



## Broad College of Business MICHIGAN STATE UNIVERSITY

### EDUCATION ABROAD | ENTREPRENEURSHIP IN EUROPE (PARIS) Spring Break 2025 Syllabus

**Business Course:** MKT 490, ESHP 202, or BUS 491  
**Non-Business Course:** BUS 491 or ESHP 202  
**Credits:** 3  
**Date Range:** 3/1/2025 – 3/7/2025  
**VIA TRM URL:** [https://msueducationabroad.via-trm.com/client/program\\_brochure/11658/](https://msueducationabroad.via-trm.com/client/program_brochure/11658/)

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#### **Course Description & Objective:**

Experience the cultural and business landscape of Innovation and Entrepreneurship in Europe (Paris).

This program will expose students to various aspects of innovation and entrepreneurship in Europe, which is characterized by a diverse range of industries and a collaborative spirit. The European Union's emphasis on digital transformation and sustainability fuels a wave of creativity, encouraging entrepreneurs to take on global challenges. In this innovation ecosystem, Paris stands as a vibrant hub of creativity and entrepreneurship, where traditional elements meet cutting-edge technology. The city's rich cultural heritage and diverse talent pool foster a dynamic setting for startups across sectors, from fintech to sustainable fashion. Participants will have the opportunity to visit multiple locations in Paris and engage with entrepreneurs from different industries. Students will also work on a real-life entrepreneurial project and immerse themselves in the rich cultural atmosphere of Paris. Through this program, the students will learn that Paris is not just a city of lights but a beacon for those looking to transform their ideas into impactful businesses.

This program is open to all majors; however, students in the Eli Broad College of Business will have priority.

#### **Attendance and Participation:**

It is expected that each student will attend every meeting and all activities to maximize opportunities for meaningful in-class discussion and participation. This program will require two pre-departure meetings and an in-country consulting project. We will meet in the Minskoff Pavilion, Room M230, on Wednesdays, Feb 19<sup>th</sup> and Feb 26<sup>th</sup>, from 4:30 to

5:30 p.m. We depart for Paris on February 28. **Please note:** Student participation and engagement is expected for all class meetings and activities, none of which are optional. All activities listed in the six-day schedule are mandatory. **Inability to attend and/or to participate in any meeting or program activity will result in course failure.**

### Grading Breakdown:

Final course grades will be based on the categories and point distribution listed below:

Participation & Professionalism	100
Final Student Project Development	400
Final Student Presentations	500
<b>Total Points</b>	<b>1000</b>

**Participation & Professionalism (10%)** – You are expected to participate in all meetings and activities while exhibiting professionalism.

**Final Student Project Development (40%)** – You will spend two days working on an innovation project that you will present in front of your classmates, faculty representatives, as well as a panel of local judges. Here you will be graded on your ability to work as a team, to think strategically, to connect strategy to sound tactical execution, and to develop quality work output.

**Final Student Presentations (50%)** – You will present what you have been working on for two days in front of your classmates, faculty representatives, as well as a panel of local judges. Take time to elaborate on your tactics, address questions, and take notes of the feedback you receive. Here you will be graded on your ability to present as a cohesive group, to professionally and convincingly make your case, to reference an impactful slide deck, and to thoughtfully address any questions.

### Grading Scale

4.0	900-1000 points	90-100 %
3.5	860-899	86- 89
3.0	800-859	80- 85
2.5	760-799	76- 79
2.0	700-759	70- 75
1.5	660-699	66- 69
1.0	600-659	60- 65
0.0	0-599	0- 59

### Expectations/Policies:

**1. Program Engagement:** As engagement with the program as a whole is key component of success in Education Abroad, student participation and engagement is expected for all class meetings and activities, none of which are optional. All activities listed in the six-day schedule are mandatory. **Inability to attend and/or to participate in any meeting or program activity will result in course failure.**

**2. Make-Up Policy:** In most business situations, due dates/times are firm and non-negotiable. **As such, there is no make-up missed participation, class activities, and no late outside work is accepted. There are only three exceptions to this rule, all of which are outlined in the section below.**

**3. Excused Absence and/or Assignment Extension Policy:** There are only two exceptions to the otherwise **strict no-makeup policy**:

**a. MSU observed religious holiday.** Please consult the [MSU Religious Observance policy](#) and [calendar of MSU observed religious holidays](#) ASAP in order to determine if you will be missing class on a specific day listed. If so, you will need to contact me BEFORE the holiday (not after; at which point no accommodations will be provided) to let me know that you will be missing class and which specific holiday you are observing. Assignments and exams are not covered by this policy because no assignment or exams in the class is due on a specific day, but rather during a window of time which usually spans a few to numerous days. **So long as you contact me before the holiday, your absence during any observed religious holidays will be excused.**

**b. Death of a family member.** In the unfortunate event that you experience a death of a family member, please consult the [MSU Grief Absence Policy](#) which calls for you to notify the Associate Dean or designee of the college in a timely manner (no later than one week after initial knowledge of the situation) regarding the need for a grief absence. At that point, and upon completion of the associated paperwork, the dean's office will provide me with a date range impacting your coursework. Any attendance within that date range will be excused, and I will coordinate with you a make-up date for any missed assignment(s) and/or exam (if the exam period falls within the date range provided by the dean's office).

