PMBA Course Information

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

- EXG (Europe)

- 3 semester hours

- Can substitute for Global Business Strategy / Foundations in Strategy (required core course) or serve as an elective for students entering program prior to Summer 2017. For those entering Summer 2017 or after, elective credit only and may only be taken twice.

- **Required pre-departure class session:**
  - Sunday, April 14, 10am-4pm, Iowa City
FTMBA Course Information

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

• 3 semester hours
• Counts as a spring course
• Work/assignments will likely begin in late March/April
• Pre-departure class session:
  • Sunday, April 14, 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
PMBA Costs

• Program Fee: $1500
  • March U-Bill
  • No refund possible after January 31

• Tuition: $1995
  • April U-Bill (or January U-Bill if you choose during the application process)
  • No refund possible after class session on April 14

• Airfare
  • ~$1500-2000 (fly into Berlin, out of Prague)
  • Do not purchase until confirmation received

Other costs: some meals, transportation ‘around town’ for personal excursions, entertainment, $608 additional fee if you elect to have a single room
FTMBA Costs

• Program Fee: covered by FTMBA tuition for 1st experience ($3200 value)
  • No refund possible after January 31, which means if you withdraw after this deadline, you will have to pay the $3200 given our requirement to pre-pay the vendor

• Airfare
  • ~$1500-2000 (fly into Dublin, out of London---flight in between is included)
  • Do not purchase until confirmation received

Other costs: some meals, transportation ‘around town’ for personal excursions, entertainment, $608 additional fee if you elect to have a single room
Marketa Rickley

• Visiting assistant professor in the Department of Management and Organizations.

• 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.

• Finalist, Wiley Outstanding Dissertation Award in Strategy, BPS Division of Academy of Management, 2016


• Outstanding Teaching by a Doctoral Student, Boston University, 2014.
# Tippie MBA Global Learning Opportunity

## Berlin and Prague Draft Itinerary

<table>
<thead>
<tr>
<th>Sunday, May 19</th>
<th>Monday, May 20</th>
<th>Tuesday, May 21</th>
<th>Wednesday, May 22</th>
<th>Thursday, May 23</th>
<th>Friday, May 24</th>
<th>Saturday, May 25</th>
<th>Sunday, May 26</th>
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</thead>
<tbody>
<tr>
<td><strong>Arrival to Berlin</strong></td>
<td>Berlin</td>
<td>Berlin</td>
<td>Berlin/Prague</td>
<td>Prague</td>
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<td>Casual</td>
<td>TBD</td>
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<td>Casual</td>
<td>Casual</td>
</tr>
<tr>
<td><strong>Arrival to Berlin (2 scheduled shuttles from airport TBD)</strong></td>
<td>Class Session</td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Class Session</td>
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</tr>
<tr>
<td><strong>Welcome Lunch</strong></td>
<td>Free Time for Lunch</td>
<td>Free Time for Lunch</td>
<td>Free Time for Lunch</td>
<td>Free Time for Lunch</td>
<td>Free Time for Lunch</td>
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</tr>
<tr>
<td><strong>Cultural Tour</strong></td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Travel via train to Prague (~4.5 hr)</td>
<td>Company Visit</td>
<td>Company Visit</td>
<td>Prague Cultural Tour</td>
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<tr>
<td><strong>Free Time for Dinner</strong></td>
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<td>Free Time for Dinner</td>
<td>Free Time for Dinner</td>
<td>Farewell Dinner</td>
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Possible Topics/Industry and Business Visits (for reference only, not confirmed)

- Intro visit: AmCham Berlin
- Local consumer and local advertising: Ogilvy Berlin
- Second largest transport company in the world: Deutsche Bahn
- Largest Digital Publishing House in Europe: Axel Springer
- Leading company in Telecom: Deutsche Telecom
- Entrepreneurial Environment and Start-up Ecosystem: VOJD Studios
- Czech conglomerate: Agrofert
- CPG Multinational: Coca-Cola CZ
- Cyber Security Software Developer: Avast!
- Local Auto Company: Skoda
Cultural Visits

Berlin city tour

The tour will bring you around the city centre to hit all the highlights of this incredible city and find out more about its past and its important role in European history. You will have the chance to see the Breitscheitplatz, the Church of Remembrance, the Kurfuerstendamm Boulevard, the Victory Column, the Reichstag Building - which is the seat of the German Parliament - and the Government Quarter. The tour will follow with a visit to the Brandenburg Gate, a stroll around Unter Den Linden Boulevard and then the famous Checkpoint Charly - the best-known Berlin Wall crossing point between East Berlin and West Berlin during the Cold War whose name was given by the Western Allies. A visit to the Wall Documentation Centre at Bernauer Strasse will illustrate all the steps and phases of the Berlin wall. The tour will move to the famous Alexanderplatz, Karl Marx Allee and end the tour at the East Side Gallery, a series of murals painted directly on a 1316 m long remnant of the Berlin Wall, located near the centre of Berlin, on Mühlenstraße in Friedrichshain-Kreuzberg.

Prague city tour

Prague Castle is said to contain nearly every architectural approach of the last millennium. From the Gothic St. Vitus Cathedral to the Romanesque Basilica of St. George, Bohemian baroque buildings to early 20th century renovations, the complex runs the stylistic gamut and provides the perfect backdrop for exploring the history of the city and its many layers. This in-depth tour of Prague Castle takes you on a journey to discover key sites and hidden treasures of the ancient, labyrinthine area. You will also take some time to visit one or more of the many landscaped gardens that punctuate the district.

You will then embark on a private tour to one of the world’s most beautiful libraries – Strahov Library, the largest monastic library in the country, with two magnificent baroque halls dating from the 17th and 18th centuries.
Hotels (tentative)

- Berlin: Hotel Eurostars Berlin
  [https://www.eurostarshotels.co.uk/eurostars-berlin.html](https://www.eurostarshotels.co.uk/eurostars-berlin.html)

- Prague: Hotel Century Old Town Prague MGallery By Sofitel

$608 additional fee if you elect to have a single room at the time of application
Vaccinations for both destinations

• Check the CDC website for vaccination recommendations
Passports and Visas

• Make sure your passport has two blank pages and is valid until November 2019 as countries require more than 6 months validity
• Germany / Czech Republic: No visa required for US citizens

Citizens of other countries – please let us know as early as possible so we can determine visa requirements. May require additional work/cost on your part, including a possible trip to a Chicago consulate.
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
PMBA: How to Apply

• Complete the online application
• Priority Deadline: December 1, 5pm
• We will notify you about your enrollment status the week of December 3
• Withdrawal deadline is January 31

• Participation Prioritization:
  • Admitted students who have not completed a GLO previously
  • Admitted students repeating the experience
  • Pre-MBAs
FTMBA: How to Apply

• Complete the online application
• Priority Deadline: December 1, 5pm
• We will notify you about your enrollment status the week of December 3
• Withdrawal deadline is January 31

• Participation Prioritization:
  • Based on time of application
Questions?

Email jill-tomkins@uiowa.edu