

GERMANY

INTERNATIONAL BUSINESS

June 1-14, 2019



While I was in Germany I learned to live like a local. Picking out a favorite coffee shop in town, learning to use public transportation, and having a favorite meal such as schnitzel are some of the many things I miss now that I'm back in the States. Getting to know the waiters at our favorite restaurant with different backgrounds such as Irish and even American were also interesting experiences. Even learning how timely trains are and how that is one of the main ways of traveling around Europe was very eye-opening. When abroad, you realize the whole world functions differently, and what you're used to in one place might be something completely rare in another.

Juana Guzman

Haslam Faculty-directed Program, Germany
Summer I, 2018

Summer I Term Program

Description:

This course provides students with an opportunity to learn first-hand about Germany's advanced, innovation-driven business environment and unique culture. The course combines classroom learning, site visits, and cultural immersion activities to provide a multi-faceted understanding of German business. Students will observe first-hand the German perspective on manufacturing, supply chain, technological development, and sustainability by engaging with leading German firms, all while considering the cultural and behavioral nuances that lead to successful engagement with German businesses.

Application Deadline: Priority – **November 30** / Final – **February 1**

Prerequisites: MGT 201, 202, or BUAD 299

Courses: BUAD 400: International Business (3 hrs.) / IB 489: Study Abroad

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