Darla Moore School of Business
Office of International Activities
University of South Carolina

Business Study Abroad

Short-Term Faculty Led Programs
2016 Programs (Spring Break/Maymester/Summer I)

The University of South Carolina is an equal opportunity institution.
Why Study Abroad?

MOORE SCHOOL OF BUSINESS
2016 Study Abroad Programs

Why Moore?

• #1 International Business Program
• Led by faculty from the Darla Moore School of Business
• Spring Term/Break Program Options
• 10-20 day May/Summer Program Options
• Over 20 different countries
  • 3 USC Credit Hours
  • All classes taught in English
  • Scholarship Opportunities

For your resume:
- Global Perspective
- Diversification

For yourself:
- Academically
  - Understand the business content within an international context
  - Demonstrate knowledge of global issues, processes, trends and systems
  - Active engagement in the learning process
- Culturally
  - Actively seek out diverse, challenging experiences
  - Display an awareness and understanding of perspectives different from your own
  - Communicate effectively across cultures
  - Approach life with a high degree of flexibility and independence
  - Demonstrate the ability to think critically and solve complex problems
  - Demonstrate ability to cope effectively with ambiguous and unfamiliar situations

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Introducing Our 2016 Study Abroad Programs...

explore the world and learn with MOORE

It isn’t only about how much fun you had!

“The value isn’t that you had the abroad experience itself, it’s what you learned overseas that allows you to work in a cross-cultural environment. Students have to learn how to talk about that experience in terms of transferrable skills, how it relates to what an employer wants.”

– Chronicle of Higher Education
This is a foundational course that focuses on the economics of risk, decision making under uncertainty (including behavioral biases), methods for managing risk, markets for transferring risk (e.g., insurance markets and derivative markets), and public policy issues related to risk. Specific topics include risk measurement, diversification, moral hazard, adverse selection, insurance pricing, the role of capital in ensuring performance, biases affecting decisions, safety regulation, systemic risk, and natural catastrophe risk.

**DRAFT ITINERARY AND ACTIVITIES***

January-March: The class will meet for 3 hours a week for eight weeks starting in January and will end after spring break in March. During spring break, the class will travel to London and complete the remainder of the course, visiting several of the major risk management and insurance companies in the world.

March 6: Arrive in London from the US and check into hotel, Kickoff meeting and walking tour of London, Welcome Dinner.

March 7: Business meeting with Balfour Beatty Construction and Standard and Poors.

March 8: Visit Tower of London. Lunch and afternoon on own.


March 11: Business visit to Oasis, Tour of Westminster Abbey, Visit and Farewell dinner at Tate Modern.

March 12: Depart for the US.

*** for planning purposes only, subject to change.

**Did you know?**
- The English drink the most tea in the world.
- ‘Big Ben’ doesn’t refer to the famous clock but to the bell inside. The building itself is called the Elizabeth Tower.
- Soccer was invented in the UK.

**FAST FACTS**

England

- Language: ENGLISH
- Currency: STERLING POUND
- Capital: LONDON

London

- Population: 8.3 million
- Known for: Royal Family
- Industry: Financial Centre

Oxford

- Population: 150,000
- Known for: Oxford University
- Industry: Education/Publishing

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GLOBAL COMPARATIVE BUSINESS STUDY: INDUSTRY CLUSTERS IN THE SOUTHEASTERN U.S. AND SOUTHEASTERN GERMANY

This course provides participants with a unique global and regional perspective on innovation, manufacturing, and supply chain management. The focus is automotive regional clustering and BMW’s global operations. The primary deliverable of this course for each student will be a comparative study of business in the southeastern U.S. and southern Germany. At the Darla Moore School of Business, the professors will provide initial in-person and online lectures related to global business, industry clusters, supplier networks, and related topics. For the last week of the course, students will fly to Munich, Germany to meet with executives at BMW and supplier facilities in Bavaria.

DRAFT ITINERARY AND ACTIVITIES*

January-March: The class will meet for 3 hours a week for eight weeks starting in January and will end after spring break in March. During spring break, the class will travel to Germany and complete the remainder of the course visiting major businesses and industries.

March 6: Arrive in Munich, Orientation and Brief City Tour, Welcome Dinner.

March 7: Business Meeting with SC Department of Commerce and BMW World Headquarters, Group Dinner and Discussion.

March 8: Business Meeting, Exploration of Munich Residenz Palace and Gardens. Travel to Nuremberg.

March 9: Visit and Lecture with Automotive Suppliers, Tour of BMW Manufacturing Plant, Tour of Nuremberg.

March 10: Day Trip to Regensburg for Company Supplier Visits, Explore Regensburg.

March 11: Travel to Fussen, Visit Neuschwanstein and Linderhof Castles, Farewell Dinner at Pau lannert Brewery

March 12: Depart for U.S.

FAST FACTS

**Germany**

Language: GERMAN
Currency: EURO
Capital: BERLIN

**bavaria region**

Population: 12.4 million
Area: 70,533 sq miles

**munich**

Population: 1.4 million
Known for: Oktoberfest
Main Industry: Technology

Did you know?

... Germany was ranked by the World Competitiveness Yearbook as No. 1 in patent and copyright protection.
... a German invented gummy bears.
... the longest word published in the German language has 79 letters.

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BUSINESS IN GERMANY

This course focuses on the conduct of business in Germany and provides students with the context and factual knowledge to understand the institutional and competitive environment faced by German firms. As one of the driving economic forces in the European Union, students will examine the different types of industry as well as how varying company size can influence economic stability. The course provides students the opportunity to gain insights into the interdependence of business and culture and the resultant unique German business environment.

