

**22 EUROPEAN CITIES & 7 COUNTRIES
UNLIMITED MEMORIES!**



**EUROPEAN BUSINESS
SEMINAR
INFORMATION SUMMER 2019**

For Non-Business and Business Students

For more information about this incredible study abroad program, simply go to baylor.edu/EBS, bearsebs.com, or call or text 254-723-1673, anytime up to 10 pm, Monday- Sunday.

European Business Seminar Summer 2019

GENERAL INFORMATION

Perhaps the best way to describe this program is that you, the student, are taking on the role of a U.S. businessperson who is going on a multi-country/multi-city deep immersion into European business. You will hear presentations from European employees of global businesses – many times, upper management – about their respective companies.

The European Business Seminar study abroad program (EBS) is designed to give both **non-business** and **business** majors an intensive immersion with companies and cultures outside the United States in an international environment with divergent business practices across multiple countries in Europe. As such, it provides a great addition to your resume by illustrating to prospective employers your interest and motivation to learn about diverse business and cultural practices outside the U.S. And, it uniquely positions you in the employment marketplace like no other singular experience!

Non-Business Students and Parents of Non-Business Students:

Parents of non-business majors: we have found that this program is a great addition to your student's resume when seeking employment because 1) it provides six hours of business credit to enhance their resume and 2) it provides a unique differentiator in the employment marketplace with its intense international exposure. It goes without saying that this is an advantage for business students, but we just want to point out that advantage is there for non-business students, as well.

Additionally, we can sometimes work with advisors from other majors to get major-specific credit for our courses on a case-by-case basis. Bring your schedule of coursework and meet with Professor Easley and we will look at your materials to determine the best way to get credit for your courses.

What to Expect:

While we are in multiple countries and cities throughout Europe, business seminars and factory visits are conducted by major national and international corporations (e.g., *BMW, Gucci, Lamborghini, Lloyd's of London*) and presentations are typically made by the respective company's management personnel or public relations personnel. The presentations are generally held during weekdays, most of the time during the mornings, allowing plenty of free time in the afternoons and evenings to immerse yourself in the culture of numerous countries and cities in Europe. The business-class hotels you will stay in during the program are primarily 4-star properties and are centrally located in each city, and have twin beds and private showers. [*If you have never been to Europe, you are probably wondering why "private showers" are even listed as an attribute of lodging in Europe. This is because there are multiple lodging alternatives in Europe that do not have private showers or toilets and we want to ensure that you understand what you will be receiving this as part of this program.*]

Perhaps the best endorsement of the incredible value of this program is from a participant's parent, who regularly travels to Europe for business. When the parent was writing a check for the cost of the program, he asked the student after he wrote the check the following question: "And how much is the check for the business-class lodging during the seminar?" not realizing that lodging is *already* a part of the seminar price.

What You Will Be Doing on this Study Abroad Program:

You will be staying in 4-star business class hotels – important in Europe.

Going on a study abroad program that is the **oldest business-school program in the U.S.** (began in 1977)

Going on a study abroad program that is **the largest business-school program in the U.S.** (over 25,000 alumni across the U.S.)

You will be traveling to 22 cities and regions and 7 countries.

In addition to your Baylor faculty who are with you throughout the program, **you will have the support of a full-service travel agency that is on call 24/7 for participants in the program.**

You will be staying in 4-star business-class hotels for the entire program, with full-service business breakfasts in each hotel -- much more elaborate than the typical American hotel breakfast.

You will be traveling, not on a train, but on a private-to-the-program luxury coach during much of the program through some of the best cities and regions of the world.

You will be deeply immersed in presentations, factory visits, and discussions with management of national and international corporations and company visits.

What You Will Not Be Doing on This Study Abroad Program:

You will **not** be staying in college dormitories.

You will **not** be staying in hostels.

You will **not** be eating dorm food on a college campus.

Finally, due to the uniqueness of this program, there are no additional fees for excursions to different countries during this program (like other programs) because this program is, by its nature, traveling to multiple cities and countries.

Seminar Participation:

All on-site seminars are conducted at a professional, corporate level of interaction, giving students exposure to European business etiquette. Company visits include presentations to our EBS groups, panel discussions, and plant tours exclusive to our study abroad program. Question and answer sessions are usually a part of each company visit and students actively participate in these discussions. These company visits are the culmination of over 40 years of dedication and work by the founder of the national organization, Dan Brenenstuh, who typically travels with the group for a significant portion of the seminar, and Managing Director of International Business Seminars.

Baylor University Credit:

[NOTE: Due to increasing demand for the European Business Seminar program, priority for specific course registrations and other benefits will be given to enrollees in order of paid applications.]

Participants in the European Business Seminar will enroll **at Baylor** for six hours of credit. There are several courses for which you can receive credit **including some required courses for all business majors:** BUS 3303, BUS3310, BUS3315, INB3333, INB4325, MGT3310, MKT4324, and MKT4325. Note that Professor Easley will work with you and your advisor to find the best way for these classes to work for you in your particular degree program. **[Non-business majors, through consultation with Dr. Easley (working with your advisor), may be able to receive credit for one of your major courses.]**

SEMINAR INFORMATION

Seminar Prices:

All prices are quoted in U.S. dollars. The seminar price \$7899 for 2019 will be **guaranteed**, if full payment for the seminar is received by the due dates (note that *tuition is not due until May 2019 and is not included in this figure, nor are any other study abroad program's figures for tuition costs*). Group direct flight round-trip airfare is \$2099. Baylor tuition is \$1339 per credit hour for six hours (discounted 25% from fall & spring semesters). If you do not pay by the due dates, the seminar price is subject to adjustment according to fluctuations in exchange rates. If you pay on time, the prices are guaranteed.