**4. Classroom Etiquette:** As this is a business class, you are expected to act professionally and treat others in a professional manner.

Please go over the following guidelines for education abroad behavior expectations

- [Education Abroad Statement of Responsibility](#)
- [Student Conduct While Abroad](#)
- [COVID EA Community Compact](#)

**5. Communication (written and oral):** Communicate professionally with your instructor and classmates in all circumstances in order to effectively practice your business communication skills and to develop the conduct necessary for the workplace.

With regard to formal written assignments, they must be typed and single or double-spaced, with standard 1-inch margins using 12-point Times New Roman font and utilizing correct spelling, grammar, and other mechanics. Citations, when

necessary, must be in APA format style (see the MSU Libraries APA Guide for additional information: <https://libguides.lib.msu.edu/apa7th>). Citations are expected for all non-original work including the use of AI-generated materials. Utilize the MSU Writing Center if more individual assistance is needed. The Writing Center is a supportive environment for students needing extra help, specifically with writing assignments. It is centrally located in Bessey Hall, Room 300, with additional satellite locations around campus. For more information, visit <http://writing.msu.edu/>. To make an appointment, call 517-432-3610 or email [writing@msu.edu](mailto:writing@msu.edu).

**6. Academic Honesty:** All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's website](#)

#### **Eli Broad College of Business Honor Code:**

In addition to MSU policies, all students are expected to comply with the [Broad College Undergraduate Honor Code or the FTMBA Honor Code](#).

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU's Student Rights and Responsibilities document) including but not limited to:

- University Probationary status.
- Denial of admission to the Broad College of Business if currently a Business Preference student.
- Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

#### **Spartan Code of Honor:**

On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

*"As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do."*

**7. Grade Status:** All grades leading to final course grades are non-negotiable, and will only be changed if due to a documented instructor oversight, mathematical, or record-keeping error. It is important that each student frequently checks their course grades in D2L (or when emailed a status update depending on the grade component being logged/reported) and immediately notifies the

instructor of any discrepancies that have been discovered. No assignments are curved and no final grades are rounded below 0.50 from the next highest whole percent. Also, there is no obligation by the instructor to offer extra credit in any form or amount to the class.

**8. Students with Disabilities:** If you need course adaptations or accommodations because of a disability, please contact your instructor as soon as possible. MSU's Resource Center for Persons with Disabilities coordinates services for students with a documented disability. The Resource Center can be contacted at 517-884-7273 (voice), 517-355-1293 (TTY), or <https://www.rcpd.msu.edu>.

**9. Relationship Violence and Sexual Misconduct:** As per university policy, the instructor will adhere to the mandatory reporting requirements upon becoming aware of any alleged incident of relationship violence or sexual misconduct involving a member(s) of the MSU community (see policy at <https://civilrights.msu.edu/policies/relationship-violence-and-sexual-misconduct-and-title-ix-policy.html>).

**10. Generative A.I. Statement:** Generative AI tool use **is recommended & encouraged** in this course for the creation of graphics or related visual assets for incorporation in a PPT presentation. Generative AI **is not allowed** for generating long-form textual submissions of any kind (anything more than a word [such as a business or brand name] or slogan [such as a tagline]). **If the text within an assignment you submit is determined to have been developed with the aid of AI (or any other type of generative copy/paste activity with very little to no meaningful alteration by your human mind) without prior instructor authorization, you will earn a 0 on the assignment. There are no exceptions to this rule.**

#### Additional resources:

MSU 24/7 International Emergency Assistance Line at +1-517-353-3784  
Download the [“Staying Healthy and Safe Abroad” tri-fold card](#).  
Download the [International SOS membership app](#) (membership #11BCAS798617)  
Mental health: [globalsafety.msu.edu/students/health/mental-health/caps.msu.edu](https://globalsafety.msu.edu/students/health/mental-health/caps.msu.edu)  
Emergency Care: Contact the International SOS 24/7 Assistance Line at 1-215-942-8478 for medical questions or assistance getting medical care.

