



**SCHOOL OF
BUSINESS**

Real Experience. Real Results.



**Summer
School
2012**



Europe

A four week educational trip July 1 – 29, 2012

With six BCIT course credits travelling in:

Berlin

Krakow

Lviv/Ternopil

Prague



+ Europe – The Trip

Berlin, Krakow, Lviv, Ternopil, and Prague



What will you be doing in Summer 2012?

- Spend July in Berlin, Krakow, Lviv, Ternopil, and Prague
- Earn 6 BCIT degree credits
- Experience European history, business & culture first hand
- Make new friends while exploring topics of common interest
- Explore business opportunities in Europe
- ALL for UNDER \$4000 which includes tuition fees, transportation in Europe, and shared accommodations. Airfare not included.

Make your studies fun!

This summer you can choose the ultimate combination of studying abroad, gaining first-hand business insights and visiting various cultural cities.

Participants will combine lectures with on-site visits to learn about the exciting and diverse European cultures. You will tour different world-renowned companies and experience first-hand how business is done in Europe.

What cities will you visit? The first 13 days you will be learning in Berlin. We'll then take a bus to Krakow (4 nights), Ukraine (10 nights) and 3 nights to return. We'll spend an evening in Prague on our way back to Berlin.



Berlin

Experience History & The Future



Culture
Business
History

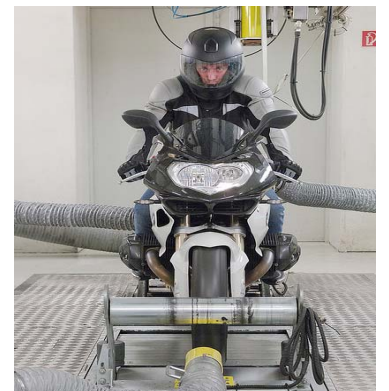
Berlin, the capital city of Germany, is also one of the 16 federal states of Germany. With a population of 3.45 million people, it is the second most populous city in Germany and the seventh most populous in Europe. Berlin is a city of culture, history, politics, media, and science. Its economy is primarily based on the service sector, encompassing a diverse range of creative industries, media corporations, and convention venues. Berlin also serves as a continental hub for air and rail transport, and is a popular tourist destination. Significant industries include: IT, pharmaceuticals, biomedical engineering, biotechnology, electronics, traffic engineering, and renewable energy. (Wikipedia 2011)

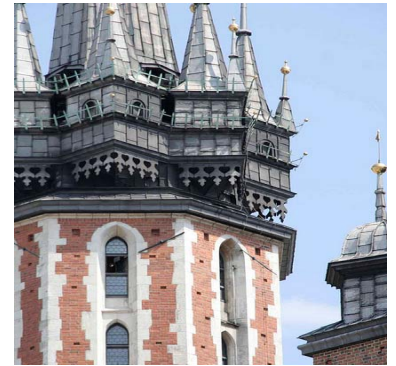
As a major capital city, Berlin has been at the centre of European history for more than 100 years, and continues as the most important capital in the European Union.

In 2011 Germany is the heart of the Eurozone and the European debt crisis. You have the chance to talk to local lecturers, business men and women, and the German Ministry of Finance, who have taken a lead role in attempting to resolve the ongoing crisis.

What are you going to do in Berlin?

- Tour “Unter den Linden”
- Tour the Siemens factory
- Visit the Pergamon Museum and “Checkpoint Charlie”
- Visit the famous BMW motorcycle factory in Old Town Spandau
- Tour the East Side Gallery and the Jewish Museum
- Tour the Main Train Station and the Government Quarters
- Visit the German Finance Ministry





+

Krakow

Culture & History

Krakow (*also Crakow or Kraków*) is the second largest and one of the oldest cities in Poland. It is situated on the Vistula River in the Lesser Poland Region. The city dates back to the 7th century. Krakow has traditionally been one of the leading centres of Polish academic, cultural and artistic life and is one of Poland's most important economic hubs (Wikipedia 2011).

During the Second World War Poland was invaded by both Nazi Germany and the Soviet Union, and some of the worst atrocities of the war were committed on Polish soil. In 2011, Poland is continuing to rapidly develop after joining the European Union in 2004. Poland has emerged from the recent recession and financial crisis

What will you do in Krakow?

- Tour the Old city (marketplace, Marien church)
- Sightsee through Wawel Castle
- Tour through the Kamimierz district which includes the Jewish Quarter, the Ghetto and Schindler's Factory
- Tour the death camps Auschwitz and Birkenau
- Take "The Communism Tour."