DRAFT ITINERARY AND ACTIVITIES*

May 15: Arrive in Munich, Check-in to hotel, Orientation, Guided walking tour of Munich, Welcome Group Dinner.

May 16: Munich Cultural Activity, Afternoon Tour.

May 17: Visit BMW Research Center, South Carolina Department of Commerce Europe Office.

May 18: Talk and Tour of Allianz SE and Paulaner Brauerei.

May 19: Business lecture. Travel to Stuttgart by train.


May 21: Walking tour of Stuttgart, Guided visit to Mercedes Museum.


May 23: Train ride from Frankfurt to Mannheim, Lecture at Mannheim Business School, Tour of Mannheim, Return train to Frankfurt.


May 25: Depart for US or other travels.

* for planning purposes only, subject to change.

FAST FACTS

Germany
Language: GERMAN
Currency: EURO
Capital: BERLIN
munich
Population: 1.4 million
Known for: Oktoberfest
Main Industry: Technology

stuttgart
Population: 620,000
Known for: Porsche/M. Benz
Industry: Automotive

frankfurt
Population: 690,000
Known for: Airport/Skyline
Industry: Financial Centre

DID YOU KNOW?
... there are over 300 kinds of bread in Germany
... the first printed book was in German
... while it is called Oktoberfest, it actually starts in September
BUSINESS IN CENTRAL EUROPE

This course will be a 10-day program to four Central European cities - Vienna, Budapest, Bratislava, and Prague. Students will learn about important political, economic, and social processes taking place in Europe and the diverse cultures in the region. They will develop an understanding of the implications of the European environment for international business through lectures, meetings with government officials and business executives, and visits to companies and international organizations. The program also includes sightseeing tours and unique cultural events in all cities.

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Did you know?
... In 1959, a Czech national named Otto Wichterle invented soft contact lenses.
... Ferdinand Porsche, the founder of ‘Porsche’ company, was an Austrian.

FAST FACTS

Austria
Language: GERMAN
Currency: EURO
Capital: VIENNA

Hungary
Language: HUNGARIAN
Currency: FORINT
Capital: BUDAPEST

Slovakia
Language: SLOVAK
Currency: EURO
Capital: BRATISLAVA

Czech Republic
Language: CZECH
Currency: KORUNA
Capital: PRAGUE

DRAFT ITINERARY AND ACTIVITIES*

May 19: Arrive in Vienna, Austria, Orientation Meeting and City Tour, Welcome Dinner.
May 20: Visit Raiffeisen Bank, Meeting with OPEC officials, Opera or Concert.
May 21: Wachau Trip along the Danube River, Tour of the Melk monastery, Visit Duernstein, Tour Nikolahof and Wine tasting.
May 24: Travel to Budapest, Hungary; Budapest city tour.
May 25: Visit and Tour of GE plant, Concert.
May 26: Travel to Bratislava, Slovakia, Tour of Bratislava; Travel to Prague, Czech Republic; Brief tour of Prague.
May 28: Full city tour of Prague, Visit to the Communist Museum, Farewell Dinner
May 29: Depart to the US or other travels.

* for planning purposes only, subject to change.
BUSINESS CULTURES IN GREECE

The study abroad course introduces students to the changing economic and cultural environments in Greece. Students will gain insights on the challenges and opportunities facing businesses in the region. Special emphasis is given to innovation in overcoming business challenges. By the end of this course, students will be able to recognize the advantages and disadvantages to economic growth in Greece and identify future threats and opportunities. Students will compare and contrast the cultures of the United States, the European Union, and Greece and articulate how the differences and similarities can be assimilated into the workplace.

DRAFT ITINERARY AND ACTIVITIES*

May 9: Arrive in Athens, Orientation, Walking Tour of Athens, Welcome Dinner.

May 10: Visit and listen to lecture at DEREE Campus, Visit US Embassy, Panoramic tour of Athens.

May 11: Visit Coca-Cola, Visit to Cape Sounion/Temple of Poseidon, Visit local winery.


May 13: Bus trip to Delphi with on bus lecture/discussion, Bus back to Athens.

May 14: Ferry to Mykonos, Free time to explore.

May 15: Ferry to Delos, Tour Archeological site of Delos, Optional beach day.

May 16: Business visit, Visit to Vioma Organic Farm and Winery.

May 17: Ferry back to Athens with on ferry lecture/debrief.

May 18: Athens Central Market visit, Farewell group dinner

May 19: Depart to the US or other travels.

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GLOBAL MARKET STRATEGY IN SPAIN

This course integrates buyer behavior, the marketing mix, economics, accounting, finance and the strategic marketing decision-making process under a variety of environmental conditions in a global environment. The focus throughout this course is preparing managers for the challenges of competing in the global marketplace. The overall objectives of the course include learning the principles of global marketing, and the development and management of a global marketing strategy. Students will become familiar with the factors entering into the development and management of a global marketing strategy by preparing and participating in discussions about specific examples of global marketing with a particular focus on Spain and the EU.

DRAFT ITINERARY AND ACTIVITIES*

May 12: Course Introduction, Guided Tour of City Center, Group Welcome Dinner.
May 13: Lecture/discussion-Spanish culture and business practices, Culture Simulation.
May 14: Lecture/discussion-Cultural Tourism & Marketing Strategy. All day trip to Tarragona.
May 15-May 16: Holiday weekend free for exploration on your own.
May 19: Estrella Business Site Visit & Project Workshop.
May 20: Group Presentations
May 23: Roca business visit & lecture from Director of Corporate Communications. Lecture on City Branding. Spanish & Catalan Cooking Class.
May 26: IMC lecture/discussion with discussion of Spanish context.
May 27: Final exam. Professional Re-entry Workshop.
May 28-May 29: Weekend Free.
May 31: Depart for the U.S. or other travels.

