

2010 Global Business Study Tour Proposal Packet



Jenn Adrien
Assistant Director, Global Business Center
315 Lewis Hall
206.616.3806
JAdrien@u.washington.edu

Global Business Center
303 Lewis Hall
206.685.3432

April 2009

Potential Study Tour Leaders,

The planning process for the 2010 Global Business Study Tours is underway. The Global Business Center is looking for teams comprised of two to three enthusiastic, organized, and responsible first-year daytime MBA students and/or first- and second-year evening MBA students to lead study tours in March 2010. The destinations for the study tours are selected from the tour proposals submitted by current MBA students.

These two-week educational and cultural field trips provide MBA students and other UW graduate students the opportunity to meet executives and experience other cultures first-hand. An important aspect of the tour is having student leaders interested in and knowledgeable of a tour country(s). Your personal experience, knowledge, and insight provide a wealth of resources for the leadership of a study tour.

Please take the time to read this proposal information packet. **Tour proposals for the 2010 Global Business Study Tours are due by 5:00 p.m. on Monday, May 4.** Additional information regarding the content of the proposal is listed in this information packet.

I hope you will consider submitting a tour proposal. Please contact me if you have any questions or would like to discuss the Global Business Study Tour program. Student leader teams may be comprised of two or three graduate students and may include students from other Schools.

Planning and leading a tour requires a large amount of time! You are encouraged to contact a previous study tour leader to discuss the overall tour planning process and time commitment to organize and lead a tour. Past leaders often cite the experience as a highlight of their MBA program. Seek them out and ask for ideas about what worked and what they'd improve.

I look forward to reading your proposal.

Regards,

Jenn Adrien
Assistant Director for MBA Global Programs
Global Business Center, 315 Lewis Hall
206.616.3806, JAdrien@u.washington.edu

GLOBAL BUSINESS STUDY TOUR BACKGROUND

Having an international bridge-elective component in its first-year curriculum, a selection of globally focused elective courses, and a wide array of global programs and activities, the UW MBA Program has long been recognized for its international focus. With additional efforts to recruit international students, support educational exchanges and international career programs, the Global Business Center with support from the Foster School continues to expand international learning opportunities for MBA students and faculty. To that aim, the creation of the Global Business Study Tours has provided an excellent opportunity for MBA students and graduate students from other UW degree programs to observe the business and cultural climate first-hand through a two-week overseas experience.

The Global Business Study Tours began in 1996 when Professor Dick Moxon, Global Business Center Faculty Director at that time, sought to augment his *Emerging Markets* course with a student-centered, international excursion. The tour's objective has since developed from that course component to a program providing an international learning opportunity for all graduate students, not just those majoring in business.

Fourteen students and two professors participated in the first study tour to Indonesia. Pre-departure sessions took place during winter quarter, with the tour itself held during exam week and spring break. This study tour included visits to a variety of companies from retailing to financial services to heavy manufacturing. Tour participants also came in contact with a variety of organizations including foreign multinationals, joint ventures, government owned enterprises, and Indonesian/Chinese conglomerates.

Since this first tour, Global Business Study Tours continue to be scheduled each academic year. Over 580 graduate students have participated since the inaugural trip.

STUDY TOUR DESTINATIONS

| | | | |
|-------------|----------------------------------|-------------|--------------------------------|
| 1996 | Creation of Global Study Tours | | Viet Nam* |
| 1997 | Indonesia* | 2006 | Australia* |
| 1998 | Brazil* | | China |
| | China* | | Japan |
| 1999 | Russia* | | EU: Germany, France*, Belgium* |
| | South Africa* | 2007 | Argentina |
| 2000 | China | | China |
| | Singapore*, Malaysia*, Thailand* | | Greece* & Turkey |
| 2001 | Japan*, South Korea* | | India |
| | Sweden*, Finland*, Russia | 2008 | India |
| 2002 | China | | Indonesia & Singapore |
| | India* | | Korea & Japan |
| | Japan, Taiwan* | | South Africa |
| 2003 | Ireland*, England*, Germany* | | Peru* |
| | Turkey* | 2009 | Argentina |
| 2004 | China | | Germany & Switzerland* |
| | India | | Japan |
| | Japan, Thailand | | Taiwan* & Hong Kong* |
| 2005 | Argentina* | | |
| | China | | |

* First Study Tour to that country

WHO'S WHO WITH THE STUDY TOURS

The Global Business Study Tours are sponsored by the *Global Business Center* with the support of the Foster School. The Global Business Center selects the tours, oversees the study tour application process, arranges the pre-departure orientation sessions, manages tour funds, advises the study tour leaders and faculty representatives on tour logistics, and acts as a liaison to the MBA Program Office and other UW graduate departments for tour related issues.

