The Business in the European Union class gives students the opportunity to learn the business culture and life in different EU countries. It was one of the best experiences of my life, and I highly recommend that all grad students, MBA or others, take advantage of this great opportunity. ~ Norm Carlson, Canisius College

The trip was amazing because it gave you the freedom to experience the atmosphere and culture of Paris & Brussels while maintaining a steady learning schedule. Being in a different country and learning how its people worked was exciting to say the least! I definitely recommend this trip to anyone who is able to experience it. ~ Joe Bauer, John Carroll University

Studying and traveling in the European Union was a fascinating and exciting experience that I would recommend to any and all students! It gave me a taste of what it is like doing business in Paris and Brussels, while taking in the breathtaking landscape and culture of the EU. The knowledge and memories of this trip will last a lifetime! ~ Amanda Wolfe, St. Louis University

What is the European Union?
The European Union is not a country; it is considered an economic & monetary union in which the participant countries have common policies on product regulation, services, factors of production (capital & labor), freedom of movement of goods, and a common external trade policy. Reasons for creating such a union include increasing economic efficiency & establishing closer political & cultural ties between the member nations. Each member nation has its own government, all of which have varying styles of democratic governments.

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Why should YOU participate in this seminar?
With the multitude of existing factors that arise when conducting business outside of a firm’s home country, it has become necessary to gain first-hand experience. The goal of this program at Canisius is consistent with its Jesuit emphasis on global learning to equip students with the understanding of what happens in business in the business world when different languages exist and international borders come into play.

Benefits

- Gain increased knowledge and understanding of the world through first-hand experience.
- Experience personal growth and increased self-confidence.
- Acquire a multicultural perspective which complements any field of study.
- Enhance your career.

Course Description

MBA 686, Doing Business in the European Union (3.0 credit hours) will be taught by Dr. Coral Snodgrass, Director of the Masters in International Business Program and Professor of Management/Marketing. Students will prepare for the trip to Europe by completing a set of readings provided by the professor. In Europe, students will visit the institution of the European Union, tour companies, visit offices of the European Union government, and meet with European managers. Each student will submit a research report on an agreed upon subject at the end of the semester.

Tentative Itinerary

Wednesday March 23, 2016
Evening departure to Paris, France

Thursday March 24, 2016
Introduction to seminar & Welcome Dinner (Included)

Friday March 25, 2016
Presentation at Euro Disney. Lunch and simulation at ESCI (Ecole Supérieure de Commerce International) with ESCI French students. Cocktail reception

Saturday March 26, 2016
Free day in Paris

Sunday March 27, 2016
Easter. Optional mass at Notre Dame

Monday March 28, 2016
Visit to Jean Monnet House. Evening boat tour of Paris

Tuesday March 29, 2016
Visit to Sanofi, a France-based international pharmaceutical company and a Multinational Company. Group travel to Brussels, Belgium

Wednesday March 30, 2016

Thursday March 31, 2016
Visit to City of London Corporation and to Canary Wharf. Attend a London play

Friday April 1, 2016
Visit to New Era. Visit to multinational bank. Simulation with British students. London Eye and Farewell Dinner

Saturday April 2, 2016
Program evaluation and recap of seminar, evaluation of final paper

Sunday April 3, 2016
Return home

Accommodations, Transportation & Costs

Students will be staying in first class European accommodations with two students to a room. Transportation within European visits will include subway, bus and train.

Tuition including fees (3 credit hours): $2,396 approx.

Hotel accommodations (double occupancy), transportation in Europe, some meals, events, and health insurance: estimated at $1,650—$1,750.

Airfare: estimated at $950-$1000.

Deadline: $300 non-refundable deposit (deducted from program cost) due by October 15, 2015 to Laura McEwen (contact info on back cover)

Please note: space is limited.