

SBUG 470: Gateways of Business in Central Europe: Prague, Budapest, and Ljubljana



Program Dates & Duration: May 14-24, 2023. Pre-travel class sessions and post-travel assignment submissions required. Enrollment limit 6 (CAS).

Poised at the gateway of east and west, each with an illustrious history, the cities of Central Europe have intrigued and inspired travelers for ages. Join us as we travel from Prague's gothic hilltop castles and glorious Charles Bridge, to Budapest's grand boulevards and architecture offering visions of the European past and its vibrant present, to our final stop in Slovenia's fairy tale capital of Ljubljana. Our visits will focus both on established and emerging business ventures, with a special focus on entrepreneurship and digital business in Central Europe. Network with start-up entrepreneurs, learn from leaders in technology sectors, and discover traditions that have guided business practices over the centuries. Lodging, breakfasts, wifi, ground transportation, business visits, welcome and farewell dinners, and select cultural excursions included.

Course Fee

\$2840

Included in Course Fee

Lodging in business class hotels (double occupancy), breakfasts, wifi, ground transportation, transfers between cities/hotels during the program, business and academic visits, welcome and farewell dinners, and select cultural excursions.

Beyond Course Fee

Shopping, meals not included in the program, and personal expenses. Airfare (may be arranged through School of Business & Society recommended travel agent). Airport-hotel transfers.

Course Description

Students will travel to intensively study business in the central European cities of Prague, Budapest, and Ljubljana. They evaluate the characteristics of the analyzed area's socio-economic conditions, its policy environment, and its business activities to determine how these factors influence the international marketplace. Students will observe the economic, social, and political conditions of the countries at the regional, national, and global levels to analyze how conditions impact and influence business. Course combines pre-travel class sessions with overseas seminars, company/institutional visits, and cultural exposure.

The primary focus of this travel course to Central Europe will be business innovation and tradition.

- What international business issues and prospects are particularly relevant for Central Europe?
- What are the strengths & weaknesses of industries in Central Europe? What will the future hold?
- What can businesses outside of the regions studied (e.g. U.S. businesses) learn and do to build relationships in Central Europe?

Prerequisite: Bus 226 or 228 (or permission)

Contact



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