



## Forum Barcelona Plus

### Spain - Italy - Germany - France

#### Understanding European Business, Politics and Culture

May - June, 2010

Earn 3, 6 or 9 credits in the summer while studying in 4 amazing cities: Barcelona, Paris, Milan and Frankfurt. Acquire a solid understanding of the culture and politics of the European Union and learn about business and marketing strategies to succeed in European markets. Forum-Nexus Study Abroad has a track record of 19 years of successful multi-country summer and winter programs in Europe.

The program starts in Italy in the dynamic city of Milan, the economic and financial center of Italy and world capital of fashion. Classes are held in the beautiful historic campus of the Catholic University of Milan, housed in the buildings of a 14th century monastery. There will be great professional visits to leading companies in fashion, advertising and electronics, as well as optional weekend trips to Venice, Florence or Rome. Then the students travel with the professors to Frankfurt, the business and financial heart of Germany. Students will be able to visit the European Central Bank, the Frankfurt Stock Exchange and the headquarters of Mercedes Benz (Daimler) in Stuttgart.

From Germany it's on to beautiful Paris, the most visited city in the world and the heart of French culture, politics and business. In Paris there will be challenging classes and interesting visits to multinational companies and international organizations. Students will be able to visit the Louvre Museum, the Notre Dame cathedral and the Arc de Triomphe, as well as stroll along the banks of the Seine River and the Champs-Élysées. During the weekend there will be optional trips to London, Brussels or Amsterdam.

After France the group travels to Barcelona, the home base of the program! Barcelona is one of the most popular cities in Europe with its gorgeous mountains, beaches, museums, and restaurants. In addition to its architectural and natural beauty Barcelona is a powerful center of industry and commerce with the largest port on the Mediterranean. Students will visit several leading Spanish and multinational companies and government agencies, and will take classes at the campus of the AACSB-accredited IQS Business School, part of the prestigious Ramon Llull University. During the weekends, there will be optional trips to Madrid, Ibiza or Seville. On the last day of the program, there will be a festive farewell dinner and diploma ceremony featuring traditional food and music.

#### Dates:

**Forum-Nexus** offers a variety of alternatives regarding the dates and duration of the program, so that students can customize their choice based on their specific constraints. **Most students enroll in Session A1 and take two courses.** Some students prefer the 5-week and 6-week options, which include more time in either Italy or Spain (Sessions B1, B2 or C1). Students with a tighter schedule opt for the 3-week sessions (D1 or D2) or the 2-week sessions (E1, E2 or E3).



**Session A1: May 27 – June 24, 2010**

- This is the traditional **4-week** itinerary
- Most students enroll in 2 courses (6 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session B1: May 20 – June 24, 2010**

- This is the first **5-week** extended itinerary, including an extra week in Milan
- Most students enroll in 2 courses (6 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session B2: May 27 – July 1, 2010**

- This is the second **5-week** extended itinerary, including an extra week in Barcelona
- Most students enroll in 2 courses (6 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session C1: May 20 – July 1, 2010**

- This is the **6-week** extended itinerary, including two extra weeks in Milan and Barcelona
- Most students enroll in 2 courses (6 credits) but some choose 3 courses (9 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session D1: May 27 – June 17, 2010**

- This is the first **3-week** itinerary
- Students may enroll in 2 courses (6 credits) or 1 course (3 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session D2: June 3 – June 24, 2010**

- This is the second **3-week** itinerary
- Students may enroll in 2 courses (6 credits) or 1 course (3 credits)
- **Paris, Barcelona**

**Session E1: May 27 – June 10, 2010**

- This is the first **2-week** itinerary
- Students enroll in 1 course (3 credits)
- **Milan, Frankfurt, Paris, Barcelona**

**Session E2: June 3 – June 10, 2010**

- This is the second **2-week** itinerary
- Students enroll in 1 course (3 credits)
- **Paris, Barcelona**

**Session E3: June 8 – June 24, 2010**

- This is the third **2-week** itinerary
- Students enroll in 1 course (3 credits)
- **Barcelona**

**Itinerary:**

Milan	May 20-27 (only for Sessions B1 and C1)	Paris-Barcelona	June 7-8
Milan	May 27-31	Barcelona	June 8-24
Frankfurt	May 31 – June 3	Barcelona	June 24-July 1 (only for Sessions B2 and C1)
Paris	June 3-7		



**Language:** All classes and professional visits are conducted in English

**Sponsoring Universities:**

**IQS Business School**

(AACSB accredited business school, part of the prestigious Universidad Ramon Llull in Barcelona)

**Università Cattolica del Sacro Cuore** (The Catholic University of the Sacred Heart in Milan, a leading private university and a member of the ISEP network)

**Transcripts:**

Course transcripts will be issued by either IQS or UCSC. Students who have a specific preference may elect for the transcript to be issued by the school of their choice.

