow for visits to Shell Oil corporate headquarters and Ahold Corporation, a global food retailer. **Amsterdam** will also be visited by guided coach and canal trip. The Anne Frank House and the Rijksmuseum will be included.

FRANCE: Paris – Classes and academic work with an introductory guided tour of the city. Visit to the OECD. **Versailles:** a half-day tour of this historic palace complex.

ENGLAND: London – Travel from Paris to London on the high speed EuroStar train under the Channel. Introductory guided tour to major points of interest in London. Classes and final assignments. Final evening and dinner at the Tower Hotel.

ARRANGEMENTS AND ACCOMMODATIONS: Transportation on the continent and in the UK is via train and private chartered coach. The program accommodations are in university residences, tourist hotels, and similar facilities. Much of the time, the rooms will be on a double basis with a private shower or bath. There will be occasions when it may be necessary to assign triples or quads and there will also be times when there are not private showers or baths. Students will be expected to room with a variety of students from different schools on the program.

All meals will be provided for in the program, including occasional packed lunches or a meal allowance. Further details will be available in the Information Bulletin available in January.

PROGRAM COST AND PAYMENT ARRANGEMENTS: The total program fee for IBI 2010 is projected at **\$15,300**. This is intended to be as comprehensive as possible and includes 12 semester hours of academic credit; all room and board; trans Atlantic and intra-European airfares; all scheduled coach and rail transport; Russian visa; academic materials; all admissions and excursions on the program schedule, ie. Rhine Cruise, or Mt. Blanc excursion, etc. Students will be required to purchase their own textbooks. We suggest they do this online as soon as we inform them of the book selections for 2010. **Financial aid is not available from IBI but students should consult with their advisor and financial aid office on campus for possible sources of financial assistance. Credit Cards will not be accepted.**

Because of the uncertainty of exchange rates and other related expenses, there may have to be an adjustment in the total fee. In order to apply for a place in the program, a deposit of intent of \$300.00 must be submitted with the application form. This deposit will be refunded if the student is not admitted to the program or if the withdrawal is prior to February 1, 2010. Interim payments of \$2,500.00 are required on February 1 and March 1 with the balance of \$10,000 to be paid on April 1.

ADMISSION PROCEDURE:

Students at an affiliated institution may obtain an application and related materials from their IBI faculty advisor on campus. This will include a set of Instructions for applicants and a Community Life Standards form to be signed and submitted along with reference forms.

For admission materials, please see the IBI advisor on your campus or the IBI website at www.ibi-program.org or contact: Dr. Vince LaFrance, Managing Director, International Business Institute, P.O. Box 3042, One College Avenue, Grantham, PA 17027. Phone: (717) 796-5364 and email: lafrance@messiah.edu.