



European Field Seminar 2008 – IM851

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Course Websites <http://smgpublish.bu.edu/IM851/>
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Program Description

Following a series of preparatory meetings in Boston, the participants will travel to four European countries (Netherlands, Belgium, France and Hungary) for a two week period. This field study program will include visits to businesses and governmental organizations and lectures from European specialists. The seminar will cover a broad range of topics, including macro economic policy, European integration, finance, marketing and communication, operations management, international trade, business culture etc.

The European Field Seminar will introduce students to current issues firms and consumers face in the European environment. Opportunities and tensions stemming from a broad European Project with 27 member states, a single European currency, increased emphasis on privatization of traditionally state-owned corporations and a growing influence of the European Union institutions are examples that are changing the European competitive landscape.

You will travel to The Netherlands, Belgium, France and Hungary for two weeks. In order to gain an appreciation of the new European environment (including the new member states), we will visit the European Commission as well as a national agency that advises both government and companies regarding the European economy. We will also visit prominent firms in the private sector, both in the new and old economy, in the industrial, agricultural and service sectors.

Consequently, this seminar should appeal to a broad segment of the MBA population.

Texts

- *The European Union*, 2nd Edition, John Pinder and Simon Usherwood (2007), Oxford University Press.
- *International Business Etiquette - Europe*, by Ann Marie Sabath (2004), Author Choice Press.

Also there will be many live links and documents available through the course intranet (smgtools).

Attire

At most visits while in Europe, business attire is de rigueur. Pack accordingly! Also do not count on having convenient access to a laundry facility. Hotels will offer cleaning services, however the cost is fairly high. Remember to pack a travel umbrella and bring some type of briefcase/book bag.

Also, PACK lightly – There are severe weight limits on bags for flights within Europe (20 kg = 44lbs), and the excess weight is rather expensive. Further cabin bags sizes are much stricter than in the USA.

Evaluation

Each participant is expected to keep a journal during this trip. Although the journal is your own and I will not be reviewing it, it is a key source of information gathering and reflections. Your daily logs and field notes will prove quite useful for your group project (see below) and your final paper (also see below)

- Pre-visit research memo and in class briefing 15% (memo delivered and presented on May 10th)
- Individual participation during program 35% (while in Europe and in Boston classes)
- Group Wrap up Discussion 15% (the last day in Europe)
- Final Research and Reflection Paper 35% (to be delivered electronically by June 28th)

Pre-visit research brief

During our first class period (May 3rd, 2008), each seminar participant will be assigned a research topic. The topic will typically be a company we will visit, an institution, or a current European issue. Your job is to research your topic (make sure to footnote your sources in the memo, and make sure to have more sources than just a few websites!) and prepare a 2-page (max) memo (12 font, 1.5 spacing) (plus one page of appendix if needed) describing relevant background and current problems/opportunities/tensions etc. You can use bullets as you see fit.

The goal of the brief is to insure that every participant is fully prepared before each visit, so that greater value added can be obtained. On May 10th, you will bring a copy of the brief for each participant (total 23 copies – double sided) and also upload the memo to a folder on [SMGTools](#). At the end of the class, all of us will have a full dossier that can be taken on the road and used before each visit.

Group Wrap up Discussion

I would like the class to form 4 teams (3 teams of 5 and 1 teams of 6 people). Please let Chris know ASAP (by May 10th would be ideal). Each team will be responsible for animating a wrap up discussion on our last day in Europe. You should decide on your topic, but I will consult with you to help you narrow its focus. The topic should meet the following criteria:

- A current issue that is faced by European companies, foreign businesses doing business in Europe, or European countries/institutions.
- A topic that can provide meaningful takeaways for the seminar participants.
- Typically, the topic should be broad enough to involve more than just one business – however, please feel free to base your discussion on specific case studies, examples or situations.
- Resolution on the topic should still be pending and multiple perspectives should prevail. This will insure a richer discussion.
- Make sure that you can draw on your two weeks of visits in order to add value to the discussion.