**Courses Offered**

The following courses are offered for students in Sessions A1, B1, B2, C1, D1 and D2

**1. Undergraduate Level** (each course is worth 3 credits)

- **EUR 337** Introduction to the European Union: Economics, Politics, Culture and Society
- **COM 312** Cross-Cultural Communication: Understanding Cultural Differences in Europe
- **BUS 326** International Business
- **FIN 388** International Financial Markets: Understanding the Global Financial Crisis
- **MKT 354** International Marketing
- **MGT 313** Cross-Cultural Management

**The following course combinations are allowed:**

EUR 337 + COM 312; EUR 337 + MGT 313; EUR 337 + BUS 326; EUR 337 + FIN 388;  
BUS 326 + FIN 388; BUS 326 + MGT 313; BUS 326 + COM 312; MGT 354 + FIN 388;  
MGT 354 + BUS 326; MKT 354 + MGT 313; MKT 354 + COM 312

**2. Graduate Level** (each course is worth 3 credits)

- **EUR 637** Introduction to the European Union: Economics, Politics, Culture and Society
- **COM 612** Cross-Cultural Communication: Understanding Cultural Differences in Europe
- **BUS 626** International Business
- **FIN 688** International Financial Markets: Understanding the Global Financial Crisis
- **MKT 654** International Marketing
- **MGT 613** Cross-Cultural Management

**The following course combinations are allowed:**

EUR 637 + COM 612; EUR 637 + MGT 613; EUR 637 + BUS 626; EUR 637 + FIN 688;  
BUS 626 + FIN 688; BUS 626 + MGT 613; BUS 626 + COM 612; MGT 654 + FIN 688;  
MGT 654 + BUS 626; MKT 654 + MGT 613; MKT 654 + COM 612

The following courses are offered for students in Sessions E1, E2 and E3 but are open to other students with special permission

- **EUR 324/624** Understanding the European Union and its Multicultural Environment
- **BUS 320/620** Strategies for International Business and Cross-Cultural Negotiations in the EU
- **BUS 371/671** International Marketing Strategies in the Context of the Global Financial Crisis
- **EUR 332 /632** Understanding the European Union and its International Business Environment
- **MKT 334/634** International Marketing and Cross Cultural Management in Europe



- **BUS 357/657** International Business Strategies in the Context of the Global Financial Crisis
- **FIN 363/663** International Financial Markets and the European Union
- **MGT 325/625** Cross Cultural Management in the European Union
- **BUS 340/640** International Business and Marketing Strategies in Europe

#### Majors:

The program is suitable for business and non-business students in all majors. Students may enroll at the undergraduate or graduate level, based on their qualifications.

#### Accommodations:

Students will stay in quality 3 and 4-star hotels in central locations

#### Activities:

In each city, students participate in two types of activities: classes and professional visits

#### Classes:

Depending on the city, classes are held either on campus or in conference rooms at the hotels. The main professor for each course travels with the group from city to city. The professors are highly experienced, multilingual, and cosmopolitan. Classes are usually held Monday through Friday in the morning. There are usually no classes on Saturday or Sunday.

#### Professional Visits:

In addition to insightful classes, students learn a great deal from a number of valuable professional visits. Based on the courses they are taking, students will be able to visit leading European companies, international organizations, financial institutions, government agencies, multinational corporations and non-governmental organizations. Most visits include detailed discussions with officials of the companies and organizations. Each student will visit at least four companies or organizations **per class**. The professional visits are usually held in the afternoon.

The schedule of visits has not yet been finalized. The following is a list of companies and organizations visited in previous years:

##### Barcelona:

- Volkswagen (SEAT)
- Codorniu Winery
- Barcelona Stock Exchange
- Banco de Sabadell

##### Paris:

- Air France
- OECD
- UNESCO
- Credit Agricole
- L'Oreal

##### Milan:

- Louis Vuitton
- Philips Electronics
- IGP Decaux
- UniCredit Group

##### Frankfurt

- Deutsche Bank
- Frankfurt Stock Exchange
- European Central Bank
- Mercedes Benz (Daimler)

#### Application Process:

Fill out an online application [here](#). Admission is on a rolling basis, however you are encouraged to apply as early as possible since the program will accept a cohort of 40 students. The last day to apply is March 15, 2010.

#### Optional Weekend Trips:

- Florence, Venice or Rome (May 22-23 or May 29-30)
- London, Brussels or Amsterdam (June 5-6)
- Ibiza, Madrid or Seville (June 12-13 or June 19-20)

#### Fees:

All fees are quoted in US dollars and are subject to change.  
Overall program fees including tuition:



<b>Session A1</b> (4 weeks)	
• 3 credits (1 course)	US\$ 5,490
• 6 credits (2 courses)	US\$ 5,990
<b>Sessions B1 or B2</b> (5 weeks)	
• 3 credits (1 course)	US\$ 6,090
• 6 credits (2 courses)	US\$ 6,590
<b>Session C1</b> (6 weeks)	
• 3 credits (1 course)	US\$ 6,690
• 6 credits (2 courses)	US\$ 7,190
<b>Sessions D1 or D2</b> (3 weeks)	
• 3 credits (1 course)	US\$ 4,890
• 6 credits (2 courses)	US\$ 5,390
<b>Sessions E1, E2 or E3</b> (2 weeks)	
• 3 credits (1 course)	US\$ 4,390

