Amsterdam and London
GLO
May 10-17, 2020
Info Deck
Course Information

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

3 semester hours, fall semester (off-cycle)

• Enrollment: Your enrollment will be added by program staff after the withdrawal deadline has passed.

• Students fully admitted before Summer 2017: you may substitute GLO for Global Business Strategy / Foundations in Strategy (required core course) or the GLO may serve as an elective. Recommendation: If you did not complete Global Business Strategy and plan to take a GLO, we strongly recommend that you take Foundation in Strategy and use the GLO as an elective. The strategy tools you will learn and the skills you will develop are critical as you progress in your career. The same content is not covered in the GLOs.

• For students fully admitted in Summer 2017 or later: Elective credit only and may be taken twice.

• Multiple GLOs: If completing more than one GLO, they should be to a different regions—Northern Europe may be considered separate from Central and Southern Europe, but please contact GLO staff to confirm.
Program Dates

Pre-departure content moves online with live sessions as follows:

5 live sessions (2 Saturday mornings and 3 Sunday evenings):

• Saturday, March 21: 8:30 – 10:30am
• Saturday, March 28: 8:30 – 10:30am
• Sunday, April 18: 7:00 – 9:00pm
• Sunday, April 25, 7:00 – 9:00pm
• Sunday, May 2, 7:00 – 9:00pm

In country dates: May 10-17, 2020 (usually requires departure from US on May 9)

Note: expect to be occupied in-country from at least ~8am-5pm daily with program activities. If you want additional free time, please consider coming early or staying late.
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: $1750
  • February 1st U-Bill
  • No refund possible after January 5 (withdrawal deadline)
  • Additional cost of $920 if single room is selected

• Tuition
  • $2,100
  • March 1st U-Bill (or January U-Bill if you choose during the application process—select this option if enrollment is needed for financial aid)
  • No refund possible after class session

• Airfare
  • ~$1100-1600 (less if willing to drive to Chicago)
  • Do not purchase until confirmation received

Meals included: a welcome meal, a farewell meal, all breakfasts.
Other costs at your own expense: other meals, transportation ‘around town’ for personal excursions, entertainment, visa when required
Mark Winkler

• Adjunct Lecturer, Department of Marketing

• Past:
  • Director, Business Solutions Center
  • Vice-President, Strategic Planning & Business Development, Bridgestone
    • General Manager of Operations, New England Region, Universal Forest Products
    • International/Expatriate Sales Manager, Asia/South America, Grove Manufacturing, Inc.
  • Executive MBA, University of Iowa 2001
  • Lived in Belgium, New Zealand, Singapore and other locations as an ex-pat
### Tippie MBA Global Learning Opportunity
#### Amsterdam and London Draft Itinerary

<table>
<thead>
<tr>
<th>Sunday, May 10</th>
<th>Monday, May 11</th>
<th>Tuesday, May 12</th>
<th>Wednesday, May 13</th>
<th>Thursday, May 14</th>
<th>Friday, May 15</th>
<th>Saturday, May 16</th>
<th>Sunday, May 17</th>
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<tbody>
<tr>
<td>Arrival to Amsterdam</td>
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<td>Amsterdam</td>
<td>Amsterdam/London</td>
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<td><strong>Arrival by Noon</strong></td>
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<td>Bus Departs Hotel TBD</td>
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<tr>
<td>2-3 hour Class Session</td>
<td>Company visit</td>
<td>Transfer to London</td>
<td>Company visit</td>
<td>Company visit</td>
<td>Company visit</td>
<td>Class Session</td>
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<td><strong>Free Time for Lunch</strong></td>
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<td>Introductory visit (Chamber, Embassy, Guest Lecture, could be consolidated with class session)</td>
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<td>Company visit</td>
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<tr>
<td>Welcome Dinner</td>
<td>Free Time for Dinner</td>
<td>Free Time for Dinner</td>
<td>Free Time for Dinner</td>
<td>Free Time for Dinner</td>
<td>Farewell Dinner with Alumni</td>
<td>Free Time for Dinner</td>
<td>9.27.2019</td>
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Note that this is tentative and subject to change. Target companies may include Aegon, Shell, Emerson, Barclays, etc. Visits have not yet been requested/secured.
Vaccinations for destinations

• Check the CDC website for vaccination recommendations
  • Make sure your are 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.

Passports and Visas

• Make sure your passport has two blank pages and is valid until November 2020 as countries require more than 6 months validity
• 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 possible trip to Chicago for a visa appointment if required by the destination country.
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, so are not offered

• We’ll share tips/ recommendations after deadline as well as the provided shuttle transfer times
PMBA: How to Apply

• Complete the online application
• Priority Deadline: November 15, 5pm
• We will notify you about your enrollment status the following week.

• Participation Prioritization:
  • Admitted students who have not completed a GLO previously
  • Admitted students repeating the experience
  • Pre-MBAs
Withdrawal deadline

January 5, 5pm

If you sign up but your plans change for some reason, you have until Jan. 5 to withdraw penalty free. After that time, if you withdraw you will still be charged the program fee given our need to pre-pay the vendor.
## Future GLO destinations

<table>
<thead>
<tr>
<th>Dates</th>
<th>Destinations</th>
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<tbody>
<tr>
<td>January 2021</td>
<td>Hong Kong and China</td>
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<tr>
<td>May 2021</td>
<td>Europe</td>
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<tr>
<td>January 2022</td>
<td>South America</td>
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Questions?

Email jill-tomkins@uiowa.edu