I would advise each team to do some basic research on their topic prior to the trip, and then you can build on your understanding of the issue throughout our two weeks in Europe. During the seminar, I will be available to meet with each team and help you shape your discussion topic. For the discussion, you will have 25 minutes total (this includes no more than 5-10 minutes of talking by the team over the course of the 25 minutes – the bulk of the discussion should come from the class). You can decide how you wish to run this discussion. Do not use PowerPoint or have slides! Creativity is great, but content, depth of analysis, ability to make sense of complexity are key – Avoid clichés and naïve stereotyping!

You will be evaluated on your ability to integrate perspectives (from readings you did, visits we will have made etc.), provide a synthesis and wrap-up around an issue, lead a discussion, and finally provide some structure and perspective on the issue in question.

Final Research and Reflection Paper

Following the seminar completion each one of you is required to complete a final paper. This is a 10-page maximum (1 inch margins, font 12, double spacing) research and reflection paper. You should select a topic that is close to your heart or career. There is no formal pre-screening of your topic (but you can bounce off ideas if you wish). Your paper should discuss how this course experience has (1) informed you on the issue at hand, (2) changed some of your perspectives, or confirmed them!, (3) confirmed or disconfirmed some of your pre-trip expectations with respect to Europe and European Business. In many ways, one can sum up this as a “What have I learned?” paper. However, this is not a journal, and it should be a long laundry list of points either. This is an integrative paper, with content reflexive of your experience and also published sources. As such, make sure to have a significant variety of sources and perspectives represented throughout your paper. The sources can of course include: introspective self-assessments, field notes you took in your journal, books, relevant articles in the press, white papers, websites etc. As appropriate and needed, make sure to footnote all of your sources in the paper.

You will be graded not on your opinion, but rather on your ability to provide an informed discussion that goes beyond clichés and stereotypes, as well as the depth of your analysis and your ability to reflect and integrate knowledge. Also, the paper should reflect the field experience. In other words, even though you could have read all the books and articles in Boston, this paper is only possible because of the unique insights you personally gained from your field experience.

Schedule


USA Component

May 3	Boston	9AM –12 noon (SMG room 324)	<ul style="list-style-type: none">• Read entire book “<i>The European Union</i>”
May 10	Boston	9AM – 4 PM (SMG room 324)	<ul style="list-style-type: none">• Read Introduction, and sections on Belgium, France, Hungary and the Netherlands in the “<i>International Business Etiquette Book</i>”• If needed, finish reading “<i>The European Union</i>”• Research brief is due (23 copies)• Prepare a 3-5 minute oral briefing to be given from your seat (think of it as a case opening) on your assigned topic of the brief (no need to have PowerPoint slides)• Get familiar with live course material on website
By June 28 th 2008	Boston		Final Paper Due. Electronic submission is fine.



Daily European Schedule

Tuesday May 20	Amsterdam	6:00PM 8:00PM	Group meets at the Amsterdam-American hotel Welcome drinks at the hotel Bar Americain Welcome Dinner Indewaag restaurant, Nieuwmarkt 4, 1012 CR Amsterdam
Wednesday May 21	Amsterdam Aalsmeer Leuven Brussels	6:30AM 7:10AM 7:20AM 8:00AM 9:30AM 11:00AM 3:00PM 4:00PM 6:00PM 7:00PM	Breakfast and check out Load Bus. Bus leaves hotel Guided visit of the International Flower Auction , Flora Holland in Aalsmeer Meeting with Mr. Martin de Ruiten (Supply Chain Manager) <ul style="list-style-type: none"> • The value proposition of a physical auction in the electronic age • The organization of the marketplace, the players, the competitors <ul style="list-style-type: none"> ◦ Impact of forward (large buyers) & backward (large growers) integration • The in-bound and outbound logistic challenges (timing, value of goods, transportation, cost of oil, road congestions, carbon footprint) <ul style="list-style-type: none"> ◦ 30% of sales are from imported products; 90% of it is air freighted. What can be the role of sea-freight? Depart for Leuven(will stop for lunch) InBev – Stella Artois Brewery, Vuurkruisenlaan 3000 Leuven. Meeting with Mr. Nigel Miller, Global VP People Continuity and Sales <ul style="list-style-type: none"> • Company presentation • Global Strategy • Talent Management Brewery visit, with tasting Depart Louvain Check in Brussels Marriott
Thursday May 22	Brussels	8:20AM 8:55AM 9:00AM 10:15AM 10:30AM 11:35AM 12:30PM 2:00PM 3:30PM 7:45PM 8:00PM	Depart from Hotel -- Metro DE BROUCKERE to MAELBEEK (line #1) Meetings at the European Commission , 18 rue van Maerlant, 1030 Brussels. <ul style="list-style-type: none"> • Introduction To The EU Institutions, The Lisbon Treaty, Mr. Jan-Peter PAUL, Directorate General for Health and Consumer Protection <i>Break</i> <ul style="list-style-type: none"> • EU Competition Policy, Mr. Lambros PAPADIAS, Directorate General for Competition • EU – US Relations, Mr. Valentin GESCHER, Directorate General for External Relations Lunch – Place Jourdan Dr. Pablo G. Collazzo-Yelpo, European Academy of Business in Society <ul style="list-style-type: none"> • CSR in Europe (vs. US) End of the visit & Return to hotel Meet in Hotel lobby Group Dinner – Restaurant La Manufacture 12-20 Rue Notre Dame du Sommeil

