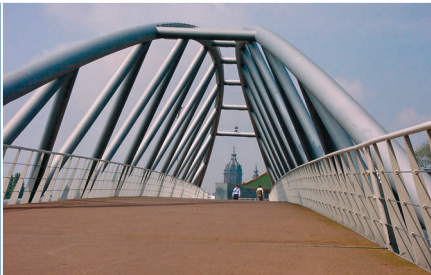


STUDY TOUR PROGRAM

June 1 – 20, 2008

Business Europe Study Tours

BEST



Amsterdam (Netherlands)

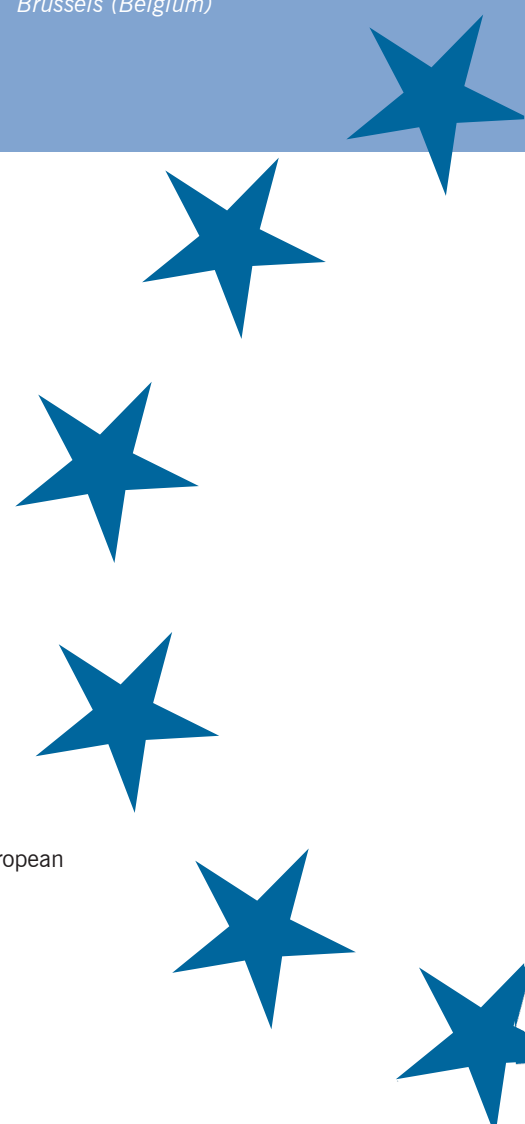


Paris (France)



Brussels (Belgium)

- _ Sat May 31** Departure from US/Pacific Rim/ Africa to Europe
- _ Sun June 1** Amsterdam (Netherlands)
 - _ Arrival at Amsterdam Schiphol Airport
 - _ Welcome and detailed orientation
 - _ Guided city tour
- _ Mon June 2** Amsterdam (Netherlands) – Lille (France)
 - _ Academic introduction by Dr. Richard Wilcox, Prof. of International Management at Nuertingen University
 - _ Introduction of the PESTEL analysis, Porter's five forces and Diamond, and values & management organizational styles
 - _ Transfer to Lille by bus. Lectures on Clusters of Excellence in Lille
- _ Tue June 3** Lille – Arcelor Dunkerque – Lille (France)
 - _ Presentation of the Arcelor Group - PESTEL of France
 - _ visit to the hot and cold steelworks APIM
 - _ Guided city tour of Lille
- _ Wed June 4** Lille – Brussels (Belgium) – Lille (France)
 - _ Depart for Brussels by bus
 - _ Background information about the European Union (EU) and the European market impact of the EU on European business environment
 - _ Visit the European Economic and Social Council
 - _ Self discovery tour of Brussels
 - _ Visit to the Committee of Regions
- _ Thu June 5** Lille – Paris (France)
 - _ Depart for Paris by bus
 - _ Discover the luxury-goods industry
 - _ lecture by Mr Taffignon, consultant and Professor of Marketing



www.arcelor.com

www.lvmh.com

www.lille.fr

http://europa.eu/abc/index_en.htm

www.christian-lacroix.fr

STUDY TOUR PROGRAM

June 1 – 20, 2008

Business Europe Study Tours

BEST



Frankfurt am Main (Germany)

