

Orientation Class
Friday, April 25
6:00 PM – 8:00 PM

2014 European Study Tour

Stevenson University (May 12 – May 16)
London > Prague > Munich (May 17 – June 2)



Sun	Mon	Tue	Wed	Thu	Fri	Sat
3-Credit Courses	12 Stevenson	13 Stevenson	14 Stevenson	15 Stevenson	May 16 DC Dulles Depart	17 London
INBUS 325 International Marketing Prerequisite: MKT 206 Dr. Lawrence Burgee	9:00 AM – 12:00 PM: IS 260 Pres. Theory 1:30 PM – 4:30 PM: INBUS 325 Int'l Marketing	9:00 AM – 12:00 PM: IS 260 Pres. Theory 1:30 PM – 4:30 PM: INBUS 325 Int'l Marketing	9:00 AM – 12:00 PM: IS 260 Pres. Theory 1:30 PM – 4:30 PM: INBUS 325 Int'l Marketing	9:00 AM – 12:00 PM: IS 260 Pres. Theory 1:30 PM – 4:30 PM: INBUS 325 Int'l Marketing	4:20 PM: Depart SU by bus 6:50 PM: Check in Washington Dulles Int'l Airport 9:50 PM: United Airlines #924 nonstop to London (7h25m)	10:15 AM: Arrival London 11:00 AM – 2:00 PM: Cultural sightseeing tour on transfer coach w/guide 2:30 PM: Hotel Check-in <i>(5-day Tube pass incl.)</i>
IS 260 Presentation Theory & Application Prerequisite: IS 135 Prof. Sidas Saulynas						
18 London	19 London	20 London	21 London	22 London Prague	23 Prague	24 Prague
Free day	10:00 AM – 2:00 PM: INBUS 325 + IS 260 Scout/Field Assignment	9:30 AM – 11:30 AM: IS 260 Pres. Theory 1:30 PM – 3:30 PM: INBUS 325 Int'l Marketing <i>Classes held at Historic Kings College</i>	9:30 AM – 11:15 AM: Visit: T. Rowe Price 2:30 PM – 4:00 PM: Visit: Essentia 4:30 PM – 6:30 PM: Kings College Tour & Reception	1:35 PM – 4:40 PM: London Stansted to Brno Ryanair #8403 (2h5m) 5:00 PM – 7:00 PM: Brno Sightseeing tour 7:00 PM – 9:00 PM: Private Bus Brno to Prague <i>(3+2 day Metro pass incl.)</i>	8:30 AM – 11:30 AM: Cultural sightseeing tour 1:00 PM – 5:00 PM INBUS 325 + IS 260 Scout/Field Assignment	9:00 AM – 10:00 AM: IS 260 Pres. Theory 10:30 AM – 11:30 AM: INBUS 325 Int'l Marketing <i>Classes held at Jurys Inn Prague</i>
25 Prague	26 Prague	27 Prague Munich	28 Munich	29 Munich	30 Munich	31 Munich
Free day	9:30 AM – 11:15 AM: Visit: Havas Worldwide 2:00 PM – 4:00 PM: Visit: Oracle	9:15 AM – 3:03 PM Prague Hlavni Nadr to Munich HBF Train #352 (5h48m) 5:00 PM – 7:00 PM: Professor-led cultural sightseeing tour <i>(6 day U-bahn pass incl.)</i>	10:00 AM – 12:00 PM: Visit: Pearson Deutschland 2:00 PM – 3:30 PM: Visit: Gemalto M2M	10:00 AM – 2:00 PM: INBUS 325 + IS 260 Field Assignment <i>German national holiday</i>	9:00 AM – 9:30 AM: Visit: EBCM Munich 9:30 AM – 11:30 AM: IS 260 Pres. Theory 1:30 PM – 3:30 PM: INBUS 325 Int'l Marketing <i>Classes held at European Univ. – EBCM Munich</i>	Day trip to Salzburg, Austria
Jun 1 Munich	2 Munich DC Dulles	Sat June 14 Post-Trip Class	3-Credit Course Time Requirements	↓ Hotel & Additional Information ↓		
Free day	8:40 AM: Check in at Munich International Airport 11:40 AM – 3:10 PM: United Airlines #133 Nonstop to Dulles (9h30m) 3:30 PM: Depart for SU by bus	1:00 PM – 4:00 PM: INBUS 325 + IS 260 Presentations and deliverables submissions	1 Pre-Trip Orientation Class @ SU = 2 Hours 4 Pre-Trip Classes @ SU x 3 Hours = 12 Hours 3 During-Tour Classes x Variable Hours = 5 Hours 3 Scout/Field Assignments x 2 Hours (4 hr / 2 cl) = 6 Hours 7 Company/Institutional Visits x Variable Hours = 11 Hours 1 Post-Trip Class @ SU x 1.5h (3 hr / 2 cl) = 1.5 Hours (Total = 37.5h)	London (5 nights): abba Queen's Gate London Hotel 31-34 Queen's Gate SW7 5JA London Tel: (011-44) 207-584-7222 queensgate@abbahotels.com Prague (5 nights): Jurys Inn Prague Sokolovska 11 Prague, 186 00 Praha Tel.: (011-420) 226-222-600 jurysinprague@jurysinns.com	Munich (6 nights): Holiday Inn: Munich - City Centre Hochstraße 3 81669 Munich, Germany Tel (011-49) 89-48030 hi.muenchen@whgeu.com Additional Course Options: IS-475 Special Topics in IS: Universal Presentation Design; OR BTM-650 Independent Study: International Marketing OR Information Systems	Notes: • FINAL: 17 students + 2 Profs; • PASSPORT REQUIRED; • All participants must be 18+ yrs; • Students will be paired and will stay in double-rooms; • Students take 3 or 6 credits – 2.0 GPA + good standing; • Continental breakfast included each day in each hotel • Unallocated time is free time. • All items are subject to change.