Friday May 23	Brussels	9:30AM	Depart Hotel – take metro DE BROUCKERE stop to SCHUMAN (line #1)
		10:00AM	Hill & Knowlton International , 118 Avenue de Cortenbergh Mr. Philippe Blanchard, Head of Public Affairs Practice & Managing Director Public Affairs
		11:30AM	<ul style="list-style-type: none"> • Public affairs in Europe (Brussels and the member states) • Differences between US and EU lobbying
		12:45PM	Return Hotel
		1:00PM	Check hotel & board bus to Paris
	Paris	6:00PM	Bus depart for Paris
Saturday May 24	Paris	7:10AM	Check out of hotel Check in Hotel Hotel K+K
	Angers	7:10AM	Depart Hotel – Take metro <i>RUE DU BAC stop (line #12) to GARE MONTPARNASSE</i>
		8:00AM	Train leaves PARIS Montparnasse Station -- TGV to Angers
		9:30AM	Arrival in Angers. Walking tour of downtown (old city, the Cathedral)
		10:30AM	Meeting in La Godeline with Mr. Christian Vital, InterLoire
		12:30PM	<ul style="list-style-type: none"> • The wine sector in the Loire
		2:00PM	Lunch with tasting of different Loire wines
		2:30PM	Bus transfer to Savennières
		4:30PM	Château des Vaults Domaine du Closel – meeting with owner, Ms. Evelyne de Pontbriand, visit and wine tasting
		5:00PM	Return to Angers
		5:00PM	Visit of the Château d'Angers
	Paris	7:39PM	TGV train to Paris
		9:15PM	Return to Paris Montparnasse train Station – Late dinner(?)
Sunday May 25	Paris	10:20PM	<p>FREE DAY – Versailles Visit? Other areas...?</p> <p>Weather permitting - Cruise on River Seine – exact time TBA. Compagnie des Bateaux-Mouches, Port de la Conférence at Pont de l'Alma, right bank, Paris (VIII district) - Métro line # 9 - ALMA-MARCEAU or Métro line #1 - FRANKLIN ROOSEVELT</p> 

