

BizBeat The Undergraduate Newsletter



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EUROPEAN VACATION

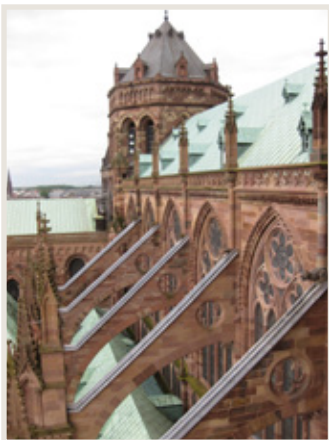
by Dave Hosick

The success of the inaugural study abroad trip for undergraduates at the IU Kelley School of Business Indianapolis should lead to future opportunities for students to experience international business culture.

In May, 11 undergraduate students and three advisors traveled to Strasbourg, France, as part of a pilot program. The group spent two weeks on campus studying European economies and international business before traveling to Strasbourg and seeing firsthand the impact of global commerce.

The group returned with many memories to share about the trip and the interesting people and places experienced along the way. It was the first time a group of undergraduates from Kelley Indianapolis had traveled overseas as part of a Kelley-sponsored program.

“I think the trip really allowed me to be a part of European culture and business,” recalled Jenna Wood, a human resources major at Kelley Indianapolis. “Even though we learn about the differences in culture in the classroom, it is a whole different dimension to see it in person.



“This trip will give me the ability to put differences into perspective when dealing with different cultures in my future professional career,” Wood added. “All together, I really believe this trip allowed me to grow socially, professionally and personally.”

Wood’s experience highlights the overall purpose of the trip, according to faculty and staff at Kelley Indianapolis. In today’s age of global commerce,

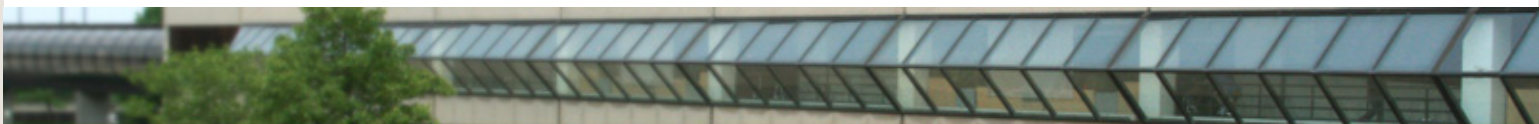


there is no better example than being able to witness the international business in action.

“Abstract concepts learned in class became a reality for students as they toured and interviewed representatives from European companies and institutions,” said Catherine Bonser-Neal, a faculty representative who accompanied the group to France.

“Students also learned to appreciate the subtle differences in culture, and they experienced what it was like to be in an environment where other languages are spoken,” Bonser-Neal added. “The program further reinforces my belief in the importance of making such experiences available to undergraduate students at Kelley.”

Included among the packed itinerary for the group was a tour of some of the companies the students researched in class including Mercedes Benz, Smart Car and the French headquarters of Eli Lilly and Company, the drug company with its international headquarters located in Indianapolis. The group also toured European cultural institutions and heard presentations by experts on European politics and business culture.



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The simple cultural differences between the United States and France were not lost on finance student David Lane. It really is a different way of life, which translates into a different way of doing business.

Lane said he gained valuable insight into the global presence of some companies, including that of a bio-tech firm, Polyplus Transfection, which was among the planned tours.

“We learned how important patents are and how small bio-tech firms operated and produce special products,” he said. “We learned how the firm takes advantage of this flat world by producing to over 25 countries with only 23 employees at the company.”

The Strasbourg trip was made possible through coursework designed by Kelley Indianapolis and Professor John McCormick, of the School of Liberal Arts at IUPUI. He instructed students on political science in France, which proved useful during visits to the Council of Europe and the European Parliament, Bonser-Neal said.

Research is already underway for future study abroad opportunities for Kelley Indianapolis undergraduates.

For more information, including blog posts from students and staff while in France, please visit www.kelley.iupui.edu.