#### Entrepreneurship in Europe (Paris) Schedule (tentative)

Sat, Mar 01, 2025		Bienvenue en France!	Day 1
8:10 AM	Arrive in Paris Meet ISP representative at the airport		Own arrangements (Delta 228)

	<p>Paris</p> <p>Paris, often celebrated as the "City of Light," is a city where history and modernity elegantly intertwine. Founded by the Parisii tribe over two millennia ago, Paris has transformed from a quaint village into a global cultural epicenter. The city's iconic landmarks, such as the Eiffel Tower and Notre-Dame Cathedral, are just the beginning. Paris is renowned for its 37 historic bridges that span the Seine, its vast network of catacombs with the remains of six million people, and its prestigious art institutions, including the world-famous Louvre. Beyond its architectural wonders, Paris thrives as a hub of fashion and intellectual thought, with its chic boutiques and historic cafés serving as a backdrop for the city's rich artistic and literary legacy.</p>	
3:00 PM	Transfer to the hotel, check in	Bus transfer
3:45 PM	Meet in the hotel lobby, depart for an orientation talk	Public transport/walk
4:00 PM - 5:00 PM	<b>Orientation talk: by ISP representative and MSU faculty members</b>	External conference room
5:30 PM	Depart for welcome dinner	Public transport/walk
6:00 PM - 8:00 PM	<p><b>French culinary journey - welcome dinner</b></p> <p>Try some typical French dishes and indulge yourself in the harmony of taste. The French are known for their exquisite cuisine, so just relax and enjoy this special moment.</p>	Restaurant
	Rest of the day at leisure	

Sun, Mar 02, 2025	First day in the streets of Paris	Day 2
	Breakfast	Hotel
9:30 AM	Meet in the hotel lobby, depart for a guided tour	Public transport/walk
10:00 AM - 1:00 PM	<p><b>Cultural event: walking tour of Paris</b></p> <p>As one of the top tourist destinations in the world, Paris has so much to see and so much to offer in history. Learn about the history of the 'City of Lights' during a guided tour, where you will get to see the most important places and monuments - Boulevard Champs Elysees, Arc de Triomphe, Eiffel Tower, Cathédrale Notre-Dame de Paris, and many others.</p>	Walk
	<p>Lunch: own arrangements</p> <p>ISPER'S recommendation: Explore one of the most atmospheric markets in Paris: Marché des Enfants Rouges. This historical market takes its name from the 16th-century orphanage that used to occupy the site; the red of the children's clothes indicated that they had been donated by Christian charities. In 2000 it has been reopened as a deluxe food market with an impressive range of Italian, Lebanese, African, Japanese, and other stalls.</p>	
Afternoon	<p>Free to explore the city of art</p> <p>ISPER'S recommendation: If you feel like spending Sunday outside, you should not miss The Flower and Bird market, which opens every Sunday from 8am to 7pm. The tweets of thousands of birds fill the flower market. You will find birds of all colors and species: canaries, budgies, lovebirds, and even some fish and rodents!</p>	
	Rest of the day at leisure	

Mon, Mar 03, 2025 <b>Teamwork makes the dream work</b>		Day 3
	Breakfast	Hotel
	Meet in the hotel lobby, depart for L'Escalator	Public transport/walk
9:00 AM - 12:00 PM	<b>Lecture: morning class session</b> <i>e.g. Michigan State University (MSU)</i>	L'escalator - 36 rue Raspail in Levallois Perret
Noon	<b>Lunch brought in</b>	Lunch boxes
1:00 PM - 3:00 PM	<b>Class session: Students work in teams</b> <i>e.g. Michigan State University (MSU)</i>	L'escalator - 36 rue Raspail in Levallois Perret
	Rest of the day at leisure ISPER'S recommendation: Paris is a place to be if you love galleries, museums and libraries. There are hundreds of places where you can go and there is something for everyone. Personal recommendation from a former Parisienne is definitely L'Atelier des Lumières, unique art center presenting classic pieces in immersive music- & video-accompanied exhibitions. Try it for yourself, it feels like you are part of the painting! Other beautiful museums that are worth visiting are Centre Pompidou, Fondation Louis Vuitton, Musée d'Orsay and many more.	

