

# Study Abroad and Earn Credits in the Bryan School of Business and Economics



## UNCG

*“My grades got me the interview, but my Study Abroad experience got me the job.”*

Connie Turner, studied abroad at Strathclyde University, Scotland

*“What did I get out of Study Abroad? The experience of a lifetime!”*

Rachel Strulson, studied abroad at Royal Melbourne Institute of Technology, Australia

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*Imagine taking classes in the United Kingdom, China or New Zealand. Experiencing academic courses through the prism of another culture provides you with a rare opportunity to gain new perspectives about teaching and learning. This advising brochure is designed for students studying in the Bryan School. With proper planning, study abroad can help you prepare for your professional life. Start planning today!*

### Study Abroad Can Help You...

- Understand business from an international perspective.
- Impress employers in a competitive job market.
- Develop skills needed to navigate in today's global society.
- Broaden your academic and personal horizons
- Improve your language skills, and
- Enhance your coursework upon returning to UNCG.

### Study Abroad Will Allow You...

- To meet foreign language requirements while studying in a non-English speaking country.
- To take business courses taught in English.
- To stay on track towards graduation.

### Set Goals and Plan for Results...

Most Bryan students can study abroad at any time during their four years, but some programs have stricter eligibility requirements than others. Studying abroad at UNCG is a complex process, similar to selecting your major or minor.

- It is never too early to begin planning; start at least one year before you go.



- Set some goals. There are many excellent study abroad programs and the best one will match your objectives.
- Prioritize your goals. Read the Academic Considerations page and consider your long-term academic and professional goals as well as your degree requirements.
- Prepare academically. You may need to take language or pre-requisite classes for your program.
- Consider short-term and long-term programs.
- Give yourself time to research; talk to advisors and students who have studied abroad.

### You Can Afford to Study Abroad!

- You pay UNCG tuition and fees, and exchange places with a student from a foreign country.
- Financial aid applies to all semester and year-long study abroad programs.
- Travel grants are available to cover your cost of transportation.
- Early planning for study abroad helps you make cost-effective program decisions and allows you to prepare finances through saving, scholarships and financial aid.
- Contact the IPC to discover ways to receive some of the \$100,000 UNCG offers in study abroad scholarships.

### Your Next Steps...

#### (1) Visit the Study Abroad Website

Learn about your options by browsing our site at [www.uncg.edu/bae/studentser/studyabroad/](http://www.uncg.edu/bae/studentser/studyabroad/) or IPC's site at [www.uncg.edu/ipg/ipc](http://www.uncg.edu/ipg/ipc).

#### (2) Schedule an Options Appointment

Attend an "Options Session." Come see Heidi Fischer, Advisor for all Bryan students who wish to study abroad and tell her about your interests and plans. Discuss the coursework and terms that will work best for your situation. Call (336) 334-5928 to schedule an appointment.

#### (3) Think About Your Four-Year Plan

You can study abroad at any time during your academic career—perhaps even as a freshman or sophomore. As a senior, there may be fewer classes available for you to take abroad.

#### (4) Investigate Study Abroad Programs

- Read through this entire brochure.
- Print your Degree Evaluation.
- Visit the websites of schools you are interested in (links can be found on our website) and list classes you may want to take.
- Use the study abroad materials at the Library's Reference Desk.
- Visit the IPC for more information.

# Academic Considerations

## for Students in the Bryan School of Business and Economics

*Your faculty and staff in the Bryan School encourage and invite you to consider studying abroad during your four years at UNCG. In order for you to take courses in your major while studying abroad, you will need to plan ahead with your advisor. Here are some guidelines and suggestions that will be helpful as you sort through the various programs offered and find the best possible choice for you.*

### Map An Academic Plan

Once you have been nominated to study abroad, it is time to choose the exact courses you will take at the foreign university.

- Select 8-9 possible courses based on your current UNCG Degree Evaluation.
- Meet with your advisor to make sure that the courses you will be taking abroad will fulfill your program/UNCG general education requirements.
- Provide a course description or syllabus for all courses not listed on the following “Possible Courses” sheets.
- Work with your advisor to develop a course plan for the semester you return to UNCG, and possibly for all semesters until you graduate.
- Have your advisor complete the “Transfer Credit” form before you leave on your adventure.



