



Lessons Learned from Two Decades of Developing and Conducting Short-Term Faculty-Led Business-Focused Study Tours

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Dublin Ireland 1993



Preparation for a Global Economy





Complex Interaction – Educational, Cultural, Social

Entities / Roles

- Students
- Faculty Leader(s)
- Coordinator
- Chaperone(s)
- Administrator(s)
- Travel Agency
- Participating Organizations (Visits)
- Participating Universities (Classes)
- Local Guides and Assistants
- The “Locals”
- Parents and Family



Components / Considerations

- Length of Study Tour
- Cities Chosen, Duration, Flow, Cohesion
- Modes of Transportation
- Cost Considerations
- Hotel Selection and Amenities
- Rooming Issues
- Student Code of Conduct
- Safety and Health Concerns
- Promotion and Recruitment of Students
- Promotion and Recruitment of Participating Organizations
- Dissemination of Schedule and Documents



Two City Format 8+8=16

Length of Study Tour

Cities Chosen, Duration, Flow, Cohesion

Modes of Transportation

8+8 Most Cost Effective

Week-to-Week Structure

Immersive Experience

Balanced Travel, Work, Relax

One Page Summary >>>>



2015 European Study Tour Neumann University / Stevenson University London > Berlin (May 22 – June 8)



Sun	Mon	Tue	Wed	Thu	Fri	Sat
Pre-Trip Classes	Pre-Trip Classes	Pre-Trip Classes	Pre-Trip Classes	Pre-Trip Classes	May 22 Philadelphia Depart	23 London
Stevenson, Fri Apr 24, 6:00 PM – 8:00 PM: SU Orientation Class	Stevenson, Mon May 18, AM: IS 260 Pres Theory PM: INBUS 415 Int'l Bus	Stevenson, Tue May 19, AM: IS 260 Pres Theory PM: INBUS 415 Int'l Bus	Stevenson, Wed May 20, AM: IS 260 Pres Theory PM: INBUS 415 Int'l Bus	Stevenson, Thu May 21, AM: IS 260 Pres Theory PM: INBUS 415 Int'l Bus	4:15 PM: SU shuttle PHL 6:15 PM: NU shuttle PHL 7:00 PM: Check in Philadelphia International Airport 10:00 PM: British Airways #68 nonstop to London (7h00m)	10:00 AM: Arrival London 11:00 AM - 3:00 PM: Hotel drop-off, luggage lock-up; prof-led tour 3:00 PM: Hotel Check-in + Free time (8-day Tube pass incl.)
Neumann, Thu Mar 19 + Neumann, Tue Mar 24 + Neumann, Thu Mar 26 + 4:20 PM – 5:50 PM: NU MKT 323 Int'l Mktg	Neumann, Tue Apr 14 + Neumann, Thu Apr 16 + 4:20 PM – 5:50 PM: NU MKT 323 Int'l Mktg	Neumann, Tue Apr 21 + Neumann, Thu Apr 23 + 4:20 PM – 5:50 PM: NU MKT 323 Int'l Mktg	Neumann, Tue May 12 + Neumann, Thu May 14 + 4:20 PM – 5:50 PM: NU MKT 323 Int'l Mktg	Neumann, Tue May 19 + 4:20 PM – 5:50 PM: NU MKT 323 Int'l Mktg		
24 London	25 London	26 London	27 London	28 London	29 London	30 London
AM: Free time PM: Free time	10:00 AM – 12:00 PM: SU IS 260 Pres. Theory Scouting SU INBUS 415 Int'l Bus Field Assignment NU MKT 323 Int'l Mktg Field Assignment PM: Free time	9:00 AM – 11:00 AM: SU IS 260 Pres Theory 11:15 AM – 1:15 PM: SU INBUS 415 Int'l Bus 3:00 PM – 5:00 PM: NU MKT 323 Int'l Mktg @ Historic Kings College	10:00 AM – 12:00 PM: GMR Marketing 2:00 PM – 4:00 PM: Johnson & Johnson Innovation Centre	9:30 AM – 11:30 AM: Aberdeen Asset Management 2:00 PM – 3:30 PM: Essentia 4:00 PM – 6:30 PM Kings College Tour & Reception	10:00 AM – 12:00 PM: British American Tobacco PM: Free time	AM: Free time PM: Free time
