Central Europe – Hungary, Austria, Czech Republic

Dates: May 14-21, 2017 (depart U.S. May 13)
Locations: Budapest, Vienna, and Prague
Course: MBA:8500 Seminar in International Business
Course Information

Seminar in International Business: Going & Growing Global
MBA:8500

- 3 semester hours
- Can substitute for MBA:8210/06N:223 Global Business Strategy (required core course) or serve as an elective
- Pre-departure class session:
  Saturday, April 8, 10am-4pm, Iowa City
- In-country class sessions
Course Objectives

- Enhance personal cross-cultural communications skills

- Develop understanding of how the differences in global economic, cultural, social, political, and legal environments affect business performance and decisions

- Provide students with foundational knowledge and analytical frameworks for evaluating business opportunity within countries or region outside the U.S.A.

- Discover and use of sources of information for researching and evaluating international markets

- Contemporary trends and issues in globalization
Costs

Program Fee: $1400
- March 1\textsuperscript{st} U-Bill
- No refund possible on or after Feb. 1

Tuition: $1995
- April 1\textsuperscript{st} U-Bill (unless selected otherwise in application)
- No refund possible after class session on April 8

Airfare
- ~$1900
- Do not purchase until confirmation received

Other costs: some meals, transportation ‘around town’ for personal excursions, entertainment
Marketa Rickley

- Visiting assistant professor in the Full-time Program. Has also served as faculty at Boston University.
- Has lived and worked in Central & Eastern Europe and Russia in Asset Management, Financial Analysis and Equity Analysis.
- Her expertise is in Executive Allocation in Multinational Firms, International Strategy, Strategic Human Capital and Strategies of Multinational Firms.
- Outstanding Teaching by a Doctoral Student, Boston University, 2014.
<table>
<thead>
<tr>
<th><strong>Budapest, Vienna, and Prague Tentative Itinerary</strong></th>
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<tr>
<td><strong>Sunday, May 14</strong></td>
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<tr>
<td><strong>Budapest</strong></td>
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<td><strong>Casual Dress</strong></td>
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<td><strong>8am-10am class session at hotel</strong></td>
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<td><strong>Transport Transfer for flights arriving between noon and 1pm</strong></td>
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<tr>
<td><strong>12:30pm Welcome Lunch on Danube (~2 hours)</strong></td>
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<td><strong>Check in from 2pm</strong></td>
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<td><strong>4:30-8:00pm Orientation in Sarolta conference room of and guided tour of Budapest (Parliament, Royal Castle, Herman's Bastion, Citadel)</strong></td>
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Possible Industry and Business Visits

**Hungary**
U.S. Embassy – an overview of Hungary’s socio-economic & business environment
Zwack Unicum Rt. – successful managing of premium brand equity
Stop in Bratislava en route to Vienna for a visit to Volkswagen—automotive industry powering the Hungarian economy

**Austria**
Erste Group Bank AG—post-crisis banking - rebuilding customer trust and investor confidence
Ketchum Publico – advertising across cultures; challenging assumptions & breaking established habits to entice your customer

**Czech Republic**
Eaton Energy – renewable energy in European markets: encouraging creativity and accelerating innovations
Avast! (Czech ant-virus software developer)—marketing strategies of successful Czech companies
Cultural Visits

Guided tours of Budapest, Vienna and Prague
Welcome lunch on Danube; Farewell dinner with traditional folklore show; tour of Pilsner Urquell Brewery
Optional cultural activity at your own expense on Saturday: guided tour of Prague Castle
Hotels

Hotel Palazzo Zichy: http://www.hotel-palazzo-zichy.hu/
Hotel Eurostars David - www.eurostarsdavid.com
Weather

Budapest: 52-70 °F
Vienna: 47-71 °F
Prague: 45-54 °F

Money

Budapest: Forint (Ft, HUF); some places accept Euros
Vienna: Euro
Prague: Czech crown (Czk), some places accept Euros
Vaccinations

- Check the CDC website for vaccination recommendations
  - Make sure you’re up-to-date on routine vaccinations, including measles-mumps-rubella (MMR) vaccine, diphtheria-tetanus-pertussis vaccine, varicella (chickenpox) vaccine, polio vaccine, and your yearly flu shot.
  - Most travelers: Consider Hepatitis A
  - Some travelers: Hepatitis B, Rabies
Passports and Visas

• Make sure your passport has two blank pages and is valid until Nov. 2017 as countries require more than 6 months validity

• No visas needed for U.S. citizens

Citizens of other countries—You will likely need to get a Schengen visa from the Hungarian Embassy, which will allow you access to all three countries. This may require an in-person interview in Chicago. Securing visas and associated costs are your responsibility.
Flights

- Please do not purchase a flight until you receive an email confirmation to do so
- Group flight options not typically a better deal than what you can find online and need 12 people on exact itinerary
- We’ll share tips / recommendations after deadline

Program starts in Budapest and ends in Prague
How to Apply

- Complete the online application sent out via email and also available online
- PRIORITY DEADLINE: December 1, 5pm

Participation Prioritization:

- Admitted students who have not completed a GLO previously
- Admitted students repeating the experience
- Pre-MBAs
Questions?