### Bryan School Guidelines

Below are some general guidelines for Bryan School students who study abroad.

- You can participate in a study abroad program that is designed to fulfill your general education requirements.
- You can also choose foreign universities that offer business courses (often taught in English) and earn credit towards your business requirements.
- You can meet the Bryan School foreign language requirement if you study in a non-English speaking country and take a language-intensive course there.

### For International Business Majors

- All students majoring in International Business Studies are **required** to spend at least one semester studying abroad (summer sessions not included).
- Please be aware that you **must complete four semesters of the foreign language** before you leave if you study in the country that speaks the language you are studying.
- You will be able to take upper-level language courses, country/regional-specific courses as well as business requirements.

### Suggestions for Each Class Standing

#### Freshman

- This is the best time for Bryan School students to start planning for study abroad with your academic advisor.
- Consider your academic and career goals and research the countries/schools where you would like to study.
- If you study abroad during your freshman year, you will be able to fulfill general education requirements.

#### Sophomore

- If you study abroad during your sophomore year, you may take courses in business, a few general education courses as well as language courses.
- Some study abroad programs require four semesters of foreign language—these would not be an option for most sophomores.
- If you study abroad as a sophomore, you may be able to fit two study abroad experiences into your college career.

#### Junior

- This is probably the best year for Bryan School students to study abroad. At this time, you have a better idea of what your personal and professional goals might be.
- Ultimately, you would probably “get more out of” the experience as a junior than as a freshman.
- You can take courses in business, a few general education courses, as well as language courses.

#### Senior

- Do not wait until your senior year to start planning a study abroad program. While it may not be too late, it will certainly be more difficult to find classes you have not already taken.
- If you must wait until your senior year because of financial constraints or other obligations, be aware that your graduation may be delayed as we wait for transcripts of the foreign institution to arrive. (You could still walk in the May graduation, but would receive your diploma at a later date.)

### Summer Programs

- You can “squeeze in” language-intensive Summer Programs at any point during your college career.
- These programs are fee-based and you could earn 3 to 6 credit hours in 4 to 5 weeks.



# Possible Courses at Partner Universities and their Bryan School Equivalents

*Please be aware that you need to check carefully the schools' websites and consult with your advisor as course offerings change often. Some courses may only be offered in the Spring and can vary from campus to campus.*

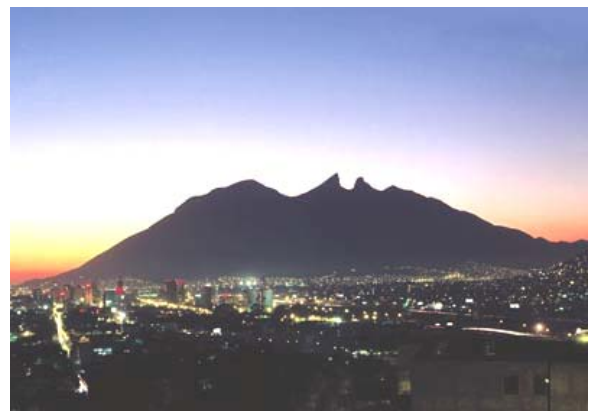


## MEXICO

### **Tec de Monterrey** (Instituto Tecnológico y de Estudios Superiores de Monterrey)

*You can choose from a wide variety of classes, some for general education credit and many which will fulfill Bryan major requirements. All business courses are taught in English. Take a Spanish language course and fulfill your foreign language requirement as well.*

|                                    |         |
|------------------------------------|---------|
| Administrative Accounting          | ACC 202 |
| Advertising                        | MKT 000 |
| Art and Architecture of Mexico     | GFA     |
| Business Communications            | MGT 309 |
| Business Spanish                   | FORLNG  |
| Consumer Behavior                  | MKT 424 |
| Doing Business in Mexico           | MGT 301 |
| Financial Management               | FIN 315 |
| Human Resources                    | MGT 313 |
| Importing and Exporting Operations | MKT 426 |
| Intercultural Communications       | MGT 309 |
| Intermediate Microeconomics        | ECO 301 |
| International Business Environment | MGT 301 |
| International Economics            | ECO 300 |
| International Marketing            | MKT 426 |
| International Negotiations         | MGT 000 |
| International Political Economics  | ECO 000 |
| International Trade                | ECO 300 |
| Introduction to Marketing          | MKT 320 |