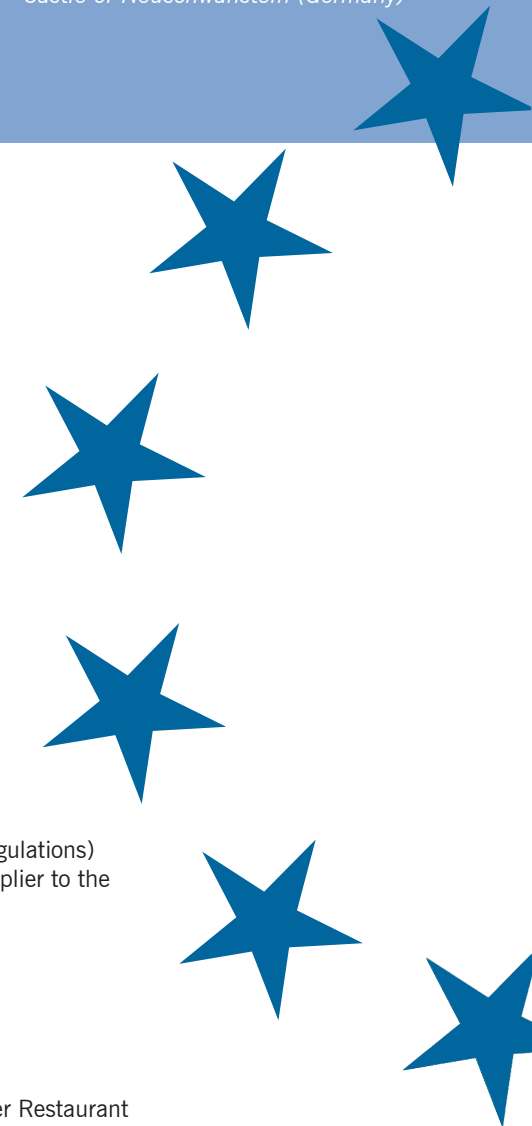


Mercedes Museum, Stuttgart (Germany)



Castle of Neuschwanstein (Germany)

- _ Fri June 6 Paris**
 - _ luxury-goods industry visits:
 - _ Visit LVMH store Champs Elysées
 - _ Visit to Christian Lacroix Fashion House (company visit)
 - _ night guided boat tour on the Seine River
- _ Sat June 7 Paris**
 - _ One day off - discover Paris independently
- _ Sun June 8 Paris – Strasbourg (France) – Heidelberg (Germany)**
 - _ depart Paris by bus to Heidelberg - en route visit to Strasbourg
- _ Mon June 9 Heidelberg - Frankfurt - Heidelberg**
 - _ Deutsche Bank: (company visit, lecture/discussion with executive)
 - _ The role of universal banks (commercial & investment) in Germany
 - _ Guided City Tour on foot
 - _ Visit European Central Bank:
 - _ institutional visit with lecture on the role of central banking in the EU and instruments of central banks to control the money supply
 - _ depart for Heidelberg by bus
- _ Tue June 10 Heidelberg – Esslingen (Germany) – Stuttgart (Germany)**
 - _ PESTEL – Germany (co-determination, labor costs & government regulations)
 - _ Eberspächer (company visit and lecture about the role as major supplier to the automobile industry)
 - _ Visit Stuttgart on foot
- _ Wed June 11 Stuttgart**
 - _ Visit at Mercedes-Museum in Stuttgart
 - _ Lecture on the automotive cluster in SW Germany
 - _ Visit at Porsche headquarters and assembly factory
 - _ Visit Nuertingen University's historic campus and dinner in the Keller Restaurant along with German students
- _ Thu June 12 Stuttgart – Neuschwanstein (Germany) – Munich (Germany)**
 - _ Transfer to Munich via castle of Neuschwanstein (a Ludwig II Castle)
 - _ Free time: discover Munich independently



www.deutsche-bank.com
www.eberspaecher.com
www.museum-mercedes-benz.com
www.porsche.com
www.ecb.int

STUDY TOUR PROGRAM

June 1 – 20, 2008

Business Europe Study Tours

BEST



Statue of Liechtenstein



Davos (Switzerland)



Mountains in Switzerland

- _ Fri June 13** **Munich (Germany)**
 - _ Visit at BMW headquarter and assembly factory Lecture by BMW executive

- _ Sat June 14** **Munich – Vaduz (Lichtenstein) – Chur (Switzerland)**
 - _ Transfer to Vaduz by bus
 - _ Small is beautiful: Arrival in Vaduz, Capital of Liechtenstein
 - _ Short welcome by Tourist Office, Liechtenstein Presentation of Liechtenstein as a Financial Hub
 - _ Departure for Chur
 - _ Presentation of Switzerland: PESTEL and Diamond

- _ Sun June 15** **Chur (Switzerland)**
 - _ optional: River-rafting on the Rhine River in the famous Rhine Georges above Chur
 - _ Free afternoon in Chur, capital of Graubünden

