Graduate Study Abroad INTB8001: Study Abroad Prague 17SS

I. Course Information:

Title: Study Abroad Prague  
Course #: INTB 8001  
Credit Hours: 2  
Term: Spring 2017  
Prerequisites: N/A

II. Instructor / Program Leader Information:

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Office Hours: Thursday 5-6 pm or by appointment  
Communication Policy: You are encouraged to contact me anytime via email. A response will be given within 24-48 hours except on weekends.

IIa. Co-instructor / Co-Program Leaders information:

Name: Dr. Roseann Hassey  
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Our role is to act as liaisons and information source for you during the program. All of the on-site instruction will be done by people from our provider organization. However, you should feel free to interact with us when you have questions or need clarification. Additionally, we will be evaluating your work.

Requirements & Assignments

Please keep in mind that the International Seminar you have signed up for is a class with the same types of requirements as any other MBA/Graduate class. There are required class meetings, readings and written assignments that will be evaluated. One area where the International Seminar is somewhat different from a typical UC MBA class is that you are also acting as a representative of our college and university in a foreign (in all senses of the word) environment. Thus, while some of the rules listed here may seem strange or obvious, they still need to be stated and observed.

Enrollment: You must enroll in INTB 8001 (Study Abroad) in Spring Semester.

Attendance: You are required to attend all schedule sessions prior to departure and after return (unless you make specific arrangements to view those session on Blackboard) and be on time and attend all seminar sessions on site. The only valid excuse for missing a session is illness (please don’t get sick overseas and a hangover doesn’t count!).

Conduct: Please observe local customs about conduct. For example, in many places it is rude to eat or drink in class. Ask before doing. Some instructors will conduct an informal American style class. Others will be more rigid and formal. Be respectful of these differences. That’s part of the cultural lesson. Pay attention to the culture readings. They offer good guidance. Consult your faculty liaison about appropriate dress for class and for company visits. In general, we expect business casual for company visits. If there are no company visits or other meetings off campus, you can dress casual. However, please do not wear hats in class or on visits. Note that Czechs (particularly the women) tend to dress up a bit more than Americans. One important note is that you must have closed-toe shoes for all company visits. You will also be doing a bit more walking than you typically do at home. Make sure that you have comfortable shoes. Finally, we are representing our school and don’t want to be perceived as “Ugly Americans.”
Although we often hear stories of the foreign nationals treating Americans poorly, in more than 15 years of doing programs in Europe, South America and Asia, we have rarely encountered any significant problems. If you at least make an effort to speak the local language (even just greetings and pleasantries) – and you are respectful, you can avoid problems. Don't expect that waiters, bartenders, and shopkeepers will treat you the same as in the US. The standards and expectations are different. And don't expect everyone to speak English. Many young Czechs and people in business do speak English, but not everyone does.

**Dress:** For class sessions, dress comfortably. March in Prague is similar to Cincinnati – unpredictable. I have had everything from snow to freezing rain to 60s and sunny. Rain is common. Check the weather forecast before you pack. Casual dress is fine, but no tee shirts or hats. **Business casual is required for the company visits.** Please make sure to have at least one pair of sturdy closed shoes. The women should wear pants or skirts for company visits. It is advisable to have one pair of closed-toe shoes.

**Assignments:** In addition to reading the material and attending the sessions, you have three graded assignments and class participation, described below. Pre-departure preparation is 20% of your grade. That includes attendance as well as pre-departure assignments. The journal assignment, including post-program assessment, is 30% of your grade. Your final project based on the Favorit Czechoslovakia is the remaining 50% of your grade. *(Note that class/program preparation, engagement, and participation is expected. I reserve the right to lower your final grade based on these factors.)*

**Class meeting schedule (222 Lindner Hall, 4:40 – 5:45)**
Note 1: We have a lot of material to cover in a very short time (6 class session of 65 minutes). It is essential that we not waste any time. Please come prepared.
Note 2: The name of the country we will be visiting has recently been changed from “Czech Republic” to “Czechia” (Czechoslovakia was the name of the country before the “Velvet Divorce” that split the country into the Czech Republic and Slovakia, two independent countries.)