FAST FACTS
Spain
Language: SPANISH
Currency: EURO
Capital: MADRID

barcelona
Population: 1.6 million
Known for: Sagrada Familia
Industry: Manufacturing, Automobiles, Chemicals, Pharmaceuticals

DID YOU KNOW?
...Barcelona is Europe’s largest metropolis on the Mediterranean coast...
...La Sagrada Familia, a Roman Catholic Cathedral was begun in 1882 and is still under construction...
...Spaniards invented the mop, the beret, and Chupa Chups

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MARKETING COMMUNICATIONS IN ITALY

This course is intended to prepare students for the challenges of competing in the global marketplace with a particular focus on the interdependence of culture, regulation, and marketing communications in Italy. Students will become familiar with the factors entering into the development and management of a marketing communications strategy in Italy by preparing and participating in discussions about specific examples of Italian marketing communications such as cultural tourism, destination marketing, wine marketing, and the automotive and fashion industries.

DRAFT ITINERARY AND ACTIVITIES*

May 16: Arrive in Florence. Welcome lecture by Courtney Worsham. Walking orientation tour followed by group dinner.

May 17: Gucci factory tour and lecture with marketing and talent management staff. Tour Basilica di Santa Croce and Piazzale Michelangelo.

May 18: Business meeting and FUA retail shop tour. Optional trip to Pisa.

May 19: Duomo visit, Giotto’s Bell Tower, Baptistry of St. John the Baptist, and Crypt. Walking tour of San Lorenzo Market.

May 20: Depart for Civitella d’Agliano for Sergio Mottura Estates vineyard tour. Travel by coach to Rome.

May 21: Campo di Fiori market excursion.

May 22: Tour of the Colosseum.

May 23: Tour Forum and Palatine Hill. Eataly tour, project meeting.


May 25: Bus to Sorrento. Orientation meeting and walking tour of Sorrento, meet with local artisans. Tour Gardini di Cataldo limoncello factory.


May 27: Capri excursion – ferry ride to Capri where students explore grottoes, go snorkeling or swimming. Farewell dinner.

May 28: Depart for US or other travels.

* for planning purposes only, subject to change.

Did you know?

...pizza was invented in Italy around 1860
...Italian people are very superstitious, they have 150,000 officially registered magicians, and over 16 million use their services

FAST FACTS

Italy

Language: ITALIAN
Currency: EURO
Capital: ROME

florence
Population: 370,000
Known for: Art
Industry: Tourism

rome
Population: 2.8 million
Known for: Cultural Heritage
Industry: Tourism

sorrento
Population: 16,000
Known for: Architecture
Industry: Fishing

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BUSINESS OPPORTUNITIES IN THE EUROPEAN MARKET: CRISIS AND EU INTEGRATION
This international study course is intended to offer participants the opportunity to gain insights into businesses in the Eurozone, especially in relation to the ongoing economic troubles of the region. Students will visit Paris, France, and three beautiful cities in Belgium - Bruges, Antwerp, and Brussels (the EU headquarters). During this program students will visit national and international companies and other institutions doing business, both in France and Belgium. The aim is to understand how the recent years’ events (financial economic crisis) and the current broader economic and political trends impact these institutions’ operations. Emphasis will be put on understanding the key economic and institutional differences between operations in the United States and Europe.

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DRAFT ITINERARY AND ACTIVITIES*

May 19: Scan Source visit and lecture. Talk and tour of Toyota Motor Europe.
May 20: Meeting with European Commission. Walk through the Grand Place, see the Hotel de Ville, the iconic Manneken Pis, the Quartier Royal and the Palais Royal, Waranderpark, Grand Sablon/ Grote Zavel.
May 22: Train from Brussels to Paris. Tour of Champs-Élysées, See the Arc de Triomphe, the Place de la Concorde, and the Eiffel Tower. Visit Jardins du Trocadéro, the opera hall, Palais Garnier and the Tuileries Gardens.
May 24: Business lectures and company presentation by HEC. Visit Sacre Coeur, and Notre Dame. Farewell Dinner
May 25: Depart from Paris if desired

FAST FACTS
France
Language: FRENCH
Currency: EURO
Capital: PARIS

Belgium
Language: DUTCH
Currency: EURO
Capital: BRUSSELS

Did you know?
... France is the most visited country in the world
... Belgium has more comic book artists per square km than any other country
... world’s biggest chocolate selling point is Brussels Airport

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BUSINESS IN NORWAY
The objective of this course is to provide students with an insight into Norwegian culture and business environment. In particular, it will focus on the challenges faced by Norwegian businesses due to the petroleum sector’s dominance of its economy (Dutch disease), and the governmental policies enacted to alleviate these. In addition, we will learn how businesses deal with the generous social welfare benefits (e.g., 12 month paid maternity and paternity leave), high taxes, and strict environmental policies. By the end of the course, students will know and understand the most distinctive features of Norwegian culture and its economy, and possess a basic overview of the country’s history. They will develop an understanding of the business environment in Norway and be able to identify and appreciate distinct business practices in Norway.

