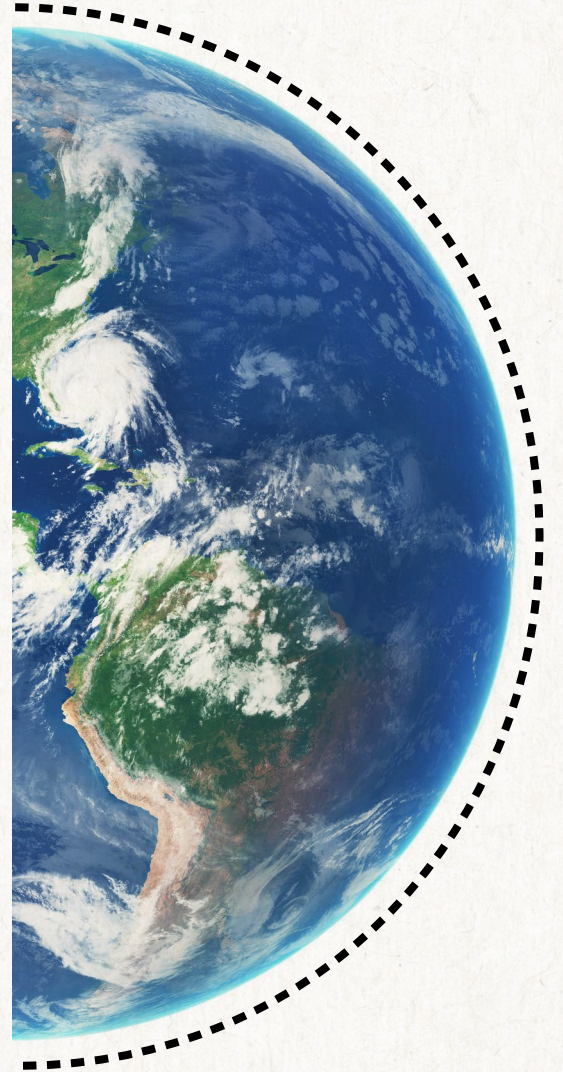




# BUSINESS STUDY ABROAD

**Global Classrooms**  
(Short-Term Faculty-Led Courses)

**Spring Term — Break  
and Maymester**



**Office of  
International Activities**  
Darla Moore School of Business



# TABLE OF CONTENTS

## GENERAL INFORMATION

Why Global Classrooms?.....	3
How Much Does It Cost? .....	4
You've Been Accepted to a Global Classroom, Now What?.....	5
Funding your Global Classroom.....	5
Important Dates.....	6

## 2021 GLOBAL CLASSROOMS

### SPRING TERM — BREAK

<b>Cuba:</b> Economics and Culture .....	7
<b>Germany:</b> Global Comparative Business Study.....	8
<b>Israel:</b> International Business, Security and Religion.....	9
<b>Italy:</b> Retail Marketing in Italy.....	10
<b>The Netherlands:</b> Diversity and Inclusion in the Netherlands.....	11

### MAYMESTER

<b>Austria, Hungary, Slovakia, Czech Republic:</b> Business in Europe .....	12
<b>Belgium, France:</b> Business Opportunities in the European Market .....	13
<b>Germany:</b> Business in Germany .....	14
<b>Greece:</b> Business Culture in Greece .....	15
<b>Italy:</b> Retail Marketing in Italy .....	16
<b>Japan:</b> Business in Japan.....	17
<b>New Zealand:</b> Business in New Zealand.....	18
<b>Norway:</b> Business in Norway.....	19
<b>Russia:</b> Business in Russia.....	20
<b>South Africa:</b> Business in Africa.....	21
<b>Thailand:</b> The Business and Culture of Thailand.....	22
<b>Vietnam:</b> Economic Development and Transition in Vietnam.....	23

*Photo Credits: Randall-Bauer, Amanda Birkenhauer, Abbie Brackin, Ashley Burt, Marleina Kennedy Corley, Alaina Feinberg, Sarah Ostergaard, Orgul Ozturk, Sarah Payson, Angelo Pisano, Mick Pristas, Yoshitaka Sakakibara, Sophia Shai, Chadd Webb, Traude Wild, Courtney Worsham and Chriz Zoettl.*

**WHY GLOBAL CLASSROOMS?**

**ENHANCE YOUR RESUME BY GAINING  
GLOBAL PERSPECTIVE • DIVERSIFICATION**



**UofSC CREDIT HOURS**



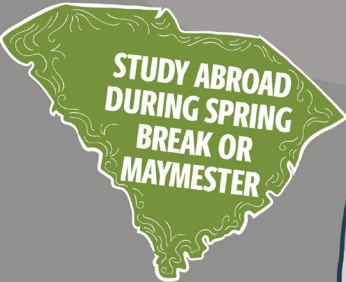
**MEET WITH EXECUTIVES,  
EXPLORE REGIONAL AND  
NATIONAL BUSINESSES, ABSORB  
HISTORY AND CULTURE**



**COURSES LED BY  
TOP-RANKED MOORE  
SCHOOL FACULTY**

**COURSES TAUGHT IN**  
**22**  
**COUNTRIES**

**SCHOLARSHIPS AVAILABLE**  
**37 SCHOLARSHIPS  
AWARDED IN 2019**



**STUDY ABROAD  
DURING SPRING  
BREAK OR  
MAYMESTER**

# HOW MUCH DOES IT COST?

Each course has three main expenses\*:

**1. TUITION FOR THREE CREDIT HOURS:** All courses earn academic credit. Tuition for May courses is calculated at the resident (in-state) rate regardless of residency status. To use existing scholarships/financial aid toward summer tuition support, students must be enrolled in at least six credit hours.