**General Readings**
If you have not taken MGMT 7017,

- Other readings, schedules and other information specific to Prague, the Czech Republic, and the EU will be posted on Blackboard. You can also communicate with other program participants through the email function.
January 12 – Introduction and overview
- Schedule, assignments, readings, due dates, teams (4-5 person teams)
- Content overview
  - Czechia/Prague: history, culture, economy, and business
  - The European Union
  - Favorit Czechoslovakia – company project focus
    - Team assignment: company, industry, competitive environment
  - Tourist overview of Prague
    - Team assignment: Arts, music, food, culture, sites
- Readings
  - If you have not taken MGMT 7017 Managing Across Cultures, purchase and read Cultural Intelligence: People Living and Working Globally Business (2009), David C. Thomas and Kerr Inkson, Berrett-Koehler Publishing (for the best price, check on-line sources).
  - You also need to acquire a good guidebook for Prague (and/or the Czech Republic). In the past we recommended either Lonely Planet Prague or Lonely Planet Czech Republic. The Lonely Planet guidebooks are not the best ones for things like hotels and restaurants, but they are the best for providing insights into the history and culture. They also provide good information about tourist sites and language. Other good guidebooks including Rough Guide, Rick Steves and Insight. Any of these are fine.
    Make sure to check the “Tourism,” “Business,” and “Culture” tabs.

January 19 – Czechia/Prague: history, culture, economy, and business
- Understanding the historical context of the modern Czech Republic and Prague
- Czechia culture and business
- Readings:
  - State.Gov: [https://www.state.gov/p/eur/ci/ez/](https://www.state.gov/p/eur/ci/ez/)
  - “On the Munich Agreement: British Parliamentary Debate (October 3, 1938)” (BB)
  - “Life with a Star,” Jiří Weil (BB)
  - “On the Elimination of the Czech Nation,” Reinhard Heydrich (1904-1942) (BB)

January 26 – Czech Historical Context; The European Union
- Guest speaker: Nelson Lees – historical context
• The European Union
• Purpose of the EU
• Structure, membership, governance
• Limitations/current situation (Brexit, Greece, etc.)
• Readings:
  o European Union Official Website: https://europa.eu/european-union/index_en
  o State.gov site for the EU: https://www.state.gov/p/eur/rt/eu/

February 2 - Favorit Czechoslovakia and the bicycle industry
• Team preliminary reports on company/niche/technology, industry structure, competitive landscape
• Deliverable: notes to share on topics; 2-3 page summary of findings
• Website: https://www.favorit.cz/en

February 9 – Prague Tourism
• Teams report on arts, music, food, sites, etc.
• Deliverable: 1-2 page summary of key findings
• Readings:
  o NYTomes “36 Hours in Prague:”
    https://www.nytimes.com/2014/04/20/travel/36-hours-in-prague.html?_r=0
  o NYtimes “My Hidden Prague:”
  o NYTimes “On the Trail of Kafka in Prague:”
  o Official Czech Tourism Website:
    http://www.czechtourism.com/home/

February 23 – LCB Pre-departure
• Schedule review
• Logistics
• Packing, etc.
• Safety/risk management

February 24, Friday, UC International Pre-departure Orientation 5:45 PM - 6:45 PM (LCB 112). You are required to attend one UC International pre-departure orientation. See http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html for other options.

April 13 (meeting in 608 Lindner) – Team presentations
April 20 (meeting in 608 Lindner) – Team presentations

Journal/Log (PLEASE NOTE THAT THIS IS NOT A TRAVELOGUE)
This course is, in part, experiential. The course includes more than the time you spend in the classroom or on company visits. The journal format focuses on helping you learn how to learn from experience, and become more proactive and purposeful learners. For example, consider use of the term “culture shock.” When managers visit or move to a different country, they often note feeling “very foreign” or “out-of-place,” unsure of what others expect, what is appropriate/inappropriate, what are common work practices, etc. To be successful, managers must learn very quickly, becoming sensitive to potential differences, coming to understand and respect the culture, and managing cultural differences effectively.