DRAFT ITINERARY AND ACTIVITIES*
May 13: Visit Statskraft, University of Oslo Business visit and lecture.
May 14: Tour of Nobel Peace Center, Bygdøy, Folkemuseum, Munch Museum, National Gallery, or Volkan foodhall.
May 15: Depart for Bergen. Lecture on train to Bergen.
May 16: Fjord cruise in Hardangerfjord, Visu Sima hydroelectric power plant, Hardanger Maritime Center, Agatunet, Folkemuseum, or kayaking.
May 17: Tour Bryggen and May 17th Parade, Explore Bergenhus Fortress, Floyen Mountain, Ulriken Mountain, or Bergen Aquarium.
May 18: Visit Fiskeridirektoratet (Norwegian Directorate of Fisheries) and Lerøy Seafood Group. Depart for Stavanger. Explore Stavanger.
May 19: Business meeting at Statoil, and ExxonMobil.
May 20: Depart to Preikestolen by ferry, Hike to Preikestolen, Depart Preikestolen for Stavanger, Farewell Group Dinner.
May 21: Depart from Stavanger for US or other travels.

* for planning purposes only, subject to change.

FAST FACTS
Norway
Language: NORWEGIAN
Currency: KRONE
Capital: OSLO
oslo
Population: 619,000
Known for: Green spaces
Industry: Offshore Oil/Fishing
bergen
Population: 266,000
Known for: Mountains and Fjords
Industry: Marine Industries
stavanger
Population: 128,000
Known for: Oil and Gas
Industry: Petroleum

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Did you know?
... Norway is home to a number of Arctic animals such as reindeer, wolverines, polar bear, the puffin bird and the Arctic fox... the Nobel Peace Prize has been awarded in Oslo annually since 1901
Business in Costa Rica

The course introduces students to challenges and opportunities of doing business in Costa Rica. The country has been able to leverage its investments in health and education to achieve one of the highest standards of living in Central America. Environmental sustainability and the protection of its natural assets have been essential elements in its development strategies. Nonetheless, almost 20.5 percent of the population lives below the poverty level. Many microfinance institutions have been established in Costa Rica to provide financial services to lower income Costa Ricans in order to help them to improve their standard of living.

DRAFT ITINERARY AND ACTIVITIES*

January-March: The class will meet for 3 hours a week for eight weeks starting in January and will end after spring break in March. During spring break, the class will travel to Costa Rica and complete the remainder of the course visiting local businesses and industries.

March 5: Arrive in San Jose. Group orientation and tour. Welcome group dinner.

March 6: Hike in Volcano Poas National Park. Lecture and visit at sustainable coffee plantation. Salsa dance lesson.

March 7: Overview of Costa Rica’s economic and political climate. Micro-Finance presentation. Plant tour and/or presentation.

March 8: Transfer to Arenal. Community Service Project/City Orientation.


March 10: Visit a famed water fall. Group Ziplining tour.

March 11: Transfer to San Jose. Afternoon free to explore. Farewell group dinner.

March 12: Depart for U.S.

* for planning purposes only, subject to change.

FAST FACTS

Costa Rica
Language: SPANISH
Currency: Colón
Capital: San Jose

San Jose
Population: 1.5 million
Known For: Cultural, Economic and social center of the country
Industry: Coffee Production

Arenal
Population: 10,000
Known For: Arenal Volcano Industry: Ecotourism

Did you know?

... Costa Rica has no standing army.

... Costa Rica hosts more than 5% of the world’s biodiversity even though its landmass only takes up 0.3% of the planet’s surface.
CUBA IN ECONOMIC TRANSITION

The study abroad course introduces students to the changing economic, political and cultural environments in Cuba. Students will gain insights on the challenges and opportunities facing businesses in Cuba. Students in this class will be able to understand and discuss the advantages and disadvantages to economic growth and outside investment in Cuba and identify future threats and opportunities. Students will analyze and articulate the precarious position that Cuba will face as it transitions from a state-planned economy into a market based economy. They will discuss the costs and benefits of the Cuban economy during the next several years as it regains diplomatic relations with the United States and begins trade between the two countries. Students will analyze and understand the difficulties of preserving political autonomy and culture in the midst of the United States capital investment.

DRAFT ITINERARY AND ACTIVITIES*

January-March: The class will meet for 3 hours a week for eight weeks starting in January and will end after spring break in March. During spring break, the class will travel to Cuba and complete the remainder of the course visiting local businesses and industries.

March 5: Arrive in Miami. Group dinner and pre-departure meeting in Miami.


March 8: Tour and lecture at the University of Havana. Tour of Partagas cigar factory. Ice cream at Coppelia. Visit an urban farmers’ market. Dinner at a “paladar,” including meeting with paladar owner. Organized salsa lesson.


March 10: Full day at to Las Terrazas. Visit tobacco farm and meet farm owner.

March 11: Lecture on the governmental support of cultural heritage. Visit a neighborhood transformation project. Visit Port of Mariel. Evening meeting with taxi driver(s) to discuss the challenges of locating parts to repair cars and maintain a taxi business in Cuba. Farewell dinner at Starbien.

March 12: Private bus to Havana airport for departure to Miami, Tampa or Orlando.

* for planning purposes only, subject to change.

Did you know?

... Cuba and the United States reopened embassies in each other’s capitals after 54 years.
... Government vehicles in Cuba are legally required to pick up any hitchikers if space is available.

FAST FACTS

Cuba
Language: SPANISH
Currency: Cuban Peso
Capital: Havana

havana
Population: 2.105 million
Known For: Spanish Colonial Architecture
Industry: Sugar Manufacturing/Fishing and Tobacco

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THE AMERICAS
Cuba
BUSINESS IN LATIN AMERICA
This course is focused on the conduct of business in Latin America and provides students with context, tools, and factual knowledge useful for understanding the institutional and competitive environment and managerial challenges of firms operating in the region. Students will experience Latin America through cultural and city tours, food tasting, etc. and will meet with business executives, government officials, and industry experts to gain a better understanding of how this unique region functions within the global economy. By the end of this course, student participants will have a broad appreciation for the culture and history of Latin America, develop an understanding of frameworks and factual knowledge for understanding the institutional and competitive environment in the region, recognize both potential and limitations for international trade and investment in the region, and appreciate distinct business practices in Latin America, specifically Chile and Argentina.