- _ Mon June 16** **Chur – Davos (Switzerland)**
 - _ Lecture: Switzerland as a tourist destination and tourism training as an important part of the tourism cluster in Switzerland
 - _ Sightseeing of a Hotel & Tourism Training School
 - _ Diversity Management - The Swiss way! How can a language of a minority of 40 000 people survive:
 - The case of the Rumantsch
 - _ Departure for Klosters-Davos
 - _ Connecting People: The Robinson Concept, The biggest 5-star Club Tourism Organization in Europe with executive presentation and site visit

- _ Tue June 17** **Davos – St Gotthard – Schwyz (Switzerland)**
 - _ Connecting the World. *The World Economic Forum* in Davos. Each January VIP's from all over the world meet in Davos. The presentation discusses how such events and leisure tourism can form synergies for a resort like Davos. We also visit the site of the forum.
 - _ Departure for Oberalp and St. Gotthard
 - _ Connecting a continent: The St. Gotthard Tunnel is the biggest building project in Europe ever and will be the longest tunnel in the world. The presentation discusses political and economic as well as managerial questions related to this project. We will visit the site within the tunnel.
 - _ Continuation of the trip to Schwyz

www.bmwgroup.com
www.ibishotel.com
www.robinson.com
www.gotthardtunnel.eu

STUDY TOUR PROGRAM

June 1 –20, 2008

Business Europe Study Tours

BEST



Schwyz (Switzerland)



Lucerne (Switzerland)



Lake Lucerne (Switzerland)

- Wed June 18** **St. Gotthard – Schwyz – Lucerne (Switzerland)**
 - _ Producing a Myth: Visit of the factory of the world famous Swiss Army Knife, Victorinox
 - _ Understanding the Myth: Visit of Schwyz, one of the founding member states of Switzerland and its famous Archive, where we will find the original founding document of Switzerland (1291!)
 - _ Short trip to Lucerne

- Thu June 19** **Lucerne**
 - _ Lecture on Destination Tourism
 - _ The Case of Lucerne
 - _ Visit of Lucerne
 - _ Sunset boat trip and dinner

- Fri June 20** **Switzerland – Amsterdam – HOME**
 - _ Transfer from Basel or Zurich to Amsterdam Schipol
 - _ Individual journey back to US or extend your stay in Europe

Changes in the tour program are possible and probable.
For more details and an ongoing updated program please go to
www.best.hfwu.de

PRESIDENT'S MESSAGE

Gain first-hand insight into European business & management on a tour of leading European companies and great tourist sights while gaining three academic credits at home.

Business Europe Study Tours

BEST



Prof. Dr. oec. Werner Ziegler

Dear International Students,

As the president of Nürtingen-Geislingen University, along with my two partner presidents, promoting, setting up, and carrying out the BEST-Program, I jointly invite you to sign up for the Business Europe Study Tour. I, together with my partners and my University's staff, students, and faculty, would be delighted to meet you personally during your tour of some of Europe's most beautiful and thriving regions. Nürtingen-Geislingen University's ultimate goal is to provide an exceptional educational experience to Business Administration and Economics students at non-European partner universities. We - Nürtingen-Geislingen University and our academic partner institutions involved in the program - are fully supporting our mutual BEST efforts, even partially subsidizing the tour's costs, to make for an affordable but unique experiential business-learning encounter for foreign students who cannot study at our universities for a semester. Our goal is to offer you an academically sound educational product that will meet your expectations, as well as those of your universities, 100%. On this tour you will have the exceptional opportunity of experiencing first-hand five European countries and gaining profound insight into the European economy, its diverse societies, and business and management cultures. The whole tour is based on a solid academic foundation.

Current management concepts and principles are utilized to examine and compare the different countries, their industries, institutions etc. that you will be visiting, analyzing, and where you can engage their representatives in dialog. Each university has at least two professors assigned to the tour to guarantee the high standard and peak value of the business input and its lasting impressions on your minds. Additionally a professor of management will be accompanying you during the whole tour to ensure that you profit from a high learning curve through lots of feedback. In summary, the entire university, as well as our partners, are very proud that we can offer you a well-balanced, competitive European business summer-school package and a once-in-a-lifetime opportunity that you should definitely take advantage of. I am very confident that you will not regret your decision to go for the BEST-Program.

Yours sincerely,

Prof. Dr. oec. Werner Ziegler
President, HfWU Nürtingen-Geislingen University, Germany

PAYMENT

terms & conditions

Business Europe Study Tours

BEST



Travel time: Arrival and departure

The students will arrive in Europe on June 1, in Amsterdam, Schipol Airport. The flight back home will be on June 20, 2007 from Switzerland to Amsterdam, unless the student wishes to extend his or her stay in Europe.

