



# INTERNATIONAL BUSINESS PROGRAM

## Program Overview

*Classes on campus, executive guest lectures, case studies and company tours.*

## Location & Activities

*University of Washington,  
Seattle, Washington*

## Student Services

*Accommodation, transportation, meals, city tours, group activities, and personal smart phones.*

## Tuition



## WELCOME TO EXPERIENCE AMERICA

We are excited to present adventurous Danish students with an unforgettable study abroad experience. Learning directly on campus at the University of Washington, you will have exclusive access to world class instructors and facilities!

While developing their skills, students will be introduced to a variety of concepts focused on international business, economics, and marketing, while discussing the underlying social and cultural influences throughout contemporary American history.

We've taken care of everything, providing students with accommodation, transportation, sight-seeing adventures, meals, personal smart phones, health insurance, and a welcoming team of full time hosts. So pack your bags, expand your horizons, and get ready to Experience America!

Program Length: 4/5 weeks



*Students visiting the head offices of Towers Watson, a global consulting firm*

## PROGRAM OVERVIEW

### **Business and Economics**

Hosted at the University of Washington, this four or five week program provides students with on campus classroom instruction from experienced, qualified professors. Interactive lectures discuss unique business and economics concepts, the relationship between societal and business cultures, what innovation is and how to measure it, and the importance of entrepreneurial perspectives. This course is designed to encourage you to recognize cultural differences, develop critical thinking abilities, and explore international career opportunities. At the end of the program, students will compete in a group business case competition to put their new business skills to the test!

### **Contemporary History and Social Perspectives**

Students will discuss the changing nature of society in America. Topics include the continual concentration of wealth within America's elite, the increasing cost of education, the rising burdens facing the middle class, the war on drugs, and an analysis of how each of these issues contributes to the weakening of upward mobility, otherwise known as the "American Dream".

### **Guest Lectures**

The program includes a variety of professional guest speakers, showcasing a combination of traditional and modern day careers. Instructed by a diverse group of experienced professionals, you will explore various educational and career paths in order to gain perspective over the day to day lives of today's industry leaders.

### **Company Tours**

You will be provided with private, interactive corporate office tours with local industry executives. Corporate visits are an unparalleled way for our students to meet with professionals from varying industries who can provide invaluable insight to American business culture, and help provide a real world context to concepts introduced in class. Past student groups have visited many Fortune 500 companies including Microsoft, Amazon, PricewaterhouseCoopers, Expedia, Starbucks, and Boeing.

# LOCATION & ACTIVITIES



## University of Washington

This program is hosted at the top rated University of Washington located in Seattle, Washington. Students will attend classes and listen to guest lecture presentations directly on campus providing them with a genuine cultural learning experience.



## The City of Seattle

Popular sight-seeing attractions our students have enjoyed include the Seattle Space Needle, Pike Place Market, Puget Sound Boat Cruise, Experience Music Project, and the Boeing Future of Flight Museum.



## Cultural Experiences

A few of the activities our students have the opportunity to experience include the Seattle Space Needle, Pike Place Market, America's top outlet malls, indoor sky-diving, and so much more!

# STUDENT SERVICES

Every one of the services listed below are included with this program:

 Education	<p>Students will attend 20-25 days of class throughout the program, learning from qualified, professional, and experienced instructors.</p>
 Accommodation	<p>Students will live with caring North American families in the safety of a qualified Family Homestay.</p>
 Meals and Dining	<p>Three meals each day.</p>
 Transportation	<p>Students will receive charter transportation to and from the airport. Students are also provided with public transportation passes allowing them to travel freely throughout the city.</p>
 Company Tours	<p>Students will visit with varying professionals through company tours and faculty presentations. Professors and business executives will participate in open group discussions, answering any questions students may have regarding their profession, industry, or experiences.</p>
 Smart Phones	<p>Students will receive a personal smart phone. This device can be used throughout the program for unlimited, local calls and data. Student phones will be on the same Blackberry network as our staff in order to ensure constant communication with the class.</p>
 Orientation	<p>Once safely arrived, Experience America provides students with an extended orientation in order to ensure they feel comfortable in their new surroundings and confident interacting with local students.</p>
 Closing Ceremonies	<p>A closing ceremony is held at the end of a program. The closing ceremony includes a formal dinner with students, instructors and the Experience America team. Certificates, prizes, and awards are also presented during the celebrations</p>

# STUDENT SERVICES

Every one of the services listed below are included with this program:

 Insurance	<p>Our health insurance coverage plan provides for reimbursement, without deductibles, for doctor's visits and hospitalizations requiring urgent medical care, as well as for paramedical care, medicines and urgent dental care. Our team members are always on call to help assist with emergencies and will be in constant and immediate communication with student families.</p>
 Activities	<p>We take pride in offering an inclusive experience, with fun, guided, and safe activities throughout our programs. These include city tours, sight-seeing tourist attractions, guided outdoor activities, and community volunteering.</p>
 Experience America Support	<p>Experience America is incredibly dedicated to providing an unmatched support network. Our dedicated staff are always on hand to guide students through all events and to make sure they feel comfortable and welcome through the entire experience. Our staff members are on call 24 hours a day to provide assistance of any kind.</p>

# TUITION

Program	Location	Length	Length	Tuition* (\$USD)
<b>International Business Program</b>	<b>Seattle</b> <i>(University of Washington)</i>	<b>Autumn 2015</b>	<b>4 Weeks</b>	<b>\$3,700</b>
			<b>5 Weeks</b>	<b>\$4,500</b>

\*Tuition Fees are based on a minimum group size of 14 students.

# SAMPLE 3 WEEK PROGRAM CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Classroom Learning, Career Workshops, and Executive Guest Lectures						Airport Pickup after arriving in Seattle. Students are introduced to Homestay Families.
Activities and Guided Tours						
Company Office Tours and Boardroom Discussions						
Flexible Time						
<b>Week 1</b>						
Orientation and all day Seattle City Tour.	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Executive Guest Lecture	Outlet Mall Shopping Day Trip
	Lunch	Lunch	Lunch	Lunch	Lunch	
Flexible Family Evening	University Campus Tour	Flexible Family Evening	Seattle Space Needle	Company Tour	Movie Night	Flexible Family Evening
<b>Week 2</b>						
Outdoor Sports Day	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning & Career Workshop	Flexible Family Time
	Lunch	Lunch	Lunch	Lunch	Lunch	
Flexible Family Evening	Pike Place Market Food Tour	Flexible Family Evening	Company Tour	Bowling Night	Company Tour	Flexible Family Evening
<b>Week 3</b>						
Trip to Bellevue Square	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Executive Guest Lecture	Airport dropoff
	Lunch	Lunch	Lunch	Lunch	Lunch	
Flexible Family Evening	Seattle Mariners Baseball Game	Company Tour	Flexible Family Evening	Flexible Family Evening	Closing Ceremony Celebrations	



# Experience — AMERICA —

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