DRAFT ITINERARY AND ACTIVITIES*


May 11: Lecture and tour of Universidad de Chile. Meeting with Energy in Chile. Business visit and presentation about Agriculture in Chile.

May 12: Lecture about entrepreneurship in Chile and Adolfo Ibanez University. Wine Industry presentation and lecture.

May 13: Day trip to the Coastal Cities of Valparaiso and Vina del Mar. Meeting with Evalserve and Valparaiso.

May 14: Day trip to Andes Mountains.

May 15: Group flight to Buenos Aires, Argentina. Scavenger hunt.

May 16: Economic Briefing. Lecture on Oil and Gas in Argentina. Lecture on the Automobile Industry.

May 17: Meeting with Arcor and IT in Argentina. Lecture on Medical/Pharmaceutical Industry.

May 18: Meeting with Tenaris. Farewell Dinner and Tango Show.

May 19: Depart for the U.S.

May 20: Arrive in U.S.

* for planning purposes only, subject to change.

FAST FACTS

Chile
Language: SPANISH
Currency: PESO
Capital: SANTIAGO

Argentina
Language: SPANISH
Currency: PESO
Capital: BUENOS AIRES

santiago
Population: 6.1 million
Known for: Andes Mountains
Industry: Industrial Centre

buenos aires
Population: 12.6 million
Known for: Tango
Industry: Financial Centre

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Did you know?
... The name “Argentina” comes from the Latin word for silver, argentum.
... Chile is Home to Five UNESCO World Heritage Sites.
... The number one world exporter for salmon and copper is Chile.
BUSINESS IN JAPAN

The major objective of this study course is to offer students the opportunity to gain insights into the intersection of Japanese culture, government, and business. Students will be able to identify, differentiate and appreciate distinct business practices in Japan. They will also be able to recognize the different business practices and customs between Japan and the U.S. This will be accomplished through lectures, studying literature on Japanese culture and business in advance as well as onsite experience in the major cities of Japan.

DRAFT ITINERARY AND ACTIVITIES*


May 11: Welcome Orientation. Sightseeing of Tokyo (Tokyo Tower, Akihabara, Asakusa, Sumida River Cruise, etc.).


May 14: Transfer to Kyoto by train. Sightseeing of Kyoto.

May 15: Kyoto business activities.

May 16: Transfer to Nagoya by bus via Lake Biwa. Visit Asahi Beer Factory and Osu Kannon.

May 17: Visit Toyota Plant. Visit to Okazaki (City Hall, Hatcho miso, Okazaki Castle, etc.).


May 19: Depart for USA or other travels.

Did you know?

... Japan has the highest life expectancy of any major country at 87 years old.

... Washoku (Japanese cuisine) was designated a UNESCO Intangible Cultural Heritage in 2013.

FAST FACTS

Japan
Language: JAPANESE
Currency: YEN
Capital: TOKYO

Tokyo
Population: 35 million
Known for: “Eastern Capital”
Industry: Financial Centre

Kyoto
Population: 1.5 million
Known for: Temples
Industry: Technology

Nagoya
Population: 2.3 million
Known for: Nagoya Castle
Industry: Automotive

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* for planning purposes only, subject to change.
The purpose of this study abroad course is to provide students an opportunity to explore the culture and business practices of China. By participating in this program, students will understand China's importance as an economic presence in the global marketplace and expand their understanding of modern China and her international business connections with the United States. Students will also consider the historical, economic, socio-cultural, and political dimensions of China and how these influence business. This course will help students develop a global mindset.

**DRAFT ITINERARY AND ACTIVITIES**


**May 15:** Cultural appreciation activity (Tiananmen Square; Forbidden City, The Great Wall; Matianyu Section). City: Beijing

**May 16:** Meeting with Pactera. Overview of China Economy and Culture - by Jennifer Pan, Managing director of ChinaSense.

**May 17:** Meeting with Tesla Showroom. Visit Beijing Language Cultural University. Business visit with Apple.

**May 18:** Business visit with DongDao Design. Exploration of Silk Market. Group acrobat show.

**May 19:** Business visits with Kanzhun.com and Lehman-brown Accounting.

**May 20:** High speed train to Shanghai. Tour of Shanghai Museum.

**May 21:** Visit Zhujiajiao Water Town and Yu Garden.

**May 22:** Temple visit and tea tasting. Shop at Han City knock-off product market.

**May 23:** Business visits with Baosteel and Jun He Law Firm. Huangpu River Cruise farewell dinner.

**May 24:** Fly back to the US or other travels.

* for planning purposes only, subject to change.

**Did you know?**
- ... the oldest tree in the world is China's gingko, which first appeared some 160 million years ago.
- ... the population density is roughly four times greater than that of the U.S.
ANTITRUST: THEORY, LAW, AND PRACTICE IN GLOBAL MARKETS

This course is intended to offer students the opportunity to gain insights into the economic issues and policies of China. By the end of this course, students will be able to understand the role of antitrust policies in regulating market activities and critically evaluate China's antitrust law in light of the existing economic theories. Students will gain a working knowledge of China economics, politics, culture, and business through field experiences, seminars, presentations, and student projects. They will analyze market outcomes as a result of policy shifts and develop basic business strategies for companies that operate in different legal environments.


