This course will expose students to successful business practices in Switzerland which though not part of the European Union, is at the center of Europe. Students will learn effective global management practices, how to empower employees from different cultures, and how to understand people from different cultures. Students will learn from interactions with business leaders from Europe and business visits.

Course Description

This study abroad course fulfills the requirements for:

**MGMT 498 or MGMT 798 Global Field Study: Management Strategies in Switzerland (3 credits)**

**Prerequisites:** MGMT 600 for graduate students, MGMT 302 for undergraduate students. All students must be in good academic standing.

**Length:** 1 week during the UB MSB summer term 2012. Travel dates are June 9-16, 2012. There will be a pre-travel and a post-travel meeting (date, time and location, TBD).

This global field study is hosted by the Summer School program in Lucerne, Switzerland, about an hour south of Zurich by train. The program features presentations by international experts and visits to companies. There will be lectures on intercultural management, international diversity management, empowerment in a global environment, and leadership in different cultures. You will sit beside and interact with business leaders from European and Swiss companies. The opportunity to discuss international issues in a multi-national group will provide a significant learning opportunity. During visits to companies you will see international business in action and learn how successful companies compete in a global economy. You will learn to see the world through the eyes of European managers, as you compare and contrast practices in Europe with those in the US.

There will be time to explore and learn about the culture of Switzerland. Lucerne is a beautiful city located on a lake with mountains in the distance. Walking tours of the city and a cruise on the lake will be part of our visit. There will be time to visit nearby Zurich, the financial capital of Switzerland.

Course Design and Schedule

Five days of visits to companies and sights in Lucerne and Zurich, plus lectures by leading academic experts.

Students participating in this international study experience will be assigned to teams to prepare a comparative analysis of Swiss and US business practices. They will utilize models from the lectures and information from company visits and cultural visits to formulate their analysis. The goal is to learn important business practices that help managers and their companies succeed in global business.

**Trip Cost:** Total costs for airfare, lodging and local transportation are $3,161. The Wright Global Scholars fund will provide scholarships up to a maximum of $1,200 to eligible Merrick School of Business students.

For more information and registration approval, contact Prof. Alan Randolph, at wrandolph@ubalt.edu or Lisa Park at lisa.park@ubalt.edu.

**COURSE REGISTRATION DEADLINE:**
Initial payment: $1,580 DUE Monday, February 20, 2012¹
Final payment: $1,581 DUE Wednesday, April 11, 2012²

**REQUIRED PRE-TRIP and POST-TRIP MEETINGS:**
TBD

**COURSE TUITION DUE:**
Friday, May 25, 2012³

¹ A minimum of 15 students is required for this global field study to take place. All payments are non-refundable.

² Final payment amount is dependent upon individual scholarship awards.

³ In addition to the trip cost students are responsible for the tuition and fees for the 3-credit course.