*Sierra de la Silla in Monterrey.*

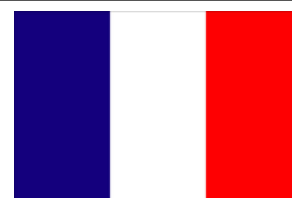
|  |          |
|--|----------|
| Introduction to Mexican Culture            | GN, GSB  |
| Literature in the 20 <sup>th</sup> Century | GLT      |
| Macroeconomics                             | ECO 202  |
| Management                                 | MGT 312  |
| Market Research                            | MKT 422  |
| Mexican Business Management                | MGT 000  |
| Mexican Cuisine                            | elective |
| Mexican Culture (in Spanish)               | GN, GSB  |
| Mexican History                            | GHP      |
| Microeconomics                             | ECO 201  |
| Negotiation Strategies in Mexico           | MKT 000  |
| Organizational Behavior                    | MGT 312  |
| Political and International Economics      | ECO 300  |
| Sales Management                           | MKT 327  |
| Sales Promotion                            | MKT 421  |
| Services Management                        | MKT 000  |
| Small Business Management                  | MGT 470  |
| Sociocultural Values of Latin America      | GPR      |



*The library at the Tec in Mazatlán.*

# Possible Courses at Partner Universities and their Bryan School Equivalents (continued)

## FRANCE



### Université Jean Moulin Lyon III, Lyon

*At the University Jean Moulin in Lyon, France, you can choose from a wide variety of business courses that are taught in English. Most Bryan students who study at Lyon take part in the SELF Program. This program is especially good for students majoring in Business Administration. International Business majors may also take culture and civilization courses in French.*



|   |                  |
|---|------------------|
| Advertising                                     | MKT 000          |
| Business Marketing                              | MKT 320          |
| Contemporary Indian Society                     | INS 233A, GN     |
| Corporate Finance                               | FIN 315          |
| Cross-cultural Management                       | MGT 354          |
| Environmental Issues                            | GNS              |
| European Business Law                           | INS 233, MGT 000 |
| European Economics                              | ECO 300          |
| European Politics                               | INS 233, PSC 000 |
| French Language                                 | FORLNG for BUS   |
| French Thought Today                            | PHI 000, GPR     |
| Human Resources                                 | MGT 313          |
| International Marketing                         | MKT 426          |
| Management Control/Performance Appraisal        | MGT 375          |
| Managing Global Business                        | MGT 301          |
| Marketing                                       | MKT 320          |
| Organizational Behavior                         | MGT 312          |
| Performance Appraisal                           | MGT-HR 000       |
| Sales Force Management                          | MKT 327          |
| Sales Techniques                                | MKT 327          |
| Selling and Sales Management                    | MKT 327          |
| Service Marketing                               | MKT 000          |
| Shakespeare's Midsummer Night's Dream & Macbeth | ENG 000, GLT     |
| Surrealism                                      | ENG 000 GLT      |



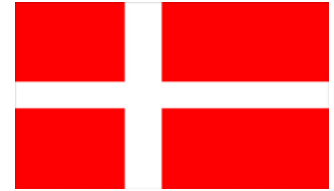
*The TGV in  
Lyon.*

*The Mairie (city  
hall) in Lyon.*



# Possible Courses at Partner Universities and their Bryan School Equivalents (continued)

## DENMARK



### Aarhus School of Business

*Aarhus has a large business school that teaches many courses in English at both the undergraduate and graduate level. Coursework is offered in all business disciplines. ASB also offers a crash-course in Danish.*