June 12: Visit Oriental Pearl TV Tower, Town God’s Temple, Yu Garden, and The Bund.


June 15: Conference Program. Tour Lingyin Temple and Lihue Pagoda.

June 16: Conference Program, Leifeng Pagoda and Former Residence of Huxueyan.

June 17: Express Train to Shanghai. Lectures on the theory of Industrial Organization (Vertical Relationship).

June 18: Conference Program. Shanghai Acrobatics Show.

June 19: Conference Program. Tour Shanghai Old City and French Concession.

June 20: Visit Shanghai Highly (Group) Co Ltd. Group discussions. Presentation and survey. Farewell dinner.

June 21: Depart for US or other travels.

FAST FACTS

China
Language: MANDARIN
Currency: RENMINBI
Capital: BEIJING

Shanghai
Population: 14.35 million
Known for: Economic/Financial Center
Industry: Manufacturing (Heavy Industry)

Hangzhou
Population: 2.45 million
Known for: West Lake Industry: Economic & Technological Development

Did you know?

... You have to bid to drive a car in Shanghai.

... Shanghai used to be a fishing village called “Hudu”, derived from the name of a wooden fish trap once used by local inhabitants.

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DRAFT ITINERARY AND ACTIVITIES*

* for planning purposes only, subject to change.
BUSINESS IN INDIA
During this course students will experience the interaction between local and global forces and the multiplicity of “Indian culture.” They will exercise and learn about strategies to handle and overcome cultural shock, we will discuss basic ethnographic tools for observing and making sense of different contexts, and work to understand India’s cultural, economic and institutional environment. Students will also learn about India’s cross-cultural (mis-)communication, the globalization debate, and some of the issues that companies face in foreign contexts. Students are required to attend all the activities and to actively participate to discussions. Students are also required to collect and organize data following the instructor’s guidelines. Ethnographic exercises will be assigned on a daily basis and they need to be completed. Assignments might include: learning from signs, learning from advertisements, analyzing urban landscapes, exploring rich points, reflecting on emotions and interpretations, and observing complexity.

DRAFT ITINERARY AND ACTIVITIES*

**May 13:** Arrive in New Delhi. Orientation. Welcome Dinner.

**May 14:** Explore Old Delhi (Jama Masjid, Rickshaw ride around Chandni Chowk, Red Fort). Visit Gurudwara Bangia Sahib. Dinner and cultural observation at McDonalds.

**May 15:** Guided tour of Humayun Tomb. Visit Swaminarayan Aksharma and markets exploration of Dilli Haat and INA Market. Meeting with Neha.

**May 16:** Yoga at the hotel. Visit Taj Mahal guided visit at Sunset.

**May 17:** Flight to Mumbai. Orientation and scavenger hunt.

**May 18:** Meet with Chamber of Commerce and Tata. Cooking class.

**May 19:** Boat ride and guided tour of Elephanta. Meeting with Avinash. Evening exploration.

**May 20:** Flight to Bangalore. Orientation and visit to ISKCON temple.

**May 21:** Business meeting with Amadeus. Visit to Commercial Street and cultural assignment. Mall and supermarket cultural observation, dinner and cinema.

**May 22:** Cricket class. Meeting at Art of Living. Tour of the ashram, the cows’ stalls, and the hospital. Brief class on stress management. Group farewell dinner.

**May 23:** Depart for the U.S. or other travels.

* for planning purposes only, subject to change.

**FAST FACTS**

- **India**
  - Language: HINDI
  - Currency: RUPEE
  - Capital: NEW DELHI
  - New delhi
    - Population: 25 million
    - Known for: Capital Industry: IT
  - mumbai
    - Population: 11.98 million
    - Known for: Bollywood Films Industry: Film Industry
  - bangalore
    - Population: 4.3 million
    - Known for: Center of High-Tech Industry

**Instructor:** Alice Leri
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OCEANIA
New Zealand

Business in New Zealand

This course is intended to offer the participant the opportunity to gain insights into the interdependence of economy and culture and the resultant unique business environment in New Zealand. Special emphasis will be given to economic issues such as economic growth, exchange rate determination, investment flows in and out of New Zealand, productivity, and government policy. As a small open economy, New Zealand provides a natural laboratory for understanding the effects of changing economic factors and government policy on business and economic outcomes.

DRAFT ITINERARY AND ACTIVITIES*

May 18: Arrive in Auckland, orientation and tour, Welcome Dinner.

May 19: Visit Icebreaker and AUT. Lecture and reception with AmCham.

May 20: Meet with Xero. Walking tour of Rangitoto Island.

May 21: Visit Zorb Rotorua and Hobbiton. Marae cultural show and traditional hangi dinner.


May 23: Visit Pukaha Mount Bruce Wilderness Center and Martinborough wine region, Travel to Wellington.


May 25: Meet with Absolutely Positively Wellington and Weta Workshops. Travel to Tongariro.

May 26: Tour of Tongariro National Park, Waitomo Caves, and Bush Hike.

May 27: Travel to Hamilton for Dairy New Zealand lecture. Travel to Auckland. Farewell Dinner.

May 28: Depart to the US or other travels.

* for planning purposes only, subject to change.

Did you know?
... Wellington is the southernmost capital city in the world.
... in New Zealand they drive on the left-hand side of the road.
... Bungee jumping and plastic surgery originated in New Zealand.