Student tour leaders, teams of two to three continuing MBA students, run each tour. Leadership teams can include graduate students from another UW department. Student tour leaders are responsible for marketing tours to MBA students, organizing and confirming the main tour logistics including airfare, ground transportation, company visits, cultural sites, and pre-departure handout materials. During the tour, tour leaders make sure the tour runs smoothly and on schedule. **The process of planning and leading a tour takes a tremendous amount of time above and beyond the normal winter quarter MBA responsibilities.**

A *faculty representative* accompanies each tour. This faculty person joins the trip as an official representative of the Foster School, acts as a tour resource for the business and/or cultural climate of the country(s) visited during the tour, and facilitates the pre-departure tour sessions. The faculty representative assigns the project/paper to the students who elect to take the study tour for credit and oversees the distribution of academic credit. During the tour, the faculty representative assists the tour leaders whenever necessary.

FINANCIAL CONSIDERATIONS FOR STUDY TOURS

Each study tour is budgeted separately from the others. Airfare is not included. Study tour leaders work very closely with tour companies and travel agents to obtain the lowest cost for tour expenses. The Global Business Center will expect proof of due diligence for the proposed budget. The 2010 tours should accommodate up to 25 participants, plus student and faculty leaders.

The tour budget you propose must include or demonstrate:

- Double accommodations
- Ground transportation
- Guided tours & cultural excursions
- Student leader honorarium for two leaders
- Some meals
- Company gifts
- 15% budget cushion
- Minimum number of participants required to fully fund tour

Personal expenses (immunizations, entry visas, additional meals, and souvenirs) are not included in the overall tour budget. The student leader honorarium allocation is based on actual costs of two student leaders, must be calculated into the overall tour budget and is divided between tour participants. If your team has more than two leaders, each student leader must contribute personal funds; the normal tour honorarium for two leaders will be divided amongst three student leaders.

The Global Business Center covers all expenses for the faculty representative. His/her expenses are not calculated as part of the tour leader honorarium or budget.

STUDENT LEADER QUALIFICATIONS

Organizing a Global Business Study Tour takes a lot of time. Accepting this position of leadership requires the understanding that you'll spend a large amount of time during winter quarter on the following items:

- Arranging and confirming tour logistics
- Meeting regularly with faculty representative
- Meeting bi-weekly with the Global Business Center
- Attending and co-facilitating five pre-departure tour sessions during winter quarter
- Organizing tour documents and handouts
- Collecting necessary paperwork and travel documents
- Communicating with tour participants
- Coordinating tour finances and payments to vendors using UW systems

To ensure the quality and integrity of the tours, student leaders must be committed to handle their responsibilities to the fullest degree. It is important to find another leader(s) you are comfortable working with and who has a similar or complementary working style. Student leader teams can comprise two or three graduate students. Carefully consider your involvement and commitment with other activities (MBAA, MBA clubs, C4C, extended internships, MBA exchange program) before submitting a tour proposal. **Peak planning time for leaders is November through March.**

Student leaders must fulfill the following requirements:

- Travel with the study tour group for the duration of the tour
- Attend pre-departure sessions (exception for MBA elective course conflict)
- Share in the tour leadership responsibilities with co-leaders

Student leaders should demonstrate the following qualities:

- Leadership skills and experience
- Ability to work with a diverse group of people
- Time management and organization skills
- Familiarity with international travel
- Willingness to address and resolve conflicts professionally
- Attention to detail and follow-through skills

Leader qualities that contribute to the success of a study tour:

- Appropriate foreign language skills for tour country(s)
- Experience in and knowledge of tour country(s)
- Event planning experience
- Experience leading groups
- Sense of humor
- Public speaking skills and experience

PROPOSAL

The first step in the tour process is to submit a tour proposal containing the covering the following sections. The order is not important. Make sure all items are contained in the proposal.

- Rationale for visiting specific country(s) for the study tour
- Educational value of visiting and studying tour country(s)
- Explanation of tour goal including any topical or industry focuses
- Targeted list of companies and organizations to visit including a brief (2-3 sentence) description for each company/organization. Tours typically visit 12 companies.
- List of potential cultural sites to visit
- Tentative tour itinerary
- Resumes of student leaders
- Explanation of leader's qualifications to lead a tour
- Preliminary line-item budget of expenses
- Explanation of standard visa procedures for citizens not from the destination country. Document visa requirements for students from the countries most represented in the MBA program: USA, Japan, South Korea, China, Taiwan, and India.

