

# International Business Studies in Europe

Prague and Budapest  
Spring 2024 (April 28 to May 10)

This program is a faculty-led education abroad program to Europe. The goals of the program include:

- Academic development and intellectual growth through mastery of the course content. The course content will be delivered with some on-site sessions in Europe, generally through site visits to companies, and through online material in D2L.
- Personal growth through traveling within different cultures and interacting with diverse students.
- Professional development through interaction with business executives in two different countries.

This program includes international site visits and European business content. It combines marketing and the international comparative dimensions of business into a six-credit summer experience. Students will receive extensive contact with European executives and officials, while staying in Prague and Budapest.

Program locations are in:

- Prague, Czech Republic: April 29 to May 4 (note – leaving US on April 28)
- Budapest, Hungary: May 4 to May 10

We will visit cultural/historical sites and companies in both cities.

## Academic Overview

Students are required to enroll for six (6) credits from the following courses:

- MKT 300 Marketing Management 3 cr. (College core requirement)
- IBUS 310 International and Comparative Dimensions of Business 3 cr. (College core requirement)

The courses will be Spring courses so that they can be covered under Spring flat tuition. You will register for no more than 12 credits for Spring, and you will be added into MKT 300 and IBUS 310 by Marketing Department Staff.

Course prerequisites may apply; see [Course Descriptions](#) (on the MSU Website) for details.

NOTE: Participants will be required to prepare for, participate in, and attend all program meetings and events. As representatives of Michigan State University and the United States of America, students are expected to behave appropriately at all times. Inappropriate behavior and/or inadequate academic preparation either before or during the Program will result in immediate dismissal or disciplinary action.

## Requirements

Students must be in good academic standing, with a grade point average of at least 2.50 at the time of application. Meeting this minimum grade point average does not, however, guarantee admission.

Applicants' participation may be denied, or their participation approval may be revoked if their conduct before departure raises doubts as to their suitability for program participation.

## Housing

Student accommodations will be arranged at appropriate hotels.

## Passport

U.S. and non-U.S. citizens need a valid passport both to enter other countries and to return to the United States. ***To be accepted into this program you must provide a copy of your passport that is valid until at least six months after your return date.*** If you must apply for or renew a passport, APPLY EARLY, since a **minimum of 12 weeks is usually required for processing**. Passport forms are available at many federal and state courts, probate courts, some county/municipal offices and some post offices.

A visa is official permission granted by the authorities of a country where you will study or travel that allows you to enter and remain in that country for a specific purpose. If you are a United States citizen you do not need a visas, but starting in 2024 you will need to apply for authorization through the European Travel and Authorization System (ETIAS): <https://etias.com/>.

## Faculty Leader

Professor Richard Spreng is Associate Professor of Marketing and Associate Dean for Undergraduate Programs, and has been at MSU since 1991. He received his Ph.D. in Marketing from Indiana University in 1992. He has led nine study abroad trips to China, two study abroad trip to Europe, and has traveled extensively in Europe.

Before entering academia, Dr. Spreng was a Regional Operations Manager for a retailing and importing firm. Dr. Spreng's primary research interest is consumer satisfaction/dissatisfaction and post-purchase evaluation, and he has published more than 60 articles in peer reviewed journals and conference proceedings.

At Michigan State, Dr. Spreng has taught retailing, sales management, marketing research, and consumer behavior at the undergraduate level; Consumer Insights and Marketing Management at the MBA level; and Consumer Behavior at the Ph.D. level.

Dr. Spreng is also co-founder of SureVista Solutions, LLC, a marketing research firm specializing in customer satisfaction measurement systems. His consulting experiences have included marketing research for a variety of government, education, and business organizations. He specializes in helping organizations develop customer satisfaction measurement systems.

## Schedule

Here is an outline of our tentative schedule:

Day Number	Date	Day	Start Location	End Location	Activity
1	4/28/24	Sun	USA	Travel	Leave USA
2	4/29/24	Mon	Prague	Prague	Arrive in Prague and check into Hotel; Orientation and Group Dinner
3	4/30/24	Tue	Prague	Prague	Company visits in the morning and afternoon
4	5/1/24	Wed	Prague	Prague	Group Sightseeing
5	5/2/24	Thu	Prague	Prague	Company visits in the morning and afternoon
6	5/3/24	Fri	Prague	Prague	Company visit in the morning, free time in the afternoon
7	5/4/24	Sat	Prague	Budapest	Travel day to Budapest, side trip to Bratislava, Slovakia
8	5/5/24	Sun	Budapest	Budapest	Group Sightseeing
9	5/6/24	Mon	Budapest	Budapest	Company visits in the morning and afternoon
10	5/7/24	Tue	Budapest	Budapest	Company visits in the morning and afternoon
11	5/8/24	Wed	Budapest	Budapest	Company visits in the morning and afternoon
12	5/9/24	Thu	Budapest	Budapest	Cultural event in the morning, free time in the afternoon
13	5/10/24	Fri	Budapest	US	Return to USA or continue traveling

### Tentative Company Visits

US Embassy  
Pepsi-Cola  
Audi  
EY  
Google

### Costs

#### Program Fee: \$3,025

Program fee includes accommodations in Prague and Budapest, most breakfasts, several meals, transportation within cities, some group sightseeing, and transportation from Prague to Budapest.

#### Additional Out-of-Pocket Costs to Students: \$2,790

Additional meals: \$725  
Airfare to and from Europe: \$1,600  
Passport (if you don't have one): \$165 (Broad has scholarships for your first passport)  
Spending money: \$300

### Tuition

The courses in this program are Spring semester courses and are covered by block tuition, up to 18 credits. Plan on taking 12 other credits, plus these two courses for six credits, for a total of 18 credits.