**TUITION FOR SPRING TERM — BREAK COURSES:** Tuition for March courses will be included in the spring semester tuition bill. Residency rate is unchanged in the spring term. Enrollment in more than 16 credit hours will be subject to additional tuition charges

**2. INTERNATIONAL ROUND-TRIP AIRFARE:** Clear guidelines on when to purchase airfare will be provided after securing enrollment. Pre- and post-course travel is allowed using airlines and airports of choice. Students are required to arrive on time for the start of the course and remain with the group for the entirety of the course.

**3. GLOBAL CLASSROOM FEE:** This fee varies by course but covers hotel accommodations, in-country transportation, tours, guides, admissions and most meals during the in-country dates of the course.

*\*Total course expenses are broken down on the deposit/withdrawal agreement form (does not include personal expenses). Please review it carefully and ask any questions before signing and submitting this binding contract.*

## WHO QUALIFIES?

All students must have:

- At least a 3.0 GPA
- At least 30 completed credit hours prior to departure
- Successfully completed any course pre-requisites
- A clean academic/judicial record with the university



## NEXT STEPS

Secure your space!

All courses will be enrolled on a first-come, first-served basis, and maximum enrollment is no more than 20 for each course. Many of our courses fill quickly, so secure your space early! Students will need to submit three items to secure enrollment:

1

### Complete the Online Moore School Study Abroad Application:

Your academic advisor must approve participation to ensure eligibility for your selected course(s) and discuss use of credits. This application requires your unofficial transcript, see instructions for further details.

2

### The Deposit/Withdrawal Agreement:

this form is course specific and breaks down the costs, payment deadlines and withdrawal policies. Once signed and submitted, this is a binding contract.

3

**Global Classroom Payment One of Three:** this \$350 deposit is non-refundable and is deducted from the total global classroom fee.

# You've been accepted to a Global Classroom **NOW WHAT?**

## DO YOU HAVE A VALID PASSPORT?

Your passport must be valid for at least six months beyond your return date. Send a clear, color photo or scan of your signed passport information page to the Office of International Activities with no missing edges or glares.

## DO YOU NEED A VISA OR ANY IMMUNIZATIONS FOR YOUR DESTINATION?

Begin researching what you need and gathering any required documentation. The Office of International Activities will notify you when to begin this process and help you with entry requirements.

Useful websites:

- State Department ([travel.state.gov/content/travel/en.html](https://travel.state.gov/content/travel/en.html))
- Centers for Disease Control and Prevention ([cdc.gov](https://www.cdc.gov))

## JOIN YOUR FACEBOOK GROUP AND CHECK IT WEEKLY.

Participation in this group is mandatory. Join via the link emailed to you. This private group is used to access course documents, facilitate discussion, share photos and other course information including events.

## START RESEARCHING THE COUNTRIES YOU'LL VISIT.

Get excited about studying abroad! Students should research their host country and talk to students who have already studied abroad. The more students know before they go, the more they are prepared to learn while abroad.

- Lonely Planet ([lonelyplanet.com](https://www.lonelyplanet.com))
- Trip Advisor ([tripadvisor.com](https://www.tripadvisor.com))



# FUNDING YOUR GLOBAL CLASSROOM

## SCHOLARSHIP OPPORTUNITIES FOR MOORE SCHOOL STUDENTS

In order to be considered for a Moore School Scholarship, an applicant must:

- Be a student in the Darla Moore School of Business
- Be in the process of applying or have already applied to a Spring Term — Break or Maymester Global Classroom
- Be a full-time, undergraduate UofSC student
- Be in good academic standing with a minimum 3.0 GPA

## MOORE SCHOOL GLOBAL CLASSROOM SCHOLARSHIP

This competitive scholarship ranges from \$1,000 to \$5,000. Awards are provided to support study abroad experiences to Moore School students participating in a Global Classroom.

**Spring Term — Break Deadline: Nov. 8, 2020  
by 11:59 p.m.**

**Maymester Deadline: Feb. 14, 2021 by 11:59 p.m.**

Applications and required material: visit our website for more information regarding specific scholarships after Sept. 15. Scholarship recipients will be selected based on demonstrated merit in the classroom, financial need, compelling essays, locations of intended study and, in some instances, residency.

[sc.edu/moore/studyabroad](https://sc.edu/moore/studyabroad)

Visit the Education Abroad Office website at [sc.edu/studyabroad](https://sc.edu/studyabroad) for additional scholarship opportunities available to all UofSC students.