Note: Tour logistics and budget are tentative until planning is finalized. Additional information including maps or photos can be included but these items are optional. A sample Study Tour budget (Excel spreadsheet) is available upon request.

Proposals, itineraries, budgets, and related materials from previous years are archived in Lewis 315. Please make an appointment if you would like to review any of these items from past study tours.

The study tour proposal must reflect original thought and work. Cite any sources for information other than original work.

PROPOSAL PROCESS

After proposals are submitted, the Global Business Center will interview student leader teams and select a three or four tours to sponsor, depending upon the WA State budget situation. Tour leaders begin the planning process during summer by setting up the tour website and determining the tour's marketing strategy.

The possibility exists that a tour may not move forward after the participant application process in December. If the tour does not generate enough applicants it will be cancelled. The Global Business Center reserves the right to cancel a tour under these circumstances. The 2010 tours should be able to accommodate up to 25 tour participants, with a minimum number paying participants (not including tour leaders or faculty representative), as demonstrated by the tour budget. Tours with fewer than 14-15 participants are possible but the overall tour budget must still remain within the budget guidelines.

TOUR DATES

The 2010 Global Business Study Tour dates are Saturday, March 13 through Saturday, March 27. Study tours may return as late as Sunday, March 28 without exception. Tours should last no more than 15 days, including travel. Proposals for shorter (7-10 days) tours will be given the same consideration as those for two-week tours.

SELECTION PROCESS

| | |
|--------------------------|---|
| Proposals Due | 5:00 p.m., Monday, May 4. <u>Late proposals will not be considered.</u> |
| Interviews | May 5-15 |
| 2010 Announcement | Tuesday, May 19 |

Submit tour proposals in duplicate to Jenn Adrien in Lewis Hall 315, or via email. Proposals submitted electronically must request a read receipt. Sign up as a team for a one-hour interview at the time of submission.

HOW MANY 2010 TOURS?

The Global Business Center has funding to sponsor three study tours in 2010. Depending upon what happens with the WA State Budget for the upcoming biennium, a fourth tour may be sponsored. Serious proposals for all non-U.S. destinations are accepted, including Canada and Mexico.

STUDY TOUR CYCLE

Many students ask for an overview of how the Study Tour cycle works on an annual basis. This schedule should help to clarify how the events all come together.

During the summer months tour leaders will set up the tour website and to write the summary that will be used to market tours in the fall.

| Quarter | Event | When |
|---------|---|-------------------------------|
| Spring | Request for proposals | Second week of quarter |
| | Proposals submission deadline | First Monday in May |
| | Interview student teams | Mid-May |
| | Announce Study Tour destinations | Late May |
| | Mandatory meeting with Study Tour teams | Last full week of classes |
| | Faculty representatives announced | June |
| Fall | Application and info packet available | October |
| | Study Tour info session(s) | October |
| | Application deadline | First week of November |
| | Placement lottery, notify students of placement | Before Thanksgiving |
| | Deposit & payment 1 due to accept placement | Late November |
| | Payment 2 due | December |
| Winter | Pre-departure sessions 1 & 2, payments 3 & 4 | January |
| | Pre-departure sessions 3 & 4, payment 5 | February |
| | Pre-departure session 5 | Week prior to departure |
| | Study tours depart Seattle | Weekend before finals |
| | Study tours return to Seattle | Weekend before quarter starts |

IBUS 570: ACADEMIC CREDIT

Tour participants, including tour leaders, can receive two academic credits (winter quarter) by enrolling in IBUS 570, Global Study Tour. To receive the credits, tour participants must attend four out of five study tour pre-departure orientation sessions and complete a paper/project under the advisement of the faculty representative. There is no option to receive only one credit.

Tour leaders can receive additional academic credits for a study tour by arranging an independent study with the faculty representative. Obtaining additional academic credits is completely optional and is not automatic. Tour leaders must provide an additional deliverable to earn credits beyond those earned in IBUS 570. Credits may be awarded during winter or spring quarter. Students coordinate the independent study credit directly with the faculty representative and the MBA Program Office.

SPOUSES, SIGNIFICANT OTHERS, CHILDREN

Global Business Study Tours are organized for UW matriculated graduate students only. Due to the structure of the tours and high level of student interest, spouses, significant others, and children may not accompany tour leaders or faculty representatives. Spouses or significant others who are also UW graduate students can apply for a study tour but must be selected to participate.

STUDY TOUR STAFF CONTACT

If you have any questions regarding the proposal process or if you would like to discuss the student leader role, please contact:

Jenn Adrien
Assistant Director, Global Business Center
315 Lewis Hall
Phone: 206.616.3806
Email: JAdrien@u.washington.edu