Final Products:

You will complete a series of journal entries (4 total). One of these will be done prior to departure and will be a self-assessment of your cultural competence. Details will follow. Three entries will be done in Prague and should focus on culture and business, culture outside of business, and a subject of your choice. Each entry should be about 2-3 pages long (take notes on-site and transcribe observations and interpretation when you return to Cincinnati) and include the four general components described below. The final entry will be done upon return and is a post-program self-assessment. You will also update your first entry. You will be graded based on the quality of your entries (i.e., thoughtful and well-written) and the extent to which you have followed the assignment guidelines. Due March 27, should be submitted as a Word document through Blackboard. (30% of grade)

Components:

1. Pre-departure self-assessment: What is the state of your cultural competence? List your specific experience, skills, knowledge and competence related to global business and cultural competence. What do you expect to get out of the Prague program? How will you measure that success?

2. Experience: What cultural clues did you experience/observe? Describe what happened or what you saw. This component of your journal requires cultural sensitivity. Thoughtfully observe and describe the related cultural clue(s) (e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc). (Please note that this is NOT a travelogue. Don’t merely recite that today I went to …) This should be a brief description. Example: The first time I went to a dinner in France, it took nearly three
hours. By American standards, the service was very slow. My host detected that I appeared impatient. However, that experience provided me with important insights into French culture.

3. **Reflection**: What cultural difference do these clues suggest? Why do you think this difference exists (e.g., what value does it have for the individual/group)? Look at the experience from the “local” perspective. Remember, cultures develop and persist because they serve a purpose. What insights from the study of culture can help explain what you observed. **Example**: The French take food, socializing (relationship culture) and leisure very seriously. A meal is to be savored and enjoyed with friends. Business should not intrude on this enjoyment…

4. **Theory**: Based on your experience and reflection, what do you think you “know” now? Develop your own or borrow (e.g., from studies, classes, etc.) a theory that explains the cultural difference. For example: Americans are motivated first and foremost by money. Explain why.

5. **Summary/Implications**: How might understanding this difference affect your social interactions with people from this culture? How would you use this learning to manage cultural differences more effectively?

6. **Post Program Self-Assessment**: Take your pre-departure self-assessment and measure how this experience has changed your cultural/global competency. How will you better demonstrate to potential employers or others that you have some degree of cultural/global competence?

**Term Assignment**
The term assignment accounts for 50% of your grade for the International Seminar Course. This assignment will be done in teams of 4-5 people

This assignment will depend on what we learn from Favorit Czechoslovakia during our visit. The company will provide background information and identify specific challenges or problems with which they are seeking help. We will have the opportunity to meet with them a second time to discuss our preliminary understanding of the problems/challenges, to gather more information, ask questions, and discuss potential solutions (just basic ideas at this point). Upon return, your team will continue your research, formulate a response to Favorit Czechoslovakia in the form of written report that will be sent to the company, and develop a presentation (no more than 15 minutes) that will be delivered to the faculty team and others.

Without knowing the nature or scope of the problem(s) or challenge(s) at Favorit Czechoslovakia, it is hard to give you concrete guidance on the length of the
written report. However, based on similar projects that we have done in other study abroad programs, the typical length is in the range of 18-25 pages, single-spaced, including tables, figures, and references. The report should use APA (American Psychological Association) format for citations and referencing. I am adamant that you follow this format and that you carefully cite and reference all outside materials that are used in your report. The library has available online APA guidelines. If you are unclear, check with me. This assignment is due on April 13. Presentations (15 minutes) will be scheduled for April 13 and April 20.

If you have questions or need clarification on this assignment, don’t hesitate to contact Professor Gales (lawrence.gales@uc.edu).

Useful websites

General
State Department: http://www.state.gov
US Department of Commerce: http://www.commerce.gov
International Trade Administration (US DOC) http://www.commerce.gov/opa/photo/ITA/events.html
Cultural Differences – Gert Hofstede Homepage: http://spitswww.uvt.nl/web/iric/hofstede/

This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism
- Enhance oral & written communication, express ideas clearly, logically and persuasively.
- Develop and practice teamwork skills through group projects and exercises.
- Practice professional habits of punctuality, preparation, respect and participation.

A – Academics
- Develop foundational knowledge of core business functions and their interactions within firms.
- Begin applying functional and cross-functional knowledge to critically analyze business problems; for example applying techniques for business plan development.

C – Character
- Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
- Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
- Understand importance of ethics and social responsibility in business and personal settings.

E – Engagement
- Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.
- Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.
International Seminars: 17SS
Professor Larry Gales
Professor Roseann Hassey
Brooke Hiltz, Esq.