# IMPORTANT DATES

## 2021 SPRING TERM — BREAK COURSES

**Sept. 1:** The Education Abroad Office's required application opens (\$150, not included in global classroom fees).

**Month of November:** Course registration opens on Self Service Carolina.

**Nov. 24:** Enrollment deadline. Global classroom payment one (non-refundable \$350 deposit) is due.

**Month of December:** When to purchase airfare, when to apply for required visas, obtaining immunizations and other important information will be distributed by the Office of International Activities.

**Dec. 1:** Part one of the online Education Abroad application (with fee) is due.

**Dec. 15:** Global classroom payment two is due.

**Jan. 11:** Spring Term — Break course meetings begin.

**Jan. 15:** Global classroom payment three is due.

**Feb. 6:** Mandatory pre-departure workshop. All students must attend.

**March:** Departures! Let the experiences begin!

## 2021 MAYMESTER COURSES

**Jan. 1:** The Education Abroad Office's required application opens (\$150, not included in global classroom fees).

**Beginning mid-January:** When to purchase airfare, when to apply for required visas, obtaining immunizations and other important information will be distributed by the Office of International Activities.

**March 1:** Enrollment deadline. Global classroom payment one (non-refundable \$350 deposit) and Global classroom payment two are due. Part one of the online Education Abroad application (with fee) is due.

**April 1:** Global classroom payment three is due.

**April 10:** Mandatory pre-departure workshop. All students must attend.

**Mid-April:** Course registration opens on Self Service Carolina.

**May 3:** Tuition is due via Self Service Carolina before departure.

**Mid-May:** Departures! Let the experiences begin!



## CUBA: ECONOMICS AND CULTURE

Changes in economic, political and cultural environments pose challenges and opportunities to businesses in Cuba. Analyze the precarious position of the country as it transitions to a market-based economy, and discuss cost-benefit analysis as trade fluctuates between Cuba and the U.S. This accelerated course culminates after Spring Break when students apply knowledge learned during the first half of the semester while traveling in Cuba.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ▶ **MARCH 6:** Arrival, economics discussion with Giulio Ricci and Ricardo Torres
- DAY 02 ▶ **MARCH 7:** Walking tour, Barrio Habana, cigar presentation
- DAY 03 ▶ **MARCH 8:** Socio-political lecture, University of Havana
- DAY 04 ▶ **MARCH 9:** Viñales Botanical Garden, tobacco farm
- DAY 05 ▶ **MARCH 10:** Habana Compás Dance, Café Madrigal with Frank Delgado
- DAY 06 ▶ **MARCH 11:** Nostalgic Cars Garage, Cuban Capitol
- DAY 07 ▶ **MARCH 12:** Taller Experimental de Gráfica, La Finca Vigía, La Reyna y Real
- DAY 08 ▶ **MARCH 13:** Afternoon airport transfer and departure for the U.S.



**COURSE EXPLORES:**

- Economic, political and social issues
- Transition to a market-based economy
- Private business entrepreneurs and startups

**QUESTIONS?**

Contact the Office of International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

# GERMANY

MUNICH • NUREMBERG • REGENSBURG

IBUS 490C: Global Comparative Business Study: Industry Clusters in the Southeastern U.S. and Southern Germany

Instructor: Douglas Woodward

## GLOBAL COMPARATIVE BUSINESS STUDY: INDUSTRY CLUSTERS IN THE SOUTHEASTERN U.S. AND SOUTHERN GERMANY

Study evolving supply chain clusters and compare cluster development between the U.S. and Germany during the first half of the semester. Gain a unique perspective on innovation, sustainability, and supply chain management with focus on automotive clustering and global operations of BMW. Pre-recorded lectures and discussion posts are utilized in this distance learning course before engaging with leaders at BMW and other Bavarian organizations during Spring Break.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ▶ **MARCH 7:** Arrival, walking tour, welcome dinner
- DAY 02 ▶ **MARCH 8:** SC Dept. of Commerce, BMW World Headquarters
- DAY 03 ▶ **MARCH 9:** BMW Research Innovation Center, Munich Residenz Palace and Gardens
- DAY 04 ▶ **MARCH 10:** Continental, explore Nuremberg
- DAY 05 ▶ **MARCH 11:** BMW Manufacturing Plant, Regensburg tour
- DAY 06 ▶ **MARCH 12:** Bavarian Castles (Neuschwanstein, Linderhof)
- DAY 07 ▶ **MARCH 13:** Departure for the U.S.



## COURSE EXPLORES:

- Automotive supply chain
- Industry clusters and innovation
- German business, history and culture

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu



# ISRAEL

TEL AVIV • JERUSALEM • GALILEE

IBUS 490I: International Business, Security and Religion: Israel and the Middle East

Instructor: Daniel Ostergaard

## INTERNATIONAL BUSINESS, SECURITY AND RELIGION: ISRAEL AND THE MIDDLE EAST

Explore the relationship between international business, security and religion in the Middle East during the first half of the semester. With particular emphasis on complex Arab-Israeli relationships between neighboring countries, discover the history of the region and the continuing impact of that history on trade and multi-national corporations. Likewise, consider the impact of these issues on business innovation and the Start-Up Nation. Spring break field study will include conversations with public and private sector officials as well as visits to major historical, religious and business sites.

### DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	<b>MARCH 6:</b> Late arrival, group transfer to hotel
DAY 02	<b>MARCH 7:</b> Tel Aviv briefings, trade venues and the Port of Jaffa
DAY 03	<b>MARCH 8:</b> Shimon Peres Center for Peace and Innovation, Start-Up Nation
DAY 04	<b>MARCH 9:</b> Transfer to Jerusalem, religious sites including Christian, Jewish and Muslim
DAY 05	<b>MARCH 10:</b> Holocaust museum, Machane Yehuda food market tour
DAY 06	<b>MARCH 11:</b> Dead Sea swim, climb Masada, transfer to Galilee
DAY 07	<b>MARCH 12:</b> Golan Heights, Valley of Tears memorial, observe Jordanian and Syrian borders
DAY 08	<b>MARCH 13:</b> Visit Nazareth, Akko and Caesarea, farewell dinner and group transfer for departure for the U.S.



### COURSE EXPLORES:

- Geopolitical challenges and opportunities for MNCs in the Middle East
- Emerging technologies and innovation as cornerstones of growth in the region
- The impact of security and religion on international trade

### QUESTIONS?

Contact the Office of International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

## RETAIL MARKETING IN ITALY

Learn more about how cultural tourism, destination marketing and fashion industries impact retailing during the first half of the semester. Discuss the challenges of competing in the global marketplace along with factors for developing and managing retailing. All product markets are affected by regulatory factors, resulting in evolved marketing techniques. This course requires successful completion of or concurrent enrollment in MKTG 350.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ► **MARCH 6:** Arrival, walking tour and welcome dinner
- DAY 02 ► **MARCH 7:** Duomo visit, San Miniato al Monte and Piazzale
- DAY 03 ► **MARCH 8:** Fashion merchandising workshop, leather market, cooking class
- DAY 04 ► **MARCH 9:** Basilica di Santa Croce, leather school, vineyard tour, transfer to Modena
- DAY 05 ► **MARCH 10:** Ferrari headquarters and workshop, Ferrari museum
- DAY 06 ► **MARCH 11:** Food tour, transfer to Milan, Duomo tour
- DAY 07 ► **MARCH 12:** Milan fashion and city tours, farewell dinner
- DAY 08 ► **MARCH 13:** Departure for the U.S.



### COURSE EXPLORES:

- Development and management of retail in Italy
- Interdependence of culture and marketing retailing
- Fashion industries

### QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu

# THE NETHERLANDS

AMSTERDAM • THE HAGUE

IBUS 490L: Diversity and Inclusion in the Netherlands

Instructor: Alice Leri

## DIVERSITY AND INCLUSION IN THE NETHERLANDS

▶ Gen Z is the queerest, most multicultural, educated and indebted generation to date. Inclusion, diversity and belonging are a strategic priority as companies adapt to changing consumers needs and try to recruit and retain best talent. Explore the advantages that diversity and inclusion bring to organizations during the first half of the semester in this 100% web mix asynchronous and synchronous course. Learn salient concepts and theories from micro-inequities to intersectionality, stereotype threats and systemic biases, and experience first-hand how companies are thinking about equity, diversity and inclusion.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ▶ **MARCH 6:** Arrival, Amsterdam  
Amazing Race
- DAY 02 ▶ **MARCH 7:** Van Gogh Museum, optional tours of Rijksmuseum, Stedelijk Museum, and Moco Museum
- DAY 03 ▶ **MARCH 8:** Universiteit von Amsterdam  
School of Economics, Uber
- DAY 04 ▶ **MARCH 9:** Elsevier, Amsterdam University College, University of Amsterdam
- DAY 05 ▶ **MARCH 10:** Coach transfer to The Hague, International Court of Justice
- DAY 06 ▶ **MARCH 11:** Royal Dutch Shell, UPS
- DAY 07 ▶ **MARCH 12:** Coach transfer to Amsterdam, tour Anne Frank House, farewell dinner with UofSC alumni
- DAY 08 ▶ **MARCH 13:** Departure for the U.S.



## COURSE EXPLORES:

- Why diversity, inclusion and belonging are a strategic priority
- Learning to feel comfortable engaging in meaningful conversations
- Allyship

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu



# AUSTRIA, HUNGARY, SLOVAKIA, CZECH REPUBLIC

VIENNA • BUDAPEST  
BRATISLAVA • PRAGUE  
IBUS 443: Business in Europe  
Instructors: David Ricks  
and Gertraud Wild