31 London Berlin	Jun 1 Berlin	2 Berlin	3 Berlin	4 Berlin	5 Berlin	6 Berlin
7:50 AM: Depart hotel 8:50 AM: Check in LHR 10:50 AM – 1:40 PM: British Airways #992 nonstop to Berlin (1h50m) 2:00 PM – 5:00 PM: Guide-led sightseeing tour en route to hotel (8-day U-Bahn pass incl.)	10:00 AM – 12:00 PM: SU IS 260 Pres. Theory Scouting SU INBUS 415 Int'l Bus Field Assignment NU MKT 323 Int'l Mktg Field Assignment PM: Free time	9:00 AM – 11:00 AM: SU IS 260 Pres Theory 11:15 AM – 1:15 PM: SU INBUS 415 Int'l Bus 3:00 PM – 5:00 PM: NU MKT 323 Int'l Mktg @ Touro College Berlin	9:30 AM – 11:30 AM: Organizational Visit 3:00 PM – 5:00 PM: Oracle Germany	10:00 AM – 12:00 PM: Factory Berlin & 3M New Ventures 3:00 PM – 5:00 PM: Philip Morris Manufacturing	10:00 AM – 12:00 PM: NU MKT 323 Int'l Mktg Field Assignment PM: Free time	AM: Free time PM: Free time
7 Berlin	8 Berlin Philadelphia	Post-Trip Class	3-Credit Courses	Course Time Requirements	Hotels	Additional Info.
AM: Free time PM: Free time	8:25 AM: Depart hotel 9:25 AM: Check in TXL 12:25 PM – 1:25 PM: British Airways #983 nonstop to London (2h) 5:25 PM – 8:10 PM: British Airways #69 nonstop to Philadelphia 8:15 PM: Shuttles NU/SU	Stevenson, Sat Jun 13 1:00 PM – 4:00 PM: SU IS 260 Pres. Theory SU INBUS 415 Int'l Bus Neumann, Wed Jun 17 4:20 PM – 7:20 PM: NU MKT 323 Int'l Mktg	NU MKT 323 International Marketing Dr. Lawrence Burgee SU IS 260 Presentation Theory & Application Prof. Sidas Saulynas SU INBUS 415 Internat'l Business Management Prof. Romas Laskauskas	3-Credit Course (45 Hours) Pre-Trip Classes @ NU/SU x Variable Hours = 15.0 Hours 5 During-Tour Classes in Europe x 2.0 Hours = 10.0 Hours 8-9 Organizational Visits x Variable Hours = 17.0 Hours 1 Post-Trip Class x 3.0 Hours = 3.0 Hours	London (8 nights): Hotel ibis London Blackfriars 49 Blackfriars Road London SE1 8NZ, England Tel: (011-44) 207-633-2720 Breakfast and Wi-Fi included Berlin (8 nights): Citadines Kurfürstendamm Berlin Olivaer Platz 1 10707 Berlin, Germany Tel: (011-49) 1-3088-7760 Breakfast and Wi-Fi included	<ul style="list-style-type: none"> • NU 7 students + 1 Professor; • SU 12 students + 2 Professors; • PASSPORT REQUIRED; • All participants are 18+ yrs old; • Students stay in double-rooms; triple rooms if uneven numbers; • NU Students take 3 credits; • SU Students take 3 or 6 credits; • NU/SU 2.0 GPA good standing; • Carolyn Peters, Agent, Travel Destinations, 800-635-7307 • All items are subject to change.



Three City Format 5+6+5=16

- More Complex Format
- Less Cost Effective
- Limited Immersion
- More Travel Logistics & Time
- Less Free Time
- More Cultural Exposure
- Operate Like Business-Person