FAST FACTS

New Zealand
Language: ENGLISH
Currency: DOLLAR
Capital: WELLINGTON

auckland
Population: 1.4 million
Known for: Harbour
Industry: Financial Centre

wellington
Population: 400,000
Known for: Scenic Views/Wind
Industry: Film and Arts

taupo
Population: 35,000
Known for: Lake Taupo
Industry: Tourism

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Africa is rapidly becoming the new investment frontier with some of the fastest growing economies of the world located in Sub-Saharan Africa. Many African countries have changed significantly in the past several years by holding elections and making regulations more business friendly. While most Western investors still are not aware of the continent’s potential, many Asian investors, particularly from China and India, realize that much of Africa is “Open for Business” and have made significant investments in the region. This course introduces participants to the new investment opportunities in Africa. At the same time, as many countries face significant challenges, potential pitfalls facing investors will also be discussed.

**DRAFT ITINERARY AND ACTIVITIES***

**May 25:** Arrive in Zambia. Welcome Orientation.

**May 26:** Visit US Embassy, Chamber of Mines, COMESA Headquarters (Common Market of Central and Southern Africa).

**May 27:** Tour of Zambeef, Visit to Chinese Export Processing Zone.

**May 28:** Tour of George Compound with visit to informal markets and social entrepreneurial companies.

**May 29:** Bus to Livingstone, Briefing on Economy of Zambia and Botswana.

**May 30:** Visit Victoria Falls, Visit to Informal Market in Livingstone.

**May 31:** Chobe National Park, Boat Cruise, Briefing by Elephants Without Borders and Game Drive.

**June 1:** Possible group visit to Zimbabwe side of Victoria Falls, Elephant Back Safari, Walk with Lions in the national park, Canoe safari on Zambezi, or Abseiling.

**June 2:** Bus to Lusaka, Visit to US Chamber of Commerce, Farewell Group Dinner.

**June 3:** Briefing at Zambian Investment Promotion Agency, Depart to US or other travels.

* for planning purposes only, subject to change.

**FAST FACTS**

**Zambia**
- Language: ENGLISH
- Currency: KWACHA
- Capital: LUSAKA
- Population: 14.54 million
- Known for: Victoria Falls
- Industry: Copper/Precious Stones

**Botswana**
- Language: ENGLISH
- Currency: PULA
- Capital: GABORONE
- Population: 14.15 million
- Known for: Landscape/Diverse Wildlife
- Industry: Mining/Agriculture

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**Business in Africa**

**IBUS 444 (Summer I / May 25-June 3)**

**Instructor:** ROB ROLFE
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**Questions:** SARA EASLER
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*Did you know?*

- The local name for Victoria Falls is ‘Mosi-oa-Tunya’ (meaning ‘the Smoke that Thunders’) - Victoria Falls is ‘Mosi-oa-Tunya’ (meaning ‘the Smoke that Thunders’)
- The national symbol of Zambia is the African Fish Eagle, which looks much like the American Bald Eagle.

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*Africa is rapidly becoming the new investment frontier with some of the fastest growing economies of the world located in Sub-Saharan Africa. Many African countries have changed significantly in the past several years by holding elections and making regulations more business friendly. While most Western investors still are not aware of the continent’s potential, many Asian investors, particularly from China and India, realize that much of Africa is “Open for Business” and have made significant investments in the region. This course introduces participants to the new investment opportunities in Africa. At the same time, as many countries face significant challenges, potential pitfalls facing investors will also be discussed.*
Secure Your Space!

All programs will be enrolled on a first-come, first-served basis and maximum enrollment is no more than 20 for each course. Many of our programs fill quickly, so make sure you are securing your space early!

You will need to turn in three items to secure your enrollment:

1. **Moore Study Abroad Application** - Bring this form to your academic advisor. They will review your record to ensure you are eligible for your selected program, and they will discuss use of credits. If you qualify, they will sign off on your participation!

2. **The Deposit/Withdrawal Form** - This form is program-specific and breaks down the costs, payment deadlines, and withdrawal policies.

3. **The Program Deposit** - This $350 deposit is non-refundable, but is the first payment on your program!

*The official deadline to sign up for a spring term/break program is November 1st (or November 15th), and for any summer program is March 1st (or April 1st with a late fee), but once the programs have met their enrollment maximums, no additional students will be admitted.

Who Qualifies?

All students must have:

- At least a 3.0 GPA
- At least 30 credit hours prior to departure
- Successfully completed any course pre-requisites
- A clean academic/judicial record with the University

Program Cost

Each program has three main expenses*:

1. **In-State Tuition on 3 Credit Hours for May and Summer programs** - All programs earn academic credit, and so students can use this experience not only to gain a better understanding of business in the region, but can earn credit toward graduation! Tuition in May/Summer programs is in-state regardless of residency status, and students can often use their existing scholarships/aid toward summer tuition support.

2. **International Airfare To and From the Program** - Students will be provided with clear guidelines on how to purchase their flights in terms of arrival/departure. However, students are welcome to travel before and after the program, use the air carrier of their choice, and take the schedule that they prefer - as long as students arrive on time for the start of the program and remain with the group for the entire course.

3. **The Program Fee** - This fee varies by program, but covers all of the hotel accommodations, in-country transportation, tours/guides/fees/admissions, and most meals over the in-country dates of the course. Basically if you see a group activity or meal in the itinerary, it’s included in the cost of the program!

*Total expense is broken down on the deposit/withdrawal form. Please be sure you review it carefully and ask any questions before signing and submitting this form.
Do you have a valid passport?
Your passport should be valid for at least six months beyond your return date. Once you have your passport, send a scan/photo to the Office of International Activities.