## BUSINESS IN EUROPE

Learn about the impact of political, social and economic processes taking place in Central Europe with emphasis on integration, innovation, transition and transformation issues. Examine potential for and limitations to international trade and investment while differentiating diverse cultures in Vienna, Budapest, Bratislava and Prague.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ► **MAY 16:** Arrival, Vienna tour
- DAY 02 ► **MAY 17:** OPEC international headquarters, United Nations
- DAY 03 ► **MAY 18:** Raiffeisen Bank, tour Schönbrunn Palace
- DAY 04 ► **MAY 19:** Melk monastery, Duernstein castle ruins, Nikolaihof winery
- DAY 05 ► **MAY 20:** Transfer to Budapest, city tour
- DAY 06 ► **MAY 21:** GE Plant tour, traditional concert and dinner
- DAY 07 ► **MAY 22:** Transfer to Prague with brief tour in Bratislava on the way
- DAY 08 ► **MAY 23:** Prague city tour and exploration
- DAY 09 ► **MAY 24:** Czech-Invest, Johnson & Johnson Financial Services, Black Light Theatre
- DAY 10 ► **MAY 25:** U.S. Embassy, farewell dinner
- DAY 11 ► **MAY 26:** Departure for the U.S. or other travels



## COURSE EXPLORES:

- Interdependence of history, culture and business
- International trade and investment
- Regionalization

## QUESTIONS?

Contact the Office of  
International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

# BELGIUM, FRANCE

BRUSSELS • ANTWERP • PARIS

IBUS 490E: Business Opportunities in the European Market

Instructor: William Hauk

## BUSINESS OPPORTUNITIES IN THE EUROPEAN MARKET

Business practices of Belgium and France are differentiated to formulate strategies for responding to the European business environment. Explore the functions of businesses in the Eurozone, especially in relation to the region's economic troubles. Emphasis will be put on understanding the key economic and institutional differences between operations in the United States and Europe.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	<b>MAY 17:</b> Arrival, Brussels walking tour
DAY 02	<b>MAY 18:</b> Patricia Nouveau lecture, American Chamber of Commerce
DAY 03	<b>MAY 19:</b> European Commission and European Parliament, U.S. Embassy
DAY 04	<b>MAY 20:</b> UPS, Toyota Motors Europe
DAY 05	<b>MAY 21:</b> Coach transfer to Antwerp, Antwerp Cathedral, Red Star Line Museum
DAY 06	<b>MAY 22:</b> Port of Antwerp, De Koninck Brewery
DAY 07	<b>MAY 23:</b> Antwerp walking tour, Diamond Museum
DAY 08	<b>MAY 24:</b> Coach transfer to Paris, Paris walking tour, Louvre Museum
DAY 09	<b>MAY 25:</b> Mondelez, Economic Social and Environmental Council
DAY 10	<b>MAY 26:</b> Versailles tour, farewell dinner
DAY 11	<b>MAY 27:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- European Union
- Economic struggles of the Eurozone
- European business environment evaluation

## QUESTIONS?

Contact the Office of  
International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

# GERMANY

MUNICH • STUTTGART  
HEIDELBERG • FRANKFURT  
IBUS 490G: Business in Germany  
Instructor: Pelin Pekgün

## BUSINESS IN GERMANY

► Observe the unique business environment in Germany and gain insights into the German business culture with visits to companies in top industries and cultural sites. Identify Germany's position within the European Union and the global economy, and the competitiveness of German companies on a global scale, with a particular focus on their role in South Carolina's economic success.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	► <b>MAY 16:</b> Arrival, Munich walking tour
DAY 02	► <b>MAY 17:</b> Neuschwanstein Castle tour
DAY 03	► <b>MAY 18:</b> BMW Welt and Factory tour
DAY 04	► <b>MAY 19:</b> BMW FIZ, Spaten Brewery tour
DAY 05	► <b>MAY 20:</b> S.C. Department of Commerce, coach transfer to Stuttgart, walking tour
DAY 06	► <b>MAY 21:</b> Bosch Feuerbach and Daimler Plant tours
DAY 07	► <b>MAY 22:</b> Coach tour of Stuttgart, Porsche and Mercedes-Benz Museums
DAY 08	► <b>MAY 23:</b> Coach transfer to Heidelberg, walking tour
DAY 09	► <b>MAY 24:</b> Explore Heidelberg, coach transfer to Frankfurt
DAY 10	► <b>MAY 25:</b> Frankfurt visit, walking tour, apfelwein tasting, farewell dinner
DAY 11	► <b>MAY 26:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- Interdependence of business and culture
- Institutional and competitive environments
- Importance of German companies to South Carolina's economy

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu



# GREECE

ATHENS • MYKONOS

IBUS 490A: Business Culture in Greece

Instructor: Thomas Hughes

## BUSINESS CULTURE IN GREECE

► Identify advantages and disadvantages to economic growth in Greece and explain how Greek culture affects the economy. Understand effects of the Greek financial crisis and resulting relations within the European Union. Emphasis is given to innovation in overcoming business challenges.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ► **MAY 9:** Arrival, Athens walking tour
- DAY 02 ► **MAY 10:** The Poet Sandal maker, Deree University
- DAY 03 ► **MAY 11:** U.S. Embassy, Archeological and Acropolis Museums
- DAY 04 ► **MAY 12:** Delphi excursion, explore Arachova
- DAY 05 ► **MAY 13:** Greek Roots jewelry store, Papajianakos Winery, Cape Sounion
- DAY 06 ► **MAY 14:** Ferry transfer to Mykonos
- DAY 07 ► **MAY 15:** Mykonos Brewing Company, ferry to Delos, a UNESCO World Heritage Site
- DAY 08 ► **MAY 16:** Mykonos farm cheese demonstration and tasting, Elia Beach
- DAY 09 ► **MAY 17:** Ferry transfer to Athens, lecture
- DAY 10 ► **MAY 18:** Coca-Cola, cooking class, farewell dinner
- DAY 11 ► **MAY 19:** Departure for the U.S. or other travels