2012		2012 International Marketing European Study Tour Stevenson University Tour Summary (May 11 – 28)					MAY		
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
↕ Quick Overview ↕		3-Credit Course - Required - All Students	1-Credit Courses - Required - FM Majors	Pre-Trip Classes	May 11 BWI Depart	12 Paris			
City ↕	Nights ↕	Company ↕ Visits	Classes ↕	Free Days ↕	MKT 325 International Marketing Prerequisite: MKT 206 Dr. Lawrence Burgee	LB 303 Fashion Merchandising International Marketing Trends in Fashion OCO Dr. Jennifer Yang	Fri, Apr 13, 6:00-8:30 PM: Pre-Trip Class #1 Fri, Apr 20, 6:00-8:30 PM: Pre-Trip Class #2 Fri, May 4, 5:00-6:00 PM: OCO Pre-Trip Class Fri, May 4, 6:00-8:30 PM: Pre-Trip Class #3	11:30 AM: Depart SU by bus 1:40 PM: Check in Washington Dulles Int'l Airport 4:40 PM: Air France #39 nonstop to Paris (7:20 hours)	6:00 AM: Arrival Paris CDG 7:00 AM - 11:00 AM: Cultural sightseeing tour on transfer coach w/guide 12:00 PM: Hotel Check-in + Free time (5-day Metro pass incl.)
Pre-trip			3						
Paris	5	4	1	2.5					
Milan	6	2	1	3					
Prague	5	3	1	2					
Post-trip			1						
Totals	16	9	7	7.5					
13 Paris	14 Paris	15 Paris	16 Paris	17 Paris Milan	18 Milan	19 Milan			
AM: Free time	8:00 AM – 9:30 AM: Fashion OCO Class	11:00 AM – 12:00 PM: Amaury Sport (A.S.O.)	11:00 AM – 1:30 PM: Fashion OCO Class - Louis Vuitton Marc Jacobs Exhibition	6:00 AM – 6:45 AM: Bus xfer to Gare de Lyon 7:49 AM – 2:45 PM Paris to Milan Artesia Day Train #9241 2:45 PM: Cultural sightseeing tour on transfer coach w/guide (3x2-day Metro pass incl.)	8:00 AM – 9:30 AM: Fashion OCO Class	AM + PM: Free time or Venice Day Trip (optional at students expense)			
PM: Free time	9:45 AM – 12:00 PM: Int'l Marketing Class	2:30 PM – 4:30 PM Balenciaga	3:00 – 5:00 PM: Paris Wine Museum commentary by Dr. Philippe Van Berten	9:45 AM – 10:45 AM: my-milano.com	10:45 AM – 12:00 PM Int'l Marketing Class				
	2:00 PM – 4:00 PM: Air France	5:45 PM – 7:45 PM: Galleries Lafayette VIP guided tour							
20 Milan	21 Milan	22 Milan	23 Milan Prague	24 Prague	25 Prague	26 Prague			
AM: Free time	9:30 AM – 11:45 AM: Vibram Private bus to Albizzate	10:00 AM – 11:00 AM: Bottega Veneta	7:30 AM – 8:30 AM: Bus to Malpensa Airport 10:45 AM – 12:15 PM: EasyJet #2583 flight to Prague Ruzyne 12:15 PM: Cultural sightseeing tour on transfer coach w/guide (3+2 day Metro pass incl.)	10:00 AM – 1:00 PM Berlitz Overview, Czech lesson	9:30 AM – 11:45 AM: Salamander	AM: Free time OR Fashion OCO Class (4 hours)			
PM: Free time	3:00 PM – 5:00 PM: Educational Silk Museum Private bus to Como	11:00 AM – 1:30 PM: Fashion OCO Class		2:30 PM – 4:00 PM: Vintage-clothes.cz Founder tour + Q&A	2:15 PM – 4:30 PM: Int'l Marketing Class	PM: Free time			
		1:30 PM – 3:00 PM Group Lunch @ "A Summer Place"			5:00 PM – 7:30 PM Group Dinner @ "Los v Oslu"				
27 Prague	28 Prague BWI	Course Time Requirements	Post-Trip Class	↕ Hotel Information ↕					
AM: Free time	4:15 AM – 5:00 AM: Bus xfer Prague Airport 7:10 AM – 9:00 AM: AF #2387 / Czech #0758 to Paris CDG (1:50 hours) 10:35 AM – 12:55 PM: Air France #028 to Dulles (8:20 hours) 1:30 PM: Bus to SU	3-Credit Course (37.5 Hours) 3 Pre-Trip Classes @ SU x 2.5 Hours = 7.5 Hours 9 Company Visits & 3 Classes x 2.25 Hours = 27.0 Hours 1 Post-Trip Class x 3.0 Hours = 3.0 Hours FM or BusAd OCO (15 Hours): Pre-trip Class - 1 Hour + Each city - (4 Hours * 3 cities) + Post-trip - 2 Hours = 15 Hours	Fri, Jun 8, 6:00-9:00 PM: Due: presentation, project paper, store comparison report, business and cultural observations journal OCO Post-Trip Class: Date to-be-announced	Paris (5 nights): Hotel Opera Cadet 24, rue Cadet 75009 Paris, France Tel: (011-33) 1-5334-5050 Continental breakfast included Milan (6 nights): Hotel Ibis Milano Centro Via C. Finocchiaro Aprile 2 20124 Milan, Italy Tel: (011-39) 026-3151 Buffet breakfast included	Prague (5 nights): Hotel Chopin Opletalova 960/33 110 00 Prague 1, Czech Republic Tel.: (011-420) 225-381-111 Continental breakfast included Travel Note: For company visits, we will depart from hotel lobby one hour before company visit start time unless instructed otherwise; check your eMail each evening	Notes: • 18 students + 3 Profs; • PASSPORT REQUIRED; • All participants must be 18+ yrs; • Students will be paired and will stay in double-rooms; • Students will take 3-4 credits – 2.0 GPA + good standing; • Sightseeing tours count as half free days • All items are subject to change.			



