Testimonials:

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.

EU Relevancy to the World Economy

Members: 28 member nations
Capital: Brussels
Gross World Product: approx 21%
Area: approx 4 million square miles
Population: more than 500 million
Languages: 24 official languages in the EU

For more information and application:
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MBA Seminar: Doing Business in the European Union

Online learning course with European Field Experience

London, Brussels & Paris

European Union Visit:
May 10 - May 19, 2019

Leadership is action, not position.
Lead the challenge to be something more than average.

Go Abroad With Canisius College!
**Why should YOU participate in this seminar?**

There is no better way to prepare yourself for the many surprises that can occur when you are doing business internationally than to immerse yourself in the global marketplace. The goal of this seminar is to equip you with an understanding of what can happen in the business world when international borders are crossed. As a key element of your Jesuit education, the global learning in this seminar will enhance your development into a global leader.

**Benefits**

- You will gain increased knowledge and understanding of the world through first-hand experience.
- You will experience personal growth and increased self-confidence.
- You will acquire a multicultural perspective which compliments any field of study.
- You will enhance your career.

**Course Description: MBA 686, Doing Business in the European Union (3.0 c.h.)**

The course is a combination of on-line learning and field work. During the semester we will have weekly readings and Discussion Forums using the D2L Course Management program. There will also be two homework assignments during this time. That time will be used to familiarize you with the key issues facing the European Union today and for you to find a focal point for your interest in doing business there. At the end of the semester, there is one period of Field Work consisting of formal lectures, presentations and interactive group work that will take place in England, France and Belgium, May 10-19, 2019. During that week, you will have the opportunity to engage in discussions and activities that will help you to delve into the topic of interest to you. We will conclude with a short reflection on what you have learned.

**Sample Itinerary based on 2018 Program:**

**Thursday May 9, 2019**  
Evening Departure to London

OR

**Friday May 10, 2019**  
Day or Evening departure to London, England. Transfer to accommodations.

**Saturday May 11, 2019**  
Evening: London Eye & Welcome Dinner

**Sunday May 12, 2019**  
Free Day in London

**Monday May 13, 2019**  
London: Visit to UnCommon, Visit to Canary Wharf

**Tuesday May 14, 2019**  
London: Visit New Era  
Evening: Eurostar train, depart to Brussels; Free evening in Brussels

**Wednesday May 15, 2019**  
Brussels: Visit to international chocolate company; Visit to European Parliament; Thalys train to Paris

**Thursday May 16, 2019**  
Paris: Visit international pharmaceutical company; Visit Air France; Evening boat tour of Paris

**Friday May 17, 2019**  
Paris: Visit to Disneyland Paris. Lunch at ESCI; Simulation with French students; Final class exercise; Farewell Dinner

**Saturday May 18, 2019**  
Program evaluation and recap of seminar, explanation of final paper.

**Sunday May 19, 2019**  
Return home.

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**Doing Business in the European Union Tuition and Field Experience Information**

**Tuition including fees (3 credit hours): $2515**

**European Study Program Cost:** $1950 (payable by all participants.)

The program in Europe consists of a series of meetings, presentations, simulations and cultural interactions designed to enhance their understanding of the key issues dominating the discussion of how to do business in the European Union. The costs of the program cover the administration of all of these activities and also include housing, transportation within Europe, study abroad insurance and some meals.

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.

**Airfare:** estimated at $600-$800 (depending on departure city).

**Deadline:** $300 non-refundable deposit (deducted from program cost) due by **Friday November 9, 2018 to Laura McEwen** (contact info on back cover).