

INTERNATIONAL BUSINESS

IAU J-TERM 2018

Study Trip Overview

Over the course of seventeen days, American university students, led by Professors Aboubakr Jamaï and Pascale Schaaf, visited Europe and North Africa to experience firsthand some of the different facets of international business. The students met with professionals and subject matter experts in **Belgium, France, Germany, & Morocco**. Each country played a strategic role in the class's curriculum, highlighting a particular theme in international business. The study trip was conceptualized by Aboubakr Jamaï, Pascale Schaaf, and Joseph Earsom.

Starting in Morocco, the students learned about the often complicated relationship between the informal and formal sectors of developing economies. From a rural village in the Atlas mountains to the bustling Mediterranean port city of Tangiers, the IAU group saw the different stages of Moroccan economic development.

The class then headed to Belgium in order to better understand the European Union and the institutions that support the world's second largest economy. Visits to **IBM's** European office and the **European Commission** exposed students to the relationship between international businesses and policy makers, especially in regards to competition and monopolies. The group then took the train to Germany, where they visited several **small and medium-sized enterprises** (which as a whole represent **99% of all businesses in the EU**). The students also had the opportunity to tour the **Mercedes-Benz Factory**.

The trip concluded in Paris, with a particular focus on the luxury industry, though the students also took part in briefings a **American Chamber of Commerce** and the **Organization for Economic Co-operation and Development**. These briefings nicely summarized some of the institutional challenges and opportunities in today's global economy.

Morocco

- Formal / Informal Economy
- Foreign Direct Investment
- Economic Development

Germany

- SMEs
- European Central Bank
- Manufacturing

- EU Institutions
- Competition
- Doing Business in EU

- Luxury Industry
- Anti-Corruption
- American Business Abroad

Brussels

Paris



15+ site visits



17 days



20+ lectures



4 countries

Itinerary



Organizations Visited



European Commission



Mercedes-Benz



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STUDENT TESTIMONIALS



"I was in the International Business J-term group and I got to experience Morocco through visiting its different cities and learning about how the economy is governed, visit Belgium and learn all about the European Union and its impact over the union members, shortly be in Frankfurt and Stuttgart where the highlight was visiting the Mercedes-Benz factory and finally, roam the streets of Paris to learn about the luxury industry. The key aspects of the success of the program was the amazing teachers and IAU officials who accompanied us without whom the program would not have been as interesting as it was and I should add how being with my international business group mates made the experience so much better - we had an amazing group dynamic going on and we had a fun time learning and travelling together."

Tisha, Ithaca College



"Beginning our course and spending almost 10 days in a developing country and concluding our International Business class with a visit to a glamorous and economically vibrant city such as Paris, provided a natural flow to learning about the different stages of business and economics in this part of the world. I am grateful for having had the opportunity to visit these unique and diverse cities. The site visits chosen were of high caliber and critical to my understanding of an international business picture in this region. I am also grateful for the informative lectures and reading material which not only well prepared me for the visit to each country, but also provided much valuable insight into the various workings of each country."

John, St. John's College



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