Hotel Selection & Amenities



Hilton London Islington Hotel 2013



Crowne Plaza Hotel Panama 2014



Rooming Issues

Self Selection

Questionnaire

Smoker vs Not

Partyer vs Not

Talker vs Not

Night Owl vs Not

Tidy vs Not

Procrastinator vs Not

Singles, Doubles, Triples





Student Code of Conduct

Representatives

Attendance

Attire

Drinking

Socializing

The "Locals"

1-in-20 AH Rule

Three Strikes Policy



Panama Ports Balboa Terminal 2014



Havas Worldwide Prague 2014



Summer Place Restaurant Milan 2012



Rod Carew Stadium Panama 2014



Safety and Health Concerns

Fresh-off-the-Plane

Broadcasting

Annual Sickie / Meds

Out Late

Lost Puppy / Count System

Lost Stuff

Most Common Issue?

Discovery vs [Preparation](#)



London 2014



Hohensalzburg Castle Salzburg 2014



Synovate Prague 2010



Panama City 2014



Promotion, Recruiting, Information

What?

Where?

When?

Why?

Who?

How Much?

Inclusions

Posters, [Web](#),
Monitors, Social

2015 European Study Tour

London *May 22-June 8* Berlin



International Marketing



Choose one three-credit course

MKT 323 International Marketing; Dr. Burgee
Prerequisite = MKT 200 Principles of Marketing

MKT 426 Special Topics in Marketing; Dr. Burgee
Prerequisite = MKT 323 International Marketing

Travel Fee
\$3,999

Information:
Dr. Lawrence Burgee
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610-558-5596

Cost & Payments

Included in Travel Fee

\$3,999 travel fee (tuition is covered in Spring 2015)
\$1,000 deposit reserves a spot starting Dec. 01, 2014
Full balance due March 13, 2015

Business class hotels	Flights and transportation
Daily buffet breakfast	Sightseeing tours
Textbook	Metro passes for each city



Participating Organizations

Do NOT go back to the well!



Goodyear Chemicals Europe Paris 1993



Czechoslovakia Bus Bank Prague 1996



Lockheed Martin UK London 2011



Vibram Albizzate/Milan 2012



Microsoft Germany Munich 2013



Copa Airlines Panama 2014



Participating Universities

State what you can pay!



EU Business School Munich 2014



London > Prague > Munich 2014



Subway @ Birkberk Univ London 2013



Winter Term in Panama 2014



Grupo Wisa @ QLU Panama 2014



Essentia @ King's College London 2015



Entities and Roles Take-Aways

Students – Most manageable group is 8-28 students; 29-40 is challenging! Max total group = 44.

Faculty Leader(s) – One per class per school; Select an overall leader.

Coordinator – Recommended if running large groups, particularly for two or more schools.

Chaperone(s) – One per 10 students; Do NOT substitute with faculty family members!

Administrator(s) – Use the Study Abroad (International Studies) Director to your advantage.

Travel Agency – Use an agency that is used to running groups of 10-40; Avoid student mills.

Participating Organizations (Visits) – Sell them on the value to them; Do NOT go back to the well!

Participating Universities (Classes) – State what you can pay (i.e. 200 USD, EUR, GBP).

Local Guides and Assistants – Use only when necessary as they run up costs.

The “Locals” – Have students study the local culture and people BEFORE leaving on trip!

Parents and Family – Thanks to Internet and smartphones, students are in constant contact!





Questions?

¿Preguntas?

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“This study tour has been one of the best things to ever happened to me. It has truly been a blessing. I've learned a lot about myself and what I want out of life. It's opened up my eyes and my understanding of the world around me. It's let me realize what I need to do and what it takes to continue to travel and have opportunities like this one. I can honestly say I've done some growing up and realized that there is more to life than what I'm used to. Thank you again so much Dr. Burgee for this amazing trip. I've changed for the better. “ JJ