*Downtown Aarhus*

|   |                 |
|---|-----------------|
| Business and Management Communication                 | MGT 309         |
| Course in Danish for foreign students                 | FORLNG          |
| Doing Business in the UK                              | MGT 301         |
| Finance   | FIN 315         |
| Global marketing for European businesses              | MKT 426         |
| Integrated Advertising Communication                  | MKT 000         |
| Intercultural Business Communication and Negotiations | MGT 354         |
| International Management                              | MGT 301         |
| International Marketing Seminar                       | MKT 426         |
| Introduction to Business organizations                | MGT 200         |
| Labour Markets: Economics and Policy                  | ECO 370         |
| Marketing Management                                  | MKT 421         |
| Organisational Behaviour                              | MGT 312         |
| Organisational Theory / Human Resource Management     | MGT 313         |
| Preliminary Managerial Economics                      | ECO 311 (6 cr.) |
| Seminar in Marketing                                  | MKT 320         |

## SPAIN



### Universidad de Granada

*All courses at this university are taught in Spanish. It is, therefore, a good option for International Business students who study Spanish.*

|   |                  |
|---|------------------|
| Comunicación Comercial                    | SPA 341, MGT 309 |
| Dirección Estratégica                     | MGT 491          |
| Dirección y Administración de la Empresa  | MGT 301          |
| Economía española y Mundial               | ECO 300          |
| Introducción al Marketing                 | MKT 320          |
| Sistema Financiero                        | FIN 315          |
| Estrategias de Comercialización           | MGT 491          |
| Organización y Administración de Empresas | MGT 312          |
| Gestion de la Producción                  | SCM 302          |



# Possible Courses at Partner Universities and their Bryan School Equivalents (continued)



## UNITED KINGDOM

*Our partner schools in the United Kingdom offer a wide variety of business and economics courses. The tables below show only a small portion of the classes you can choose from. Be sure to check course offerings for the semester you are studying abroad, as there may be significant changes.*

### The University of Hull, England



*City Centre, Downtown Hull*

|                                 |         |
|---------------------------------|---------|
| Accounting Information Systems  | ACC 325 |
| Business Economics              | ECO 000 |
| Business Finance and Control    | FIN 315 |
| Business Law and Ethics         | PHI 361 |
| Business Project Management     | ISM 325 |
| Database Systems                | ISM 315 |
| Entrepreneurship and Innovation | MGT 470 |
| Financial Management            | FIN 319 |
| Human Resource Management       | MGT 313 |
| Indian Philosophy               | HFA/GPR |
| Internet and E-commerce         | ISM 000 |
| Management and Development      | MGT 470 |
| Management Process              | MGT 375 |
| Marketing Communications        | MGT 309 |
| Marketing Management            | MKT 320 |

### The University of Keele, England

|   |         |
|---|---------|
| Business Ethics and Integrity                           | PHI 361 |
| Contemporary Issues in Economics                        | ECO 300 |
| Economics for Finance (ECO 10008)                       | FIN 000 |
| Intro to Financial Markets and Institutions (ECO 10009) | FIN 330 |
| Management Science I                                    | ECO 250 |
| Management Science II                                   | SCM 302 |
| Markets, Hierarchies and Networks (10016)               | FIN 000 |
| Operation and Quality Management (MAN 20008)            | SCM 302 |
| Organizational Behavior                                 | MGT 312 |
| Political Marketing                                     | MKT 000 |
| Propaganda  | MKT 000 |
| Quality Management                                      | SCM 302 |
| Social Marketing  | MKT 000 |
| Strategic Decision-Making for Collective Bargaining     | MKT 000 |



*Keele Hall*

# Possible Courses at Partner Universities and their Bryan School Equivalents (continued)

## UNITED KINGDOM



The tables below show a portion of the classes you can choose from at the Bryan partner schools in the United Kingdom, including many business and economics “modules”.