**Fees include:**

- Tuition for either one, two or three courses (3, 6 or 9 credits); transcripts issued by the European university
- Accommodations in quality hotels (3 and 4 stars, double or triple occupancy, centrally located)
- Buffet breakfasts in the hotels
- Professional visits
- All transportation within Europe, either by train or private coach, from the first city to the last city in the program
- Two boat trips from Italy to Greece and from Athens to Rhodes with accommodation in sleeping compartments with bathroom
- Health insurance
- Welcome reception
- Farewell dinner

**About Forum-Nexus Study Abroad:**

Forum-Nexus Study Abroad has a track record of 19 years of successful intensive summer and winter programs in Europe. Since 1990, over 2,500 students have participated in **Forum-Nexus** programs in Spain, France, Italy, Greece, Germany, Britain, Netherlands, Switzerland and the Czech Republic. The courses are open to both undergraduate and graduate students, as well as to alumni seeking professional development. **Forum-Nexus** programs are unique in that they give the participating student a high value added along a number of different dimensions:

- The programs develop the student's international outlook, i.e. a greater appreciation of other cultures and of different economic and political environments
- Classes are dynamic, interactive and taught by experienced and cosmopolitan professors
- Students get to visit numerous companies, international organizations and government agencies and interact with their executives and officials in order to learn first-hand about their strategies
- The Forum-Nexus cities are very attractive as business and cultural destinations
- The host universities are fully accredited and rank among the best in Europe
- Students earn either 3 or 6 semester credits which can be used for required or elective courses
- All students will participate in the workshop entitled "How to Increase your International IQ" conducted by Dr. Hugo Hervitz, Director of Forum-Nexus, and will be able to measure their International IQ score by taking the IKAT (International Knowledge Assessment Test)



- Upon successful completion of their courses all students will receive an official diploma and transcript issued by the European university
- The cost of the programs is reasonable, given all that is included and the high quality of the professors, the universities, the professional visits and the accommodation
- The students that participate in Forum-Nexus programs are ambitious, open-minded and highly motivated and share a desire to understand the richness of other cultures



## Dr. Hugo Hervitz, Executive Director

Dr. Hugo Hervitz is an Adjunct Professor of Economics at the Huizenga School of Business and Entrepreneurship at **Nova Southeastern University** in Ft. Lauderdale. He has been a Professor of Economics and International Business in South Florida for over 25 years, specializing in International Trade and Finance in Europe and Latin America. He also teaches Cross Cultural Communication for the Global MBA Program at **Thunderbird School of Global Management**. Dr. Hervitz founded **Forum-Nexus Study Abroad** in 1990 and has been its Executive Director ever since, directing dozens of intensive summer and winter programs in Europe and elsewhere, with the participation of **over 2,500 students** from the U.S., Mexico, Brazil, Egypt, Venezuela, Holland, Turkey, Indonesia, Panama and Thailand.

Dr. Hervitz was born in Argentina and has a B.A. in Economics from the **Hebrew University of Jerusalem**, a Master's degree in Management from **Imperial College** in London, an M.A. in Economics and Latin American Studies from the **University of Pittsburgh**, and a Ph.D. in Economics from **Indiana University**. He has been a visiting professor at the **Monterrey Institute of Technology** in Mexico, at the **Ramon Llull University** in Barcelona, at the **Fachhochschule Kufstein** in Austria, and at the **Hebrew University of Jerusalem** in Israel. He has extensive consulting experience in the U.S., Europe and Latin America and has served as economics commentator for **CNN en Español** since 1998. He has pioneered the concept of measuring and developing a student's **International IQ** and is the author of the ground-breaking **International Knowledge Assessment Test - IKAT** which quantifies the level of International IQ.

Dr. Hervitz loves to travel and has a passion for learning foreign languages. He is fluent in **English, Spanish, French, Italian, and Hebrew**, proficient in **German and Portuguese**, and has basic conversational knowledge of **Arabic, Greek and Yiddish**. He is very happy to live in Miami, where he enjoys the multilingual and multicultural environment, the warm weather and the ocean. He is married with three children. His wife Esther is a clinical psychologist, specializing in Neuropsychology. Their son Micky is an MBA student at Wharton specializing in Finance; their daughter Dalia graduated from the University of Pennsylvania and works in consulting for a Big Four accounting firm in New York City; and their daughter Shuli is a junior at Yale University majoring in Anthropology.

For further information: Visit [www.forum-nexus.com](http://www.forum-nexus.com) , write to [info@forum-nexus.com](mailto:info@forum-nexus.com), or call Forum-Nexus Study Abroad at **1-305-764-2243** from 9 am to 9 pm (U.S., Eastern Time), 7 days/week



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