Monday May 26	Paris	9:15AM 10:00AM 12:00AM 2:30PM 4:00PM	<p>Depart hotel - Take metro RUE DU BAC (Line #12 - Porte de la Chapelle) Stop at SAINT-LAZARE, change to Line #3 (direction Pont de Levallois-Becon), Stop at ANATOLE-FRANCE</p> <p>AMGEN France, 62, Boulevard Victor Hugo, 92523 Neuilly sur Seine</p> <ul style="list-style-type: none"> - Company Presentation - French Health Care System <p>Return to Paris center – lunch</p> <p>NYSE-Euronext– Meeting with Mr Bresson, Paris-Europlace, 39 rue Cambon, 75039 Paris</p> <ul style="list-style-type: none"> • French/European Financial Markets <p>Depart Euronext – Walk (?) to hotel</p>
Tuesday May 27	Paris	9:15AM 10:00 AM 12:00PM 1:30 PM 2:30 PM 5:00PM 7:30PM 8:00PM	<p>Depart hotel - Take metro RUE DU BAC – (line #12 - Porte de la Chapelle), Stop at CONCORDE, change to line # 1 to LA DEFENSE GRANDE ARCHE</p> <p>Meeting at ESSCA, Pôle Universitaire Léonard de Vinci with Mr. Albrecht Sonntag.</p> <ul style="list-style-type: none"> • "Major Challenges of the European Integration Process" <p>Lunch Rrestaurant du Pôle Universitaire - Continue discussion with Albrecht Sonntag during lunch</p> <p>Depart – Take Bus # 275 from LA DEFENSE- Bus stop (direction PONT DE LEVALLOIS-METRO), Stop at PONT DE LEVALLOIS-METRO</p> <p>Business Objects, 157-159 rue Anatole France, 92309 Levallois Perret.</p> <p>Discussion of company's strategy with Mr. Michael Thompson (Director, Product Management) and other members of the management team</p> <ul style="list-style-type: none"> • BOBJ and Business Intelligence overview and strategy • Living/working abroad, Expatriate life, etc. <p>Depart Business Objects - Return at Hotel</p> <p>Meet Hotel Lobby</p> <p>Group Dinner – La Coupole</p>
Wednesday May 28	Paris Budapest	9:45AM 10:00AM 10:30AM 3:45PM 6:50PM 9:00PM 10:00PM	<p>Check out from hotel must be completed – Board Bus</p> <p>Depart Hotel</p> <p>L'OREAL, Centre Eugene Schueller, 41, rue Martre, 92110 Clichy.</p> <p>Meeting and presentations with members of the strategy and technology group. Ms. Mareline Kakiris, Mr. Georges Edouard, Mr. Hugues Desmont</p> <ul style="list-style-type: none"> • Company overview and strategy • Lunch • Global CRM strategy • Brands and Community Strategies <p>Depart for CDG airport</p> <p>Malev Airlines MA555</p> <p>Arrival Budapest – transfer by bus</p> <p>Check in Art'otel</p>

Thursday May 29	Budapest	8:00AM	Bus departs hotel
	Gyor	9:30AM	Audi , ROZMAN Richárd, HR Manager, Győr, (Industrial Park) <ul style="list-style-type: none"> • Discussion & Introduction to the company (incl. financials, production, economic overview, etc.) • Company tour: engine TT car assembly • Discussion, Q&A
		1:30PM	Lunch @ Audi Departure from Audi
	Herend	3:00PM	Herend Porcelanium , Company visit, presentation with Mr. Szesztay László, Export Sales Manager
	Budapest	8:00PM	Return to Hotel in Budapest
Friday May 30	Budapest	8:30AM	Depart Hotel
		9:00AM	Hungarian Investment and Trade Development Agency (ITD), H-1061 Budapest, Andrásy út 12. Mr. KILIÁN Csaba, Executive Investment Director <ul style="list-style-type: none"> • Foreign Investment in Hungary
		11:00AM	Mr. Stephan KNODE, US Commercial Attache , US Commercial Service , meeting at ESSCA (Czuczor utca, 6) <ul style="list-style-type: none"> • US commercial relationships with Hungary
		12:00PM	Lunch
		2:00PM	Mr. Juri REISNER, Indevisio LTD , <ul style="list-style-type: none"> • Paris to Budapest: European Experience in Marketing and Design
		4:00PM	End of meetings – return to hotel
Saturday May 31	Budapest	9:00AM	Historical guided bus tour of Budapest with Ms. Széchy Anna – many stops including a stop at Statue Park
		2:00PM	Course wrap up <ul style="list-style-type: none"> • Presentations and debriefing (Art'Otel Conference Room)
		6:45PM	Drinks at hotel
		7:30PM	Depart hotel
		8:00PM	Farewell Dinner at Fortuna Restaurant
Sunday June 1	Budapest		Program ends
By June 28th, 2008			Final Paper Due. -- Electronic submission is fine.