## COURSE EXPLORES:

- Economic and cultural environments
- Ancient Greek contributions to modern day democracy, sports and medicine
- Threats and opportunities to economic growth

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu

## RETAIL MARKETING IN ITALY

▶ Retailing in Italy not only includes fashion industries, but cultural tourism, destination marketing and transportation. Factors entering the development and management of retailing will be discussed along with challenges of competing in the global marketplace. Regulatory factors affect retail strategy in all product markets which results in evolving marketing techniques. This course requires successful completion of MKTG 350.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	▶ <b>MAY 11:</b> Arrival, lecture and walking tour
DAY 02	▶ <b>MAY 12:</b> Fashion marketing or merchandising workshop, wine tasting workshop
DAY 03	▶ <b>MAY 13:</b> Duomo, Central Market, San Lorenzo leather market, Piazzale Michelangelo
DAY 04	▶ <b>MAY 14:</b> Santa Croce, leather school, Palazzo Vecchio (Pisa optional)
DAY 05	▶ <b>MAY 15:</b> Coach transfer to Rome, Campo di Fiori market, food tour
DAY 06	▶ <b>MAY 16:</b> Forum tour and Colosseum
DAY 07	▶ <b>MAY 17:</b> Vatican museums, Sistine Chapel and St. Peter's Basilica
DAY 08	▶ <b>MAY 18:</b> Coach transfer to Sorrento, pizza-making workshop
DAY 09	▶ <b>MAY 19:</b> Walking tour, artisanal visits and workshop
DAY 10	▶ <b>MAY 20:</b> Round-trip train to Pompeii for tour
DAY 11	▶ <b>MAY 21:</b> Boat tour of Amalfi Coast to include Positano, farewell dinner
DAY 12	▶ <b>MAY 22:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- Interdependence of culture and marketing retailing
- Cultural tourism, destination marketing
- Importance of small businesses and artisanal retailers to Italian economy

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu

# JAPAN

TOKYO • KYOTO • NAGOYA  
IBUS 490J: Business in Japan  
Instructor: Yoshitaka Sakakibara

## BUSINESS IN JAPAN

► Gain insights into culture and business practices through exposure to traditional and modern Japanese industries. Recognize distinct customs and observe cultural sites to understand the interdependence of history, culture and business in Japan.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	► <b>MAY 10:</b> Arrival, Tokyo welcome dinner
DAY 02	► <b>MAY 11:</b> City tour includes Imperial Palace, Tokyo Tower, Olympic Stadiums
DAY 03	► <b>MAY 12:</b> Fuji Film Co., Ltd., Tsukiji Market, Edo/Tokyo Museum, Sumo match at Kokugikan
DAY 04	► <b>MAY 13:</b> JTB's Global Marketing and Travel, explore Tokyo
DAY 05	► <b>MAY 14:</b> S.C. Dept. of Commerce, Aoyama Gakuin University, Bank of Japan, Nikko Chemicals Company
DAY 06	► <b>MAY 15:</b> Train transfer to Kyoto, city tour
DAY 07	► <b>MAY 16:</b> Nishiki Market, explore Kyoto
DAY 08	► <b>MAY 17:</b> Transfer to Nagoya, Asahi Beer Factory, Osu Kannon temple
DAY 09	► <b>MAY 18:</b> Toyota Techno, Mizkan and Nakano Shuzou Sake Museums
DAY 10	► <b>MAY 19:</b> Toyota Plant tour, Okazaki city tour, City Hall meeting with the Mayor, farewell dinner
DAY 11	► <b>MAY 20:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- Japanese customs and business practices, etiquette
- Automotive industry, Toyota's operations
- Japanese University student life (Aoyama Gakuin University)