Tue, Mar 04, 2025 <b>Final presentations day</b>		Day 4
	Breakfast	Hotel
	Meet in the hotel lobby, depart for L'Escalator	Public transport/walk
9:00 AM - 12:00 PM	<b>Class session: Students work in teams</b> <i>e.g. Michigan State University (MSU)</i>	L'escalator - 36 rue Raspail in Levallois Perret
	Lunch: own arrangements	
1:00 PM - 3:00 PM	<b>Workshop: final student presentations program wrap-up</b> As you are now halfway through the study trip, it is your turn to present what you have been working on for the last 2 days in front of your classmates, faculty representatives, as well as a panel of local judges. Take time to elaborate on your tactics, address questions, and take notes of the feedback you receive. Student presentations	L'Escalator - 36 rue Raspail in Levallois Perret
	Rest of the day at leisure	

Wed, Mar 05, 2025 <b>Made in France</b>		Day 5
	Breakfast	Hotel
	Meet in hotel lobby, depart for visits	Public transport/walk
morning	<b>Visit: MSU own arrangements</b>	

	Lunch: own arrangements	
afternoon	<b>Visit: MSU own arrangements</b>	
	<p>Rest of the day at leisure</p> <p>ISPER'S recommendation: One of the world's most recognizable landmarks, built for World's Fair in 1889, built to celebrate the centennial of the French revolution, all of this describes La Tour Eiffel or as you may know it: the Eiffel Tower. This incredible landmark is visible from many places in Paris as it is the symbol of the city so you simply can't miss it. However, the ascent up the tower is something else, if you would like to get some steps in, book the tickets and climb up 674 steps to get the view of all the charming white buildings and roofs. Eiffel Tower restaurant booking: <a href="https://www.tou Eiffel.paris/en/restaurants-shops">https://www.tou Eiffel.paris/en/restaurants-shops</a></p> <p>If you are looking for something less touristic, then you will certainly appreciate places like Carnavalet Museum, museum which is dedicated to the history of the city or The Great Mosque of Paris with magical garden, restaurant, tea room and a small library.</p>	

Thu, Mar 06, 2025	Start up to success: petit à grand	Day 6
	Breakfast	Hotel
	Meet in the hotel lobby, depart for an academic visit	Public transport/walk
Morning	<p><b>Academic exchange: bridging cultures: the power of cross-cultural understanding in global business</b>  <i>e.g. ESSEC Business School Executive Education</i></p> <p>discover the vital role that cross-cultural understanding plays in building stronger and more resilient international partnerships. Your journey begins with a tour of the ESSEC campus, where you'll witness firsthand how future business leaders are developed.</p> <p>During your visit, you'll engage in insightful discussions about the cultural and operational differences between the French and American business environments. Additionally, you'll have the opportunity to connect with local students who are excited to share their experiences of living and studying in France. This experience promises to enhance your understanding of international collaboration and enrich your cultural perspective.</p> <p>Presentation, discussion, tour of campus, networking with students</p>	Approximately 2 hours for this session
	Lunch: own arrangements	
	Meet at the meeting point, depart for an academic visit	Public transport/walk
2:00 PM - 3:30 PM	<p><b>Visit: innovating fashion tech</b>  <i>Beyond Form</i>  <i>Peter Tsang</i></p> <p>Join us for an engaging session with Beyond Form, Europe's leading fashion tech venture studio. Beyond Form supports early-stage startups in transforming innovative ideas into market-ready businesses. The event will cover how they assist startups with product design, fundraising, and building impactful collaborations. Key topics include the role of technology in sustainable fashion, AI-driven solutions, and entrepreneurship in the fashion tech space. Gain insights into venture building and discover how creativity meets cutting-edge technology in this exciting industry.</p> <p>Management presentation, discussion, tour of facilities</p>	



	Rest of the day at leisure	
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Fri, Mar 07, 2025	Free day	Day 7
	Breakfast	Hotel
Morning	Free to relax	
	Lunch: own arrangements	
Afternoon	Free to explore the city isper's recommendation: experience the Parisian's passion and enjoy quality French food and wine, finding out why eating and drinking are not just a pastime but a "way of life" in France. The Montmartre district has a flourishing restaurant scene, historical culture, and charming ambiance. In the past, windmills, farming areas, and art studios were prominent features of the Montmartre landscape. Now the area is flourishing with first-class wine bars, fine-dining restaurants, and rare shops. All adding to its appeal as one of the best and most unique food destinations in the world. Another place where you can experience the pleasures of French dining is a hidden part of Paris called Bercy village - diverse area with shops, restaurants, leisure activities and entertainment.	
6:30 PM	Meet in hotel lobby, depart for farewell dinner	Public transport/walk
7:00 PM - 9:00 PM	<b>Farewell dinner in a french way</b> Time to say 'au revoir' to Paris. As the trip comes to an end, let's enjoy a heart-warming dinner as we look back on the program and everything we have learned and discovered. Share stories, pictures, and final reflections on the past three inspiring week!	Restaurant
	Rest of the day at leisure	

Sat, Mar 08, 2025	Depart for home	Day 8
	Breakfast	Hotel
11:00 AM	Check-out, transfer to the airport	Bus transfer
	Depart for the US	Own arrangements