International Study Trip
Summer 2013

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Travel faculty: Ms Inger Maher (GSM, Associate Director and Career Counselor) and, possibly, Professor Bhargava
This course provides students insights into global business issues. It will feature international travel to Germany and a neighboring country to be chosen by students in consultation with the professor. The field trip will occur between September 10th and 20th. Students will identify industry sectors to explore, and establish contacts with business executives in various companies to meet during the field trip. Prior to the field trip, class meetings will occur during the Summer 2013 session (for exact dates please consult the schedule on RaPS). Class meetings will focus on learning about international trade, country profiles, industry sectors, and business practices. Classroom sessions will be based on student-driven secondary research and presentations. Students will prepare reports and presentations, organize company visits, plan international and within-country travel logistics, and make this course an invaluable learning experience.

Disclaimer

Syllabus is tentative. Course details will be shaped jointly by instructor and participating students. This is a student-driven course, be prepared to contribute.

Technology

This is a joint course with students from the Bay Area and Sacramento programs. In-person attendance is required at the scheduled class meetings; video participation via the GSM videoconferencing system will be permitted for other meeting dates that will be determined with students.

Code of Conduct and Academic Integrity.

Please be aware of the guidelines available at http://sja.ucdavis.edu/cac.html, which apply to all courses at UC Davis, in addition to the specific issues listed in this syllabus.
IST BIG PICTURE

- In-country dates: Sep 11-20, 2013. (Class dates on RaPS.)
- Begin and end in Frankfurt/Munich (to facilitate round-trip airfare) OR open-jaw to include second country (e.g., Denmark, Sweden) or distant city (e.g., Berlin).
- Required Text to purchase or check-out on your own:
  - One non-travel resource from library or bookstore or online about history, economy, government, etc about trip locations.
  - Travel book of student’s choice (or create your own “book”).
- Costs: GSM fees + $4K for airfare, accommodations, etc.
Grading

- 10% initial trip planning and brainstorming (first-day)
- 20% industry analysis
- 10% cultural conversation
- 20% meeting setup & write up (or travel coordination & documentation)
- 20% class participation (second day onwards)
- 20% trip professionalism.

Students determine goals of the trip; arrange all meetings, transportation, lodging, translators, etc. The instructor’s responsibility is to “guide” the student-led course and provide suggestions and resources from within UC Davis.
Costs

- The standard 3-credit GSM course fee is paid to the GSM.
- Travel costs are incurred and paid directly by the student. Likely to be around $4K depending on location, time, hotels (to be selected by students), translator costs and any tours/etc students may select during the evening and the middle-weekend.
- Bring along a photo or movie digital camera (ideally, not the one in your phone). You will have a photo-assignment.
CLASS WORK AND ACADEMIC REQUIREMENTS

- IST is a GSM class designed to help develop knowledge, skills and desire to do business in the international marketplace.

- This is a graded for-credit class. There are graded assignments related to preparation (business and culture), participation (planning and preparation), business meeting write-ups and personal reflections.

- Professionalism: As we represent UC Davis and the GSM, it is of utmost importance to have the highest level of professionalism. Your grade will be reduced and there may be other consequences for lack of professionalism. This includes joining all meetings, being on time and contributing to the class.
IST PROCESS

1. Decide WHY you are going (business purpose and other objectives).
2. Decide WHERE you are going (country, industry).
3. Decide WHEN you are going (dates - worry about holidays, special events).
4. Decide WHOM you are meeting (organization/unit, contacts, network).
5. Decide WHAT you aim to get from each meeting.
6. Explain why THEY should meet with you.
7. Evaluate your choices (safety, ability to accomplish goals, weather, events, cost, fun).
8. Learn about social and business culture.
9. Identify details of travel (dates/time, flights/trains, hotels).
IST PLANNING DETAILS

1. Identify details of travel (dates/time, flights/trains, hotels).

2. Get personally prepared (visas, currency, medical needs, shots).

3. Develop local literacy (culture, history, basic words, political structure).


5. Schedule meetings. Do map of “what meetings are where” for scheduling. (Request suggestions for other meetings. Watch for “personal agenda”.)

6. Create meeting documents: your goals and their goals; translators; security requirements; letters of introduction; exact location and transport details.

7. Reconfirm meetings!

8. Go on the trip! Be flexible, and be mindful of your hosts.

9. Do trip follow-up (written form). Do let your hosts know that their time was of value, explain what you learnt, and act upon what you learned.
FIRST-DAY ASSIGNMENT (JULY 7)

Please come to class prepared with a 15-30 minute presentation, covering YOUR preferences and suggestions regarding a subset of the trip and business meetings. You do not have to plan the whole trip, rather your suggestions should cover 1-3 days of activity.

1. Explain WHY you are making this proposal (business purpose and other objectives).
2. State WHERE you propose to go (country, industry - but also specifically, city, company or NGO/Governmental organization) and how it fits into the trip schedule.
3. State WHOM the class would meet (organization/unit, contacts, network).
4. Explain WHAT the class would get from each meeting.
5. Explain why THEY (the host) should meet with you.
6. EVALUATE your proposal (safety, ability to accomplish goals, weather, events, cost, fun). Make use of maps, data, and other details in conducting your evaluation.

We will take the collection of these presentations and ideas, and (during later meetings) have further discussion to select and narrow down the list of activities during the trip.