+ Lviv & Ternopil

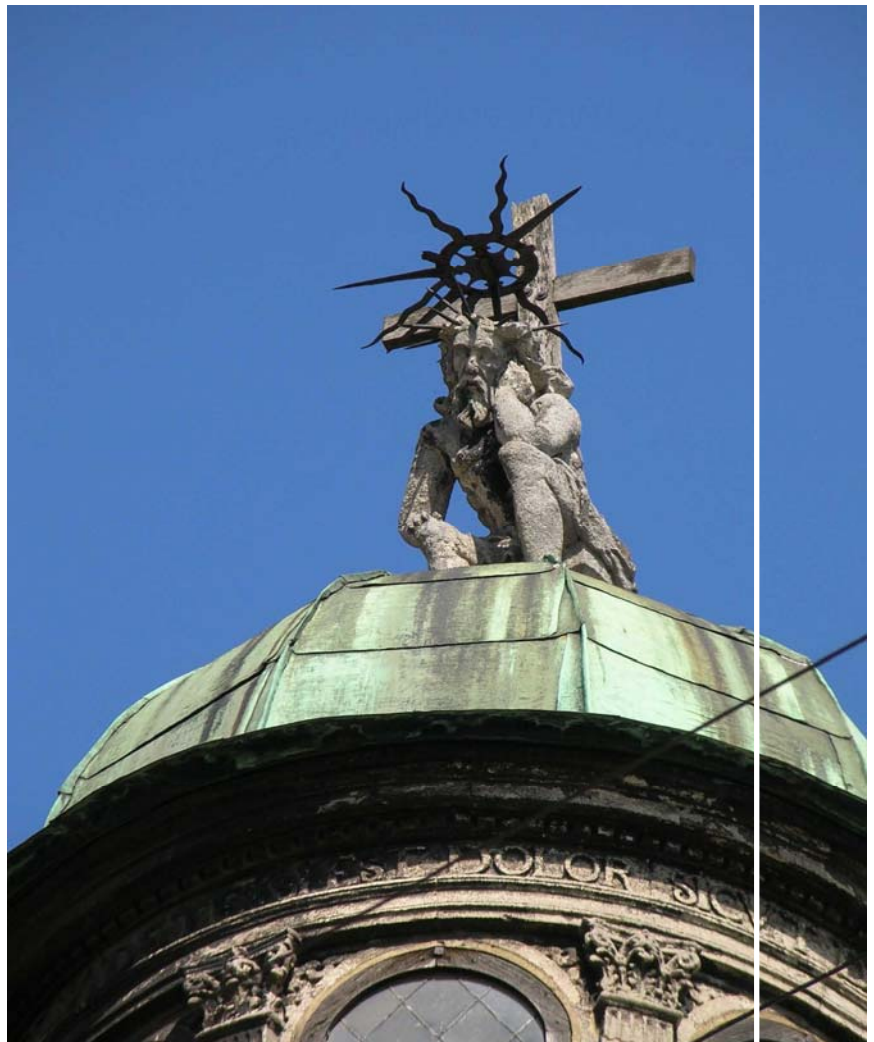
Lviv is sometimes called the Western capital of Ukraine. Founded in 1256, Lviv developed as a city under control of the Polish and Austrian empire, which had a huge impact on its architecture; the most famous building being the Opera House. The historic city centre is on the UNESCO World Heritage List. Lviv is a City-participant of EURO 2012 football cup. With a population of almost 900 thousand people, it is the industrial and cultural centre of western Ukraine.

Ternopil

Founded in 1540, Ternopil is an important government city in western Ukraine. Like Lviv, Ternopil was built by the Austrian empire and had rich architecture. During WWII the city was destroyed and then reconstructed by the Soviet Union. As a planned Soviet city, much of the city exhibits architecture typical of the post war period in Eastern Europe. Ternopil is famous for the artificial lake created in its centre, lots of green parks, churches, and friendly people.

What we will do in Ukraine?