Timely payments are necessary to permit the payment of financial obligations in Europe for the seminar.

A non-refundable deposit of \$1000.00 (which is a part of the program cost) is due at the time of application. Your additional program payments are fully refundable up to 60 days prior to departure.

You are welcome to also pay for your airfare at the time of deposit and you can also pay for the total program cost at the time of deposit, too, if desired, but it is not necessary. Registration fees for the two three-hour courses, not included in the program cost, for the seminar (Baylor University course credit) will not be billed until around May of 2019 by Baylor.

For a list of sights and attractions in the cities that we visit, a list of companies that we will visit, and also two great videos about the program, please go to

www.bearsebs.com

European Business Seminar Courses

Course One: All students on the program will take one of the following courses:

Course Number	Course Name	Discussion
MKT4324	European Business Seminar	Counts as a marketing elective, a business elective or as a general university elective
BUS3310	Multinational Business	Counts as a business elective, or as a general university elective
INB3333 MGT3333	Doing Business In Different Cultures	Can count as a management course (cross-listed as MGT 3333), as a business elective, or as a general university elective

Course Two: All students on the program will take one of the following courses:

Course Number	Course Name	Discussion
BUS3303	Managerial Communications	Counts as a core requirement under Communications for all business majors or as a general university elective
BUS3315	Integrated Business Writing	Counts as a core requirement for all business students or as a general university elective
MKT4325 INB4325	International Marketing	Counts as a marketing elective, an international business elective, or a business elective, or as a general university elective

22 CITIES, 7 COUNTRIES, A LIFETIME OF MEMORIES!

2019 EUROPEAN BUSINESS SEMINAR

WWW.BAYLOR.EDU/EBS **254-723-1673**, VOICE OR TEXT

PROMOTIONAL VIDEO AT WWW.BEARSEBS.COM



European Business Seminar Payments Page

Cost of the European Business Seminar Study Abroad Program

Amount	Item	Comments
\$1000	Program Deposit (This is included in the total program cost of \$7561)	Non-refundable program deposit check or money order and written to <i>International Business Seminars (IBS)</i> . Give to Professor Easley in the Marketing Department or place in his mailbox. Note: You may also pay this by credit card by calling Amanda at IBS: 480-874-0100. There is a surcharge if using a credit card.
\$3561	1 st Program Payment Due 2/28/18 Check or money order payable directly to <i>International Business Seminars</i>	NOTE: When comparing study abroad programs, it is <u>very important</u> that you do an “apples-to-apples” comparison of price/amenities and, importantly: included costs versus extra costs because, among other things, initial cost estimates are sometimes not the only costs. <i>The European Business Seminar</i> includes all 4-star business-class hotels (important in Europe), all breakfasts at 4-star business-class hotels, some lunches, some cultural dinners, ground transportation in Europe that includes: luxury chartered private tour bus with driver 24/7 during a portion of the program, subway passes, one train (Paris to London), numerous cultural tours and events, travel health insurance, etc. Note: You may also pay this by credit card by calling Amanda at IBS: 480-874-0100. There is a surcharge if using a credit card.
\$2000	Airfare Due 2/28/18 Check or money order payable directly to <i>International Business Seminars</i>	Group round-trip rate to/from Dallas to/from Europe. NOTE: Very important: Not all programs include air fares in their “total costs,” so make sure that you account for this when comparing programs. Note: You may also pay this by credit card by calling Amanda at IBS: 480-874-0100. There is a surcharge if using a credit card.
\$3000	2 nd Program Payment Due 3/31/18 Check or money order payable directly to <i>International Business Seminars</i>	Note that this program travels throughout Europe and there are no additional travel costs or excursion costs with this program. Note: You may also pay this by credit card by calling Amanda at IBS: 480-874-0100. There is a surcharge if using a credit card.
\$7722 + fees	Baylor tuition Payable to <i>Baylor University</i> in May of 2018	Tuition for 2018 is \$1287 per hour x 6 hours = \$7722. NOTE: Payments to Baylor for summer tuition will be done individually by students in May, and can be made just like during the regular school year. Note that if you have a scholarship, you may be able to use it on this program – please check with the Registrar’s office for details for your specific case.
\$17,433	Total Amount	Including program costs, airfare, tuition, and \$150 in Baylor fees

Students, note that the above group airfare for a *direct flight both ways* round-trip ticket to Europe and is possible because of our third-party provider and their extensive experience as a travel agency for study abroad programs. However, since they are a full-service travel agency, we are also able to provide, for interested students, any range of options of departure points to and from the US and departure times to and from the US (for those desiring to go to Europe earlier or stay in Europe after the conclusion of the seminar).

NOTE: For those interested, you can possibly use frequent flyer miles for your ticket, but because it is an international flight, this is sometimes hard to do but, if interested, please check with your airline. Finally, added airfare costs will likely apply for students who are not traveling on our specially discounted group flights.

**Professor Richard Easley
Director, European Business Seminar
Associate Professor of Marketing
Department of Marketing
Baylor University
One Bear Place, Box 98007
Waco, Texas 76798-8007
E-Mail: richard_easley@baylor.edu
Cell: (254) 723-1673, voice or text,
anytime up to 10 pm, seven days a week,
even weekends.**

