

## PMBA – French Business and Culture

### PROGRAM LEADERS

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### COURSES

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BA 580 (1 Credit Hour) - Contemporary Issues in Business: Business and Culture of France

### ACCOMMODATIONS

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Lyon and Paris, France  
Types of accommodations: Hotels

### PROGRAM DESCRIPTION

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This program is specifically arranged for the 2<sup>nd</sup> year PMBA students who will travel as a group. The learning objectives are specified in the Syllabus and include learning about the differences and similarities between the French and the American in terms of both business and culture. The goals of the study-abroad include:

- Gaining insights that will lead to an improved ability for the MBA student to work and collaborate with individuals and organizations originating outside the United States,
- Identifying ideas, innovations, and applications which might be adapted for use in the US, and
- To gain insight, at the individual level, about the thinking of others from outside the US culture and mindset.

The program is relatively short to better fit the calendars of the busy PMBA student. PMBA students are fully employed in mid to upper management and professional positions. They are generally unable to participate in longer study-abroad opportunities. Therefore, this FLSA opportunity carries only one (1) credit hour and the participant only has to take one week off from work. Under this schedule, participation has been about 90+% of eligible PMBA students.

Students will have a very busy schedule and will visit at least 4 organizations in Lyon, and tour places important to the French economy. At the end of the trip, students will travel by high-speed train to Paris and later be able to fly home directly from Charles de Gaulle airport. France provides a unique culture with complimentary businesses and allows the student to also better appreciate the culture and economy of Europe.

Students will find and read articles dealing with aspects of French business prior to the trip. They will share their articles to enrich the readings for the class. During the trip students will keep a daily journal of their experiences focused upon the two broad learning streams: business and culture. Finally, students will write a short paper and create a presentation based upon their experiences that they will share with their class.

### PROGRAM DETAILS

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**LOCATION:** *France: Lyon and Paris*

**ACADEMIC TERM:** Summer 2017: June 4 – 10, 2017

**ITINERARY** (*subject to change*)

The schedule is subject to change due to educational opportunities that may arise unexpectedly, the vagaries of weather, and other factors beyond the control of the course instructors and staff.

## ELIGIBILITY

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- PMBA Graduate student in good standing (Graduate Catalog p.30).
- Permission of the instructor.
- Current WKU student eligible to register for WKU courses may apply.
- Students must be 18 years of age or older at time of departure (parent/guardian permission for anyone under 18 at time of departure).
- Students must possess passport valid for at least six (6) months after return date.
- Students must be free of active disciplinary sanctions as verified by Judicial Affairs.
- Students must complete all pre-departure orientations.
- Full payment prior to departure is required.
- Students must complete the [Study Abroad & Global Learning application process](#) prior to being registered in this course. We suggest you start this application process immediately and respond to all emails promptly

## BASE PACKAGE

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**Estimated Cost: \$2,600**

### Included in Base Package

- Airport transfer in Lyon/Paris
- Hotel accommodations during program in Lyon and Paris
- Entrance fees for all program related excursions
- A farewell group meal
- Course-related ground transportation
- International medical insurance

### Excluded from Base Package

- Flight/Transportation cost from home city to Lyon
- Transportation between your departure airport and your home.
- Independent travel (non-program travel).
- Personal expenses such as laundry, phone service, and Internet access.
- Tips for guides and drivers not included in program-related activity.
- Travel cancellation/interruption insurance. *Highly recommended.*
- Meals & Services and beverages not mentioned in the program
- Baggage fees and costs associated with flight / program changes
- SAGL Study Abroad Application fee of \$150.00

**Study Abroad courses are not eligible for employee tuition waivers or discounts.  
Final program fee subject to change due to travel arrangements.**

**Green Sheet subject to change due to adjustment in program or pricing.**

## TERMS & CONDITIONS

<p><b>Your TopNet Account will be billed according to the following Payment Schedule:</b></p> <p>February 1, 2017 – Program Fee will be charged to student’s TopNet account (minus \$250 non-refundable deposit). Balance must be paid prior to program departure. Students applying after this date will be billed on a rolling basis.</p> <p>* Deposit paid by student directly with a credit card – NOT billed to student account.</p>	<p><b>Penalty for Withdrawal or Non-payment:</b></p> <p>After February 1: 25% of program cost  After March 1: 50% of program cost  After April 1: 75% of program cost  After May 1: 100% of program cost (No refund)</p> <p><b>If a balance remains after the payment due date, the participant may be dropped from the program. A student may remain in the program by providing an award notification from WKU’s Student Financial Assistance that verifies ability to pay the program fee immediately after aid is received.</b></p>
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The total amount due in your semester invoice may reflect the combined charges for multiple terms (i.e. Fall and Winter or Spring and Summer) and includes program fees for your Faculty-Led Study Abroad program. Please see your TopNet account for a breakdown of amounts due per term. Refer to your Faculty-Led Study Abroad program’s Green Sheet for final payment due dates and billing information. If you have any questions, please email [facultyled.abroad@wku.edu](mailto:facultyled.abroad@wku.edu).

## LOGISTICAL CONSIDERATIONS

- **Passport Requirements** - Each participant must have a passport that includes an expiration date, which is 6 months beyond the last date of the program.
- **Students must be part of the PMBA program to enroll in this program.**
- The curriculum of this study abroad course will require on-site visits to businesses, museums, and public buildings. On some of these trips the class may walk a quarter mile or so, including up and down some stairways. The ability to participate in these tours is required. Most of the structured tours and visits are guided and use transportation from the hotel to the location. However, walking in the neighborhood of the hotels and to and from busses is expected. The schedule indicates which events require wearing “business” or “casual” clothing and shoes. Students should wear walking shoes consistent with touring a city on foot on most evenings, free periods, and casual days.

## LIABILITY DISCLAIMER

*Western Kentucky University and its associates are not responsible for any loss due to theft, personal injury, flight or weather delays, negligence, or default of suppliers, or suppliers changing of itineraries. They and their associates are not responsible for any loss due to travel/flight delays or changes in travel plans due to Acts of Nature or other unforeseen circumstances, nor are we responsible for accidents and medical care. Tour services are furnished by independent contractors who are not agents or servants of Western Kentucky University. Refunds are not available for unused portions of the package.*