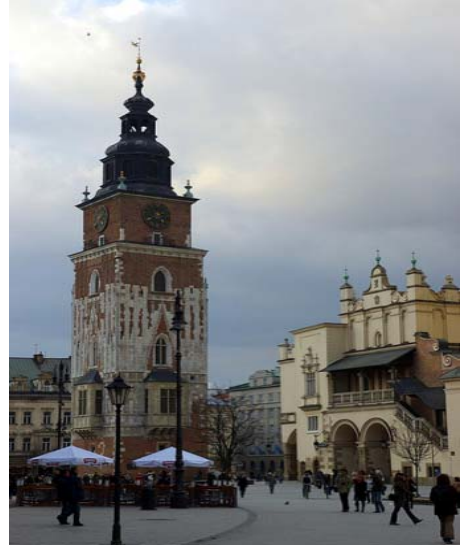
- Gain first-hand knowledge about business in Ukraine
- Sightsee in Ternopil, Lviv, and other places in Western Ukraine
- Take a tour of a brewery and a chocolate factory
- Have dinner with a Ukrainian family
- Hear lectures from faculty at Ternopil National Economic University





Courses:

Six degree credits in Liberal Studies and Business



LIBS 7030 - Europe in the Twentieth Century

This course is designed to explore the turbulent, often tragic tale of Europe and its place in the world from the early twentieth century to the present.

Students do not need to have a background in history to take this course. While the course covers the traditional elements of political, diplomatic and economic history, we will also focus on cultural and artistic developments by examining a number of influential Europeans and their work.

After examining the legacy of the nineteenth century -- including imperialism, industrialism, class conflict and classical culture -- when Europe was at the height of its power and influence in the world, we will look at the causes, experiences and effects of World War One. In the disillusioned and violent aftermath, with revolutions of the left and right, Europe explored alternatives to liberal democracy and capitalism. Fascism and Nazism promised an end to the old conflicts with enhanced national passions and an authoritarian state. The Communist revolution and the Soviet state attracted millions.

Hitler's War, World War Two, left tens of millions dead, and provided the cover for the genocidal murder of some six million European Jews and millions of other civilians as well. Two devastating world wars led to a decline of the older European powers and the rise of the two superpowers, the United States and the Soviet Union. The rebuilding of Europe and a new stabilized social-welfare state, the Cold War, and the division of Europe into two hostile camps came to a dramatic climax near the end of the twentieth century with the end of Cold War conflict, the disintegration of the Soviet Union and its empire, the reunification of Germany, and the enhancement of the European Union.

The course ends by looking at developments in modern Europe: the movement toward transnational economic and political integration, the mass migration of immigrants from former European colonies in Africa and Asia, issues of national sovereignty and national identity, and the competing claims of liberalism, the far right, and a new globalized radicalism. How and why did Europe transform itself so dramatically during the last century, and what does this transformation portend for Europe's future?



BUSA 5030 – European Study Tour 2012 – Doing Business in Europe

This business fundamentals course provides an in-depth study in various aspects of doing business in Europe.

BUSA 5030 – European Study Tour 2012 promotes business capacity to do business in both Eastern and Western Europe by enhancing the ability of students to work within the political, cultural and economic frameworks that exist in Europe. Students will prepare for their time in Europe with lectures here in Canada, and follow up the experience with a debriefing upon return.

As a field school, methods of learning will combine traditional lectures with experiential and on-site learning. Participants will share ideas and experiences with business people, government officials, faculty and students in the destination countries, and completing relevant visits and tours in the destination countries.

Course Learning Outcomes/Competencies:

Upon successful completion of this course, the student will be able to:

- Articulate the importance of European Union business, economic, and political structures to international business.
- Analyze the levels of economic integration and explain how, where and why trade blocks differ.
- Analyze cultural, political and economic risk for international business transactions with the European Union.
- Discuss and analyze the influences of the international financial and monetary systems on currencies, particularly on the Canadian Dollar and US Dollar.
- Articulate and debate current international business events in small groups.
- Debate the pro's and con's of the European Union and of the North American relationship with it.
- Provide preparation and background for intercultural and international communication aimed at a field study abroad, work, and/or travel in a foreign country, specifically Central and Eastern Europe

(a full list of outcomes is provided in the course outline)





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Important Dates:

Application Due: **February 27, 2012**

Pre-Departure Orientation (required for participants to travel): mid-April date to be determined

Pre-Departure Classes:

June 16, 2012

June 23, 2012

Travel Itinerary

July 1 – Arrive in Berlin

July 13 – Travel to Krakow

July 17 – Travel to Ukraine

July 27 – Return to Berlin through Prague

July 29 – Course ends in Berlin

+Disclaimer

While BCIT will make every attempt to complete the program as described herein, it reserves the right to make substitutions or cancellations for events and programming described in for any reason and without compensation. In the event of cancellation of the program by the Institute, BCIT will refund any applicable deposits paid.

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<http://www.bcit.ca/business/exchange/summer.shtml>