### The University of Plymouth, England



*Cathedral gardens in Oxford.*

|  |         |
|--|---------|
| Buyer Behavior                                 | MKT 424 |
| Cross Channel Currents                         | ELE 000 |
| Design in Daily Life                           | BUS 000 |
| International Business                         | MGT 301 |
| Intro to Marketing A                           | MKT 320 |
| Intro to Marketing B                           | MKT 321 |
| Law for International Students                 | BUS 000 |
| Management of International Business           | MGT 301 |
| Operations Management                          | SCM 302 |
| Organizational Behavior                        | MGT 312 |
| Organizational Behavior II                     | MGT 314 |
| Organizational Context of Personnel Management | MGT 312 |
| Organizational Power and Politics              | BUS 000 |
| Personnel Management in Context                | MGT 375 |
| The Media in Business                          | BUS 000 |

### The University of Strathclyde, Scotland

|  |                  |
|--|------------------|
| American Government and Public Policy        | PSC 210          |
| Economic Organization & Economic Performance | ECO 513          |
| Firms and Industries                         | BUS 000          |
| Human Resource Management                    | MGT 313          |
| Information Resources Management I           | ISM 280          |
| International Economics                      | ECO 300, ECO 360 |
| International Marketing                      | MKT 426          |
| Intro to Investments                         | FIN 315          |
| Macroeconomics                               | ECO 202, ECO 346 |
| Management Science I and II                  | SCM 302          |
| Managing Organizations                       | MGT 312, MGT 375 |
| Money and Finance                            | FIN 315, ECO 327 |
| Organizations and Environment                | BUS 000          |
| Prices and Markets                           | ECO 301          |
| Principles of Marketing – full year          | MKT 320, MKT 000 |
| Statistical Analysis                         | ECO 250          |
| Technology and Systems in Organizations      | ISM 280          |



*William Wallace Castle, Sterling.*

# Accelerated Language Learning

*Almost all study abroad programs in non-English-speaking countries offer language courses in the host language. Some are specifically designed to offer intensive language study. As a Bryan School student, you would be able to complete an entire year of language study in one summer or get three semesters of credit in one semester's study. Additionally, the intensive language courses in Denmark and Finland fulfill the Foreign Language requirement for most business majors.*

## **GERMANY —**

### **German Language in Mannheim**

This German program offers intensive language study at all levels. Most advanced levels focus on literature and culture. Students begin with a 3-week "crash course" upon arrival.

## **CHINA —**

### **Chinese Language & Culture in Hong Kong**

This UNCG-sponsored program permits you to take two semesters of Chinese per term abroad at the first, second, or third year level.

## **MEXICO —**

### **Language & Culture in Cuernavaca**

This Spanish-language program offers fall, spring, or full-year options. You can take either 3 or 6 credits.



## **SPAIN —**

### **Summer Study in Madrid**

This program is sponsored by the UNCG Department of Romance Languages. It provides intensive Spanish language study, cultural classes and excursions. Students must have earned at least one year of Spanish coursework.

## **FRANCE —**

### **Summer Study in Angers**

This fee-based program offers a full year of language credit in one summer at the second or third-year level. Students also participate in excursions to sites of cultural and historical interest.

## **JAPAN —**

### **Japanese Language & Culture in Nagoya**

The Nagoya University of Foreign Studies allows you to take various levels of courses in Japanese language and cultural studies.

# Partners of the Bryan School

*The Bryan School of Business and Economics maintains several bilateral relationships with study abroad exchange partners. All of these universities have worked with Bryan School students in the past and offer a variety of business, marketing, and management courses.*

## **GERMANY —**

- Mannheim University, Mannheim
- Rheinland Pfalz University of Applied Sciences, Worms

## **SPAIN —**

- Universidad de Granada, Granada

## **GREAT BRITAIN —**

- University of Hull, Hull, England
- University of Plymouth, Plymouth, England
- Strathclyde University, Glasgow, Scotland

## **FRANCE —**

- Université Jean Moulin Lyon III, Lyon

## **DENMARK —**

- Aarhus School of Business

## **MEXICO —**

- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
  - Cuernavaca
  - Mazatlán
  - Monterrey
  - Querétaro
  - San Luis Potosí
  - Toluca

