



**J-TERM TRAVELING SEMINAR
INTERNATIONAL BUSINESS
Morocco, France, Belgium, Germany**

BUS 304/504, BUS 325/525, ECO 325/525, MGT 325/525, MKT 325/525

PROFESSOR: TBA

3 CREDITS (45 CONTACT HOURS)

PROGRAM WEBSITE: <https://iau.edu/academics/jterm/internationalbusiness>

Important Notice: One of the goals of IAU's J-Term traveling seminars is to provide students with access to multiple cities and countries in order for them to gain as great a perspective as possible related to the course content. The travel aspect of the program is critical to its success, but can also sometimes pose logistical challenges. Therefore, due to issues related to global security, country- and industry-related strikes, inflated travel costs, and health and well-being issues that are specific to regions in which the seminars are scheduled to take place, IAU reserves the right to modify the itinerary accordingly and will communicate any changes to the students as soon as they are known.

I. ACADEMIC & PROGRAM OVERVIEW

The Europe Morocco Business study tour has been designed to give students a unique exposure to the different facets of international business and international economics.

The wine industry in Southern France, the trade regulators of the European Commission, the American Chamber of Commerce in Brussels and the automotive industry in Germany are examples of the sectors and organizations the students will study by attending lectures and meeting with some of the highest-ranking practitioners and policymakers during the Europe portion of the three-week study tour.

Among the companies and organizations students will visit in Europe are Daimler Benz (producer of Mercedes cars), The European Central Bank, the luxury goods makers Louis Vuitton and Chanel, and The European Commission trade policy department.

In addition to this European-developed economy dimension, the study tour offers students exposure to a developing country as they will also visit Morocco. In addition to lectures on the specific challenges facing a developing economy, students will meet with local businesses, public officials in charge of economic policy, and NGO's working on economic development issues.

In Morocco, students will meet with Moroccan decision-makers both in the private and public sector. They will meet with CEOs of well-established companies and representatives of the one of the most successful microfinance companies in the developing world. They will attend talks from the president of the Moroccan Chapter of Transparency International and public officials in charge of business development.

II. CONTACT HOURS



This course carries 3 credits or 45 contact hours. Students complete readings prior to the program and finalize their assignments after departure, which extends the academics of the component past the on-site components. Lectures and site-visits are conducted 7-days per week throughout the J-Term.

III. LEARNING OUTCOMES

At the end of this course, students will have acquired a better grasp of the business environment in a developing country (Morocco), the two major European economies (France and Germany), and the European Union institutional framework, headquartered in Brussels.

1. Students will learn to identify the main challenges facing businesses operating in a developing economy by studying the case of Morocco. They will be able to articulate these challenges by linking their economic and political dimensions.
2. Students will be able to differentiate between different models of market-based/developed economies by comparing the French and German models. They will learn how these countries are adapting their business environment to the challenges of globalization.
3. Students will acquire the methodology to study business environments at different stages of development by comparing Morocco, France, Belgium, and Germany.
4. Students will develop a better understanding of the EU regulatory framework's impact on European national economies and Multinational companies.

IV. INSTRUCTIONAL METHODS AND ACTIVITIES

- a) Site visits
- b) Seminars and Lectures
- c) Case studies
- d) Discussions/Reading Assignments for each place visited

V. PRIMARY TEXTBOOKS/READINGS

Readings will be assigned from various journals and magazines. Chapters will be assigned from the following reports and textbooks:

1. "Morocco's growth diagnostic" African development Bank, 2016
2. Chauffour, Jean-Pierre. 2017. "Morocco 2040: Emerging by Investing in Intangible Capital." Overview booklet, World Bank, Washington, DC
3. Carnevali, Francesca. "Europe's advantage" Oxford University Press 2005
4. Johnson, D; Turner, C. "European Business" Routledge 3rd Eds 2015
5. Damro, C; Guay, Terrence. "European Competition Policy and Globalization" Palgrave 2016

VI. EVALUATION AND GRADING

Attendance:

Students are required to attend all classes, site visits, and class activities barring serious illness or an emergency. Students who miss sessions during the trip normally write papers to compensate



Case Studies and Exams:

There will be four case studies; one for each of the following segments of the trip (Morocco, France, Belgium, and Germany). A take-home final research paper will be due 10 days after the conclusion of the trip.

Masters Students

The graduate seminar will include a 15-20-page paper on an assigned topic at the end of the course. Graduate students wishing to receive French credit must complete this paper in French.

Grading Scale:

Note IAU	US
A	95-100%
A-	90-94%
B+	89%-88%
B	84-87%
B-	80-83%
C+	79%-78%
C	74-77%
C-	70-73%
D+	69%-68%
D	64-67%
D-	60-63%
F	59%-0%

Plagiarism:

Submitting material that in part or in whole is not entirely one's own work without attributing those same portions to their correct source is prohibited.

Accommodations:

It is IAU's goal to provide reasonable accommodations for students with a documented disability. If students need accommodations to fully participate in this class, they should contact enroll@iaufrance.org right away.

VII. OTHER INFORMATION



General Travel Advisory:

This trip is a serious one, both academically and culturally. Students are expected to be prepared for intellectual, linguistic, social, and travel challenges. We are traveling as a team, and each member must be prepared, punctual, cautious, and professional. With those important caveats, the trip promises to be an incredible experience, including fun and adventure.

Pre-Departure:

Leading up to departure, be sure to check your email diligently so we can get in touch with you should there be any adjustments to the program.