

1997

1997 International Business & Marketing Study Tour Loyola College in Maryland / American University Tour Summary

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
⇩ Quick Overview ⇩		Friday, April 4	Friday, April 11	Friday, May 2	9 Washington Depart	10 London Paris
City ⇩	Nights ⇩	Technical ⇩ Visits	Free Days ⇩ (Full)	Free Days ⇩ (Half)		
Paris	4	3	1	2		
London	4	4	1	1		
Munich	4	4	1	1		
Prague	4	2	2	1		
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Totals	16	13	5	5		
11 Paris	12 Paris	13 Paris	14 Paris London	15 London	16 London	17 London
AM: Free time PM: Free time	AM: Free time 1:30 PM - 2:00 PM: Tour Announcements Mtg. 2:00 PM: Depart (Metro) 2:30 PM - 5:00 PM: The Commercial Service w/tour of U.S. Embassy	8:00 AM: Depart (Metro) 9:00 AM - 11:30 AM: EURO RSCG (international brand mgmt) 1:45 PM: Arrive (Metro) 2:00 PM - 4:30 PM: Cap Gemini Sogeti (IT consulting)	7:00 AM - 7:15 AM: Transfer coach (no asst.) 8:10 AM - 10:43 AM: Eurostar #9011 to London (Group assignment #1) 1:00 PM - 5:00 PM: BBC w/tour (global news mgmt, TQM) (4-day Tube pass incl.)	8:00 AM: Depart (Coach) 9:30 AM - 1:00 PM: Black & Decker Europe (distribution, marketing, finance, HR experiences) 1:30 