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu



# NEW ZEALAND

AUCKLAND • ROTORUA • TAUPO • WELLINGTON

IBUS 490N: Business in New Zealand

Instructor: Orgül Öztürk

## BUSINESS IN NEW ZEALAND

▶ As a small open economy, New Zealand provides a natural laboratory for understanding the effects of changing economic factors and government policy on business and economic outcomes. Standout cultural sites and business visits lead to awareness of investment flows in and out of New Zealand and an understanding of productivity and government policy on economic growth.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- |        |  |
|--------|--|
| DAY 01 | ▶ <b>MAY 12:</b> Auckland arrival, Scavenger hunt                                  |
| DAY 02 | ▶ <b>MAY 13:</b> Douglas Pharmaceuticals, ferry to Rangitoto Island                |
| DAY 03 | ▶ <b>MAY 14:</b> Xero, American Chamber of Commerce                                |
| DAY 04 | ▶ <b>MAY 15:</b> Hobbiton movie set tour, overnight in Tamaki Maori Village        |
| DAY 05 | ▶ <b>MAY 16:</b> Argodome, Orchard tour, Wai-o-Tapu, coach transfer to Rotorua     |
| DAY 06 | ▶ <b>MAY 17:</b> Ogo Rotorua activity, Omania Farm, transfer to Taupo              |
| DAY 07 | ▶ <b>MAY 18:</b> Huka Falls, Taranaki Falls, transfer to Ruapehu                   |
| DAY 08 | ▶ <b>MAY 19:</b> Mount Bruce Wildlife Centre, transfer to Wellington, walking tour |
| DAY 09 | ▶ <b>MAY 20:</b> Meridian Energy, West Wind Farm, Te Papa National Museum          |
| DAY 10 | ▶ <b>MAY 21:</b> Lockheed Martin, Parliament, Reserve Bank Museum, farewell dinner |
| DAY 11 | ▶ <b>MAY 22:</b> Departure for the U.S. or other travels                           |



## COURSE EXPLORES:

- Interdependence of economy and culture
- Ecotourism
- Regulation and innovation

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu

# NORWAY

OSLO • FLÅM • BERGEN • STAVANGER

IBUS 490B: Business in Norway

Instructor: Christian Jensen

## BUSINESS IN NORWAY

It is a paradox that Norway, having some of the highest oil revenues per capita, also has some of the world's highest taxes and strictest environmental regulations. In fact, it has saved most of its oil revenues in what has become one of the world's largest funds, all invested outside Norway. Gain an understanding of the Norwegian mindset, culture, economic policy and business practices.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	<b>MAY 18:</b> Arrival, Oslo scavenger hunt
DAY 02	<b>MAY 19:</b> Equinor, Telenor and Aker Group
DAY 03	<b>MAY 20:</b> Innovasjon Norge, Finansdepartementet, Kahoot!, No Isolation
DAY 04	<b>MAY 21:</b> Viking Ship, Folk, Kon-Tiki and Fram museums, Holmenkollen ski jump
DAY 05	<b>MAY 22:</b> Transfer to Flåm via mountain railway, fjordsafari tour
DAY 06	<b>MAY 23:</b> Morning hike, transfer to Bergen by coach
DAY 07	<b>MAY 24:</b> Bergen city tour, Bryggens Museum, Fløyen afternoon activity
DAY 08	<b>MAY 25:</b> Lerøy Seafood Group, Sildelaget, transfer to Stavanger
DAY 09	<b>MAY 26:</b> Næringsforeningen, Laerdal Medical, Foodback
DAY 10	<b>MAY 27:</b> Preikestolen hike with packed lunch, farewell dinner
DAY 11	<b>MAY 28:</b> Departure for the U.S. or other travels

### COURSE EXPLORES:

- Norwegian culture and history, Vikings
- Economic challenges from petroleum and Dutch disease
- Social welfare benefits and high taxes (Scandinavian model)

### QUESTIONS?

Contact the Office of International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

## EXPLORING GLOBAL BUSINESS IN RUSSIA

▶ Develop a deep understanding of the Russian business environment through a series of company visits from leading industries and meetings with business leaders and educators. Learn about the historical and cultural roots of the modern Russian state and the main challenges and opportunities for business in this country.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	<b>MAY 8:</b> Arrival, transfer to hotel
DAY 02	<b>MAY 9:</b> Moscow city tour to include Red Square, Kremlin and the Armory
DAY 03	<b>MAY 10:</b> Explore Moscow
DAY 04	<b>MAY 11:</b> American Chamber of Commerce, roundtable discussion at HSE
DAY 05	<b>MAY 12:</b> Hilti, Societe Generale Moscow, Kushman & Wakefield
DAY 06	<b>MAY 13:</b> Highspeed train transfer to St. Petersburg, city tour to include Peter-Paul's fortress
DAY 07	<b>MAY 14:</b> American Chamber of Commerce, Jacobs Douwe Egberts, Biocad
DAY 08	<b>MAY 15:</b> St. Petersburg State University, Peterhof Gardens
DAY 09	<b>MAY 16:</b> Kazan, Hermitage, farewell dinner
DAY 10	<b>MAY 17:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- How to succeed when doing business in Russia
- Leading industries in the Russian economy (e.g., oil and gas, banking, biotechnology)
- Historical heritage, role of government and oligarchs

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu



# SOUTH AFRICA

JOHANNESBURG • MBOMBELA  
CAPE TOWN

IBUS 444: Business in Africa  
Instructor: Robert Rolfe

## BUSINESS IN AFRICA

▶ Learn about the new investment frontier in Africa including some of the fastest growing economies of the world in Sub-Saharan Africa. Examine trade agreements and learn how the rising middle class has become a potential market for many types of consumer goods and products. As many countries face significant challenges, potential pitfalls facing investors will also be discussed.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