Tuition and Travel arrangement fees

The fees amount to **US\$ 3,999 (including discount)** for the three-week program. These fees include tuition fees for all BEST lectures, inner-European-travel, accommodation with continental breakfasts (calculation base: double-room with private bathroom in B-class hotels; additional charge for a single room: approx. US\$ 1 000), visits, sightseeing and some sponsored meals.

Not included in the above costs are the travel arrangements concerning outbound and return flight to Europe and the US, as well as all individual lunches and dinners. Additional cost of living for the tour in Europe is, for a typical student, about US\$ 800. The BEST fees exclude any (tuition) fees, e.g. for the courses to be accredited/validated, at one's home university.

Early Bird Registration

US\$ 500 discount

for registrations before December 15th, 2007. Registration must be confirmed by a down payment of US\$ 500 (see refund policy for conditions)

Registration and Payment Methods

The registration is only valid after the down payment of US\$ 500 of the tuition and travel fees. The payment is due before a given deadline. Please check our web-site for BEST account details for an international bank transaction.

If you students at CSUF are not comfortable with an international bank transaction or wish to avoid a possible fee, please contact

Kim A. Tarantino
(Coordinator for CBE BEST Program, College of Business and Economics, Department of Accounting)
LH 624
Box 6848, California State University,
Fullerton, CA 92834-6848,
phone 714.278.3932,
ktarantino@fullerton.edu.

Ms. Tarantino will assist you with an alternative payment option via personal check.

Refund Policy

A registered student who is unable to attend must withdraw in writing. Prior to a deadline, payments are refundable, excluding a US\$ 250 fee for administration charges. No refund will be made in the case of a student canceling the study trip after the given deadline or failing to attend lectures or other events included in the program during the tour.

ARTICULATION

receiving credit at home

Business Europe Study Tours

BEST



Robert Buttery



Dr. Richard Wilcox

The students attending BEST and fulfilling its academic requirements should receive (at least) three US credit units from their home college/school/university, i.e. institution of higher education (HE). The BEST team has presently a few solutions to offer its participating students to ensure they will encounter no serious obstacle in having the three credits granted at their institution of higher education.

Solution 1)

A driving force behind the BEST-program has been the College of Business and Economics (CBE) at California State University, Fullerton, an AACSB re-affirmed HE-institution and the second largest business school for undergraduate programs in the USA. The CBE offers BEST as a three unit Independent Study Course (BUAD 499). The students' academic performance will be evaluated by a CBE professor. The grade will be based on a term paper whose topic will be set by the instructor. The instructor will be in close contact with the BEST team regarding academic content and other relevant details.

Students in International Business may count this course as their required internship. Students in Business Administration may count this course as their required global awareness course in Business.

Non-CSUF students need to enroll in BUAD 499 as adjunct students through «open university», pay the tuition of approximately \$700, as well as write and submit the term paper according to the instructor's specifications in order to receive the grade on a CSUF/CBE- transcript for credit at home.

Enrolment for summer school typically starts in March. All BEST students will need to observe respective deadlines on the CSUF web- site, under Extended Education.

Solution 2)

Students of the University of Mississippi will be offered a similar solution by their AACSB re-affirmed School of Business through their taking Bus 380.

Solution 3)

Upon their request, the BEST team (e.g. Dr. J. Bruck, Prof. of Management, or Dr. R. Wilcox, Prof. of International Management, both at Nuertingen University) will have a transcript with the grade sent directly to the home university along with a detailed description of the course's content. The student will need to pay a tuition fee for the course similar to that at CSUF. The grade will be primarily based on a term paper whose topic will be set by the respective BEST instructor. Dr. Bruck must be informed that the BEST team will be awarding the grade by a fixed date and the tuition fee must be paid to the BEST account in Olten by this date as well.

Solution 4)

The home HE-institution assigns an instructor to evaluate the student's performance and will assign a paper or give an exam based on information provided by the BEST team, and award the grade. That home HE-institution will need to inform the BEST team that this will be the case well in advance of the course being carried out and, of course, inform the BEST team as to whom the assigned instructor at the home HE-institution will be, including contact information, any academic or schedule parameters etc.

Please do not hesitate to contact the BEST Tour 2008

Executive Project Director Robert Buttery

email: robert.buttery@fhnw.ch

office phone ++41 62 286 01 75

or alternatively **BEST Consortium Director** Dr. Richard Wilcox

email: richard.wilcox@hfwu.de

office phone ++49 7022 201 358

www.best.hfwu.de
www.fullerton.edu
www.olemiss.edu