Do you need a visa or any immunization for your program?
Begin researching what you need and gathering any required documentation. The Office of International Activities will help you with any entry requirements.

Useful websites:
- State Department (http://www.state.gov/travel/)
- Center for Disease Control - CDC (http://www.cdc.gov/)

Join your program's Facebook Group.
Each study tour has a secure group to share documents, photos, events, and program information. The Office of International Activities will send you a link to find and join your group.

Start researching the countries you’ll visit.
Get excited about studying abroad! Students should research their host country and talk to students who have already studied abroad. The more students know before they go, the more they are prepared to learn while abroad.
- Lonely Planet (http://www.lonelyplanet.com/)
- Trip Advisor (http://www.tripadvisor.com/)

2016 MARCH/SPRING BREAK PROGRAMS
- September 1st – The Study Abroad Application will open on the Symplicity website for March/Spring Break programs. Part 1 of this application must be completed by November 1st. The university will assess a $150 application fee for all undergraduate students.
- Month of October – Course registration opens for Spring Break/March courses.
- November 1st – Deadline to secure your space!
- December 1st – Part II of the Study Abroad Application is due.
- December 15th – Course tuition is due for Spring courses via Self Service Carolina. Instructions on purchasing flights, obtaining any needed visas and immunizations, and other instructions/guidelines will be distributed by the Office of International Activities.
- December 15th – Second payment on the program fee is due.
- January 11th – Spring term course meetings for the programs begin.
- January 15th – Final Payment on the program fee is due.
- February 6th – Mandatory Pre-Departure Workshop. All students must attend.
- March 5th – Program Departures! Let the experience begin!

2016 MAYMESTER AND SUMMER I PROGRAMS
- January 1st – The Study Abroad Application will open on the Symplicity website for summer programs. Part 1 of this application must be completed by March 1st. The university will assess a $150 application fee for all students.
- Beginning mid-January – instructions on purchasing flights, obtaining any needed visas and immunizations, and other instructions/guidelines will be distributed by the Office of International Activities.
- March 1st – Second payment on the program fee is due.
- April 1st – Final payment on the program fee is due.
- April 2nd – Mandatory Pre-Departure Workshop. All students must attend.
- Mid-April – Course registration opens for the courses.
- May 5th – Course tuition is due for May and Summer courses via Self Service Carolina, before program departure.
- May and June – Program departures! Let the experience begin!
Scholarship Opportunities for All Moore School Students

In order to be considered for a Moore School Scholarship, an applicant must:
• Be a student in the Moore School of Business
• Be in the process of applying or have already applied to a business Maymester/Summer study abroad program
• Be a full time, undergraduate USC student
• Be in good academic standing with a minimum 3.0 GPA

ADDISON SCHOLARS- (Deadline: November 16th by 5pm)
The Addison Scholars Program is a scholarship award of $5,000 that will be granted to business students involved in international education, specifically the faculty-led programs offered through the Moore School of Business. Preference will be given to students from South Carolina.

FREEMAN SCHOLARS AWARD- (Deadline: February 15th by 5 pm)
The Freeman Scholars Award is an award of up to $5,000 to be used to help fund a Moore School Maymester study abroad experience in Japan for select undergraduate business students.

SOLOMON SCHOLARS TRAVEL GRANT- (Deadline: February 15th by 5 pm)
The Solomon Scholars Travel Grant is a competitive financial award of up to $1,350 to be used to help fund a Moore School Maymester/Summer study abroad experience for select undergraduate business students.

Applications and required material: Please visit the Moore School website or, email studyabroad@moore.sc.edu for information regarding specific Moore School Scholarships and Application forms.

Students will be selected based on demonstrated merit in the classroom, financial need, and compelling essays.

Scholarships Opportunities for All USC Students

BEYOND BOUNDARIES AWARD- (Deadline: November 1st by 5 pm)
The Beyond Boundaries Award is a financial award of $2,000 or more to be used to help fund a Maymester/summer study abroad experience. The goal of this scholarship is to help students from backgrounds traditionally underrepresented in study abroad to make an overseas experience possible. Please visit the USC study abroad website (www.studyabroad.sc.edu) for more details.

PASSPORT TRAVEL GRANT- (Deadline: November 17th by 5 pm)
The Passport Travel Grant is a financial award of up to $2,000 to be used to help fund a Maymester or summer study abroad experience. Capstone Scholars and Honors College students are eligible to compete for this award, as are Carolina, McNair, Lieber, Hamilton, and Horseshoe Scholars. The number of grants available varies from year to year. Please visit the USC study abroad website (www.studyabroad.sc.edu) for more details.
“This summer I visited three Central European countries to learn about their various business practices. I really enjoyed getting hands on experience while being immersed in unfamiliar cultures.”

Taylor Seal, 2015

“Through the course in Japan, I have learned how to observe and listen, handle difficult situations, manage my time and organization, work with a team, and learn some Japanese! As a Global Supply Chain and Operation Management student, I was happy to visit the Toyota Plant and see how the Kaizen system works in real life! This class will play a priceless role in my professional career.”

Renata Klimova, 2015

“The business in Africa course provided me with an opportunity to learn about international business strategies (like coca cola and how they market differently in different African countries) and visit with NGO’s throughout Tanzania. I learned about new cultures and people and was welcomed with open arms into the communities we visited. The Faculty’s unlimited knowledge about Africa makes the trip unlike any other.”

Kirstin Jurgensen, 2012

“Traveling to Germany was such a unique experience because our group had the opportunity to experience first-hand the topics we were studying while visiting historical sites and immersing ourselves in a different culture.”

Dimitri Adriano 2015