- DAY 01 ▶ **MAY 9:** Arrival, group airport transfer
- DAY 02 ▶ **MAY 10:** Apartheid Museum, Soweto retail operations, welcome dinner
- DAY 03 ▶ **MAY 11:** Cullinan Diamond Mine tour
- DAY 04 ▶ **MAY 12:** Chimp Eden refuge, transfer to Kruger National Park
- DAY 05 ▶ **MAY 13:** Safari game drive
- DAY 06 ▶ **MAY 14:** Flight to Cape Town
- DAY 07 ▶ **MAY 15:** City tour, Robben Island
- DAY 08 ▶ **MAY 16:** Peninsula tour (Cape of Good Hope, Boulders Beach)
- DAY 09 ▶ **MAY 17:** Social enterprise in Kayalitscha, Berg-en-dal Vineyard, farewell lunch
- DAY 10 ▶ **MAY 18:** Group transfer for departure to the U.S. or other travels



## COURSE EXPLORES:

- Informal economies of developing countries
- Safari Drive in Kruger National Park, one of Africa's largest game reserves
- Chimp Eden animal sanctuary for rescued chimpanzees

## QUESTIONS?

Contact the Office of International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)

# THAILAND

BANGKOK • HUA HIN • CHIANG MAI  
IBUS 490T: The Business and Culture of Thailand  
Instructor: Todd Stonitsch

## THE BUSINESS AND CULTURE OF THAILAND

► Culture, religion, history, government and international relations have impacted the economic development of Thailand over the past several decades. Discover the dynamic impact of future economic development and articulate how globalization has affected Thailand's culture and economy.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	► <b>MAY 9:</b> Late arrival, transfer to hotel
DAY 02	► <b>MAY 10:</b> Guided city tour, Wat Pho, Grand Palace
DAY 03	► <b>MAY 11:</b> Chulalongkorn University, Tourism Authority of Thailand
DAY 04	► <b>MAY 12:</b> Lecture, American Chamber of Commerce
DAY 05	► <b>MAY 13:</b> Stock Exchange of Thailand
DAY 06	► <b>MAY 14:</b> Bangkok visits
DAY 07	► <b>MAY 15:</b> Transfer to Hua Hin, Hua Hin Tourism Authority
DAY 08	► <b>MAY 16:</b> Monsoon Valley, Hua Hin small business leaders
DAY 09	► <b>MAY 17:</b> Flight transfer to Chiang Mai, walking tour
DAY 10	► <b>MAY 18:</b> Chiang Mai University, Hill Tribes overnight stay
DAY 11	► <b>MAY 19:</b> Hill Tribes, Wat Doi Satop
DAY 12	► <b>MAY 20:</b> Chiang Mai Elephant Nature Park, farewell dinner
DAY 13	► <b>MAY 21:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- Government impact on economic development
- Fluid business environments
- Tourism effects on economy

## QUESTIONS?

Contact the Office of International Activities  
studyabroad@moore.sc.edu

# VIETNAM

HANOI • HA LONG BAY • HO CHI MINH CITY  
IBUS 490V: Economic Development  
and Transition in Vietnam  
Instructor: David Hudgens

## ECONOMIC DEVELOPMENT AND TRANSITION IN VIETNAM

Learn more about Vietnam's dynamic economic setting with a focus on regional development and international business. Topics include issues of integration, innovation and transformation in relation to Vietnam's economic development with emphasis on investment and international trade.

## DRAFT ITINERARY AND ACTIVITIES *subject to change*

DAY 01	<b>MAY 9:</b> Late arrival, transfer to hotel
DAY 02	<b>MAY 10:</b> Foreign Trade University, Hanoi city tour
DAY 03	<b>MAY 11:</b> Cooking class, World Vision Vietnam (NGO)
DAY 04	<b>MAY 12:</b> Ho Chi Mihn Mausoleum Complex, FPT Software
DAY 05	<b>MAY 13:</b> Trang An-Ninh Binh excursion
DAY 06	<b>MAY 14:</b> Economy and investment lecture, VCCI/U.S. Embassy Economic Affairs Officer
DAY 07	<b>MAY 15:</b> Ha Long Bay tour
DAY 08	<b>MAY 16:</b> Flight to Ho Chi Minh City
DAY 09	<b>MAY 17:</b> City tour, War Remnants Museum
DAY 10	<b>MAY 18:</b> Innovation and entrepreneurship lecture, UP Coworking Space
DAY 11	<b>MAY 19:</b> Mekong Delta visit
DAY 12	<b>MAY 20:</b> Unilever and Textile manufacturing firm, farewell dinner
DAY 13	<b>MAY 21:</b> Departure for the U.S. or other travels



## COURSE EXPLORES:

- Interdependence of business and culture
- Understanding competitive environments
- Models for international trade and investment

## QUESTIONS?

Contact the Office of  
International Activities  
[studyabroad@moore.sc.edu](mailto:studyabroad@moore.sc.edu)





1014 Greene Street  
Columbia, SC 29208  
803-777-2969

[sc.edu/moore/studyabroad](http://sc.edu/moore/studyabroad)



*The University of South Carolina does not discriminate in educational or employment opportunities on the basis of race, sex, gender, age, color, religion, national origin, disability, sexual orientation, genetics, veteran status, pregnancy, childbirth or related medical conditions.*