



# INTERNATIONAL BUSINESS PROGRAM

## Program Overview

*Classes on campus, executive guest lectures, case studies and company tours.*

## Location & Activities

*University of Washington,  
Seattle, Washington*

## Student Services

*Accommodation, transportation, meals, city tours, group activities, and personal smart phones.*

## Tuition



## WELCOME TO EXPERIENCE AMERICA

We are excited to present adventurous Danish students with an unforgettable study abroad experience. Learning directly on campus at the University of Washington, you will have exclusive access to world class instructors and facilities!

While developing their skills, students will be introduced to a variety of concepts focused on international business, economics, and marketing, while discussing the underlying social and cultural influences throughout contemporary American history.

We've taken care of everything, providing students with accommodation, transportation, sight-seeing adventures, meals, personal smart phones, health insurance, and a welcoming team of full time hosts. So pack your bags, expand your horizons, and get ready to Experience America!

Program Length: 4 weeks



*Students visiting the head offices of Towers Watson, a global consulting firm*

## PROGRAM OVERVIEW

### **Business and Economics**

Hosted at the University of Washington, this four week program provides students with on campus classroom instruction from experienced, qualified professors. Interactive lectures discuss unique business and economics concepts, the relationship between societal and business cultures, what innovation is and how to measure it, and the importance of entrepreneurial perspectives. This course is designed to encourage you to recognize cultural differences, develop critical thinking abilities, and explore international career opportunities. At the end of the program, students will compete in a group business case competition to put their new business skills to the test!

### **Contemporary History and Social Perspectives**

Students will discuss the changing nature of society in America. Topics include the continual concentration of wealth within America's elite, the increasing cost of education, the rising burdens facing the middle class, the war on drugs, and an analysis of how each of these issues contributes to the weakening of upward mobility, otherwise known as the "American Dream".

### **Guest Lectures**

The program includes a variety of professional guest speakers, showcasing a combination of traditional and modern day careers. Instructed by a diverse group of experienced professionals, you will explore various educational and career paths in order to gain perspective over the day to day lives of today's industry leaders.

### **Company Tours**

You will be provided with private, interactive corporate office tours with local industry executives. Corporate visits are an unparalleled way for our students to meet with professionals from varying industries who can provide invaluable insight to American business culture, and help provide a real world context to concepts introduced in class. Past student groups have visited many Fortune 500 companies including Microsoft, Amazon, PricewaterhouseCoopers, Expedia, Starbucks, and Boeing.



# LOCATION & ACTIVITIES



## University of Washington

This program is hosted at the top rated University of Washington located in Seattle, Washington. Students will attend classes and listen to guest lecture presentations directly on campus providing them with a genuine cultural learning experience.



## The City of Seattle

Popular sight-seeing attractions our students have enjoyed include the Seattle Space Needle, Pike Place Market, Puget Sound Boat Cruise, Experience Music Project, and the Boeing Future of Flight Museum.



## Cultural Experiences

A few of the activities our students have the opportunity to experience include the Seattle Space Needle, Pike Place Market, America's top outlet malls, indoor sky-diving, and so much more!

# STUDENT SERVICES

*Every one of these services listed below are included with this program:*



Education

Students will attend 20 days of class throughout the program, learning from qualified, professional, and experienced instructors.



Accommodation

Students will live with a caring American families in the safety of a qualified Family Homestay.



Meals and Dining

Three meals each day - Students will be provided with breakfast and dinner with their homestay family on weekdays and lunch on campus where students can choose from the diverse eateries and restaurants. On weekends students are provided with all three meals with their homestay family.



Transportation

Students will receive charter transportation to and from the airport. Students are also provided with public transportation passes allowing them to travel freely throughout the city.



Company Tours

Students will visit with varying professionals through company tours and faculty presentations. Professors and business executives will participate in open group discussions, answering any questions students may have regarding their profession, industry, or experiences.



Smart Phones

Students will receive a personal smart phone. This device can be used throughout the program for unlimited local calls, text and data. Student phones will have contact information for our program hosts to ensure seamless communication throughout the program.



Orientation

Once safely arrived, Experience America provides students with an extended orientation in order to ensure they feel comfortable in their new surroundings and confident interacting with local students.



Activities

We take pride in offering an inclusive experience, with fun, guided, and safe activities throughout our programs. These include city tours, sight-seeing tourist attractions, guided outdoor activities, and community volunteering.



Closing Ceremonies

A closing ceremony is held at the end of a program. The closing ceremony includes a formal dinner with students, instructors and the Experience America team. Certificates, prizes, and awards are also presented during the celebrations.



Insurance

Our health insurance coverage plan provides for reimbursement, without deductibles, for doctor's visits and hospitalizations requiring urgent medical care, as well as for paramedical care, medicines and urgent dental care.



Full Service Support

Experience America is incredibly dedicated to providing an unmatched support network. Our dedicated staff are always on hand to guide students through all events and to make sure they feel comfortable and welcome through the entire experience. Our staff members are on call 24 hours a day to provide assistance of any kind.

# TUITION

Program	Location	Length	Length	Tuition* (\$USD)
International Business Program	Seattle <i>(University of Washington)</i>	Autumn 2015	4 Weeks	\$3,700

# Sample Program Calendar



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Classroom Learning, Career Workshops, and Executive Guest Lectures						Pick up students from airport and host orientation at University residences
	Daily Activities and Guided Tours						
	Company Office Tours and Boardroom Discussions						
	Flexible Family Time						

Week 1	Sept 20	Sept 21	Sept 22	Sept 23	Sept 24	Sept 25	Sept 26
<i>Morning</i>	Orientation and Campus Tour	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Executive Guest Lecture	Space Needle & Laser Show
<i>Lunch</i>	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
<i>Afternoon</i>	Ride the Ducks Tour of Seattle	iFly indoor skydiving	Flexible Family Time	Flexible Family Time	Company Tour	Flexible Family Time	Pike Place Market Food Tour

Week 2	Sept 27	Sept 28	Sept 29	Sept 30	Oct 1	Oct 2	Oct 3
<i>Morning</i>	Flexible Family Time	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning & Career Workshop	Ballard Locks
<i>Lunch</i>	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
<i>Afternoon</i>	Flexible Family Time	Flexible Family Time	IMAX Experience	Company Tour	Art Gallery Visit	Flexible Family Time	Outlet Mall Shopping Day Trip

# Sample Program Calendar



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Classroom Learning, Career Workshops, and Executive Guest Lectures						
	Daily Activities and Guided Tours						
	Company Office Tours and Boardroom Discussions						
	Flexible Family Time						

Week 3	Oct 4	Oct 5	Oct 6	Oct 7	Oct 8	Oct 9	Oct 10
<i>Morning</i>	Optional Trip to Bellevue Square	Classroom Learning	Classroom Learning	Classroom Learning	Classroom Learning	Executive Guest Lecture	BBQ Tailgate Party
<i>Lunch</i>	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
<i>Afternoon</i>	Optional Trip to Bellevue Square	Flexible Family Time	Bowling Day	Flexible Family Time	Company Tour	Flexible Family Time	University of Washington Football Game

Week 4	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Oct 16	Oct 17
<i>Morning</i>	Optional Ski Trip	Case Writing Introduction	Case Writing Practice	Case Writing Practice	Case Competition	Case Debrief	Students Depart for Home
<i>Lunch</i>	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
<i>Afternoon</i>	Optional Ski Trip	Flexible Family Time	Flexible Family Time	Gameworks Pizza Party	Flexible Family Time	Closing Ceremony Celebration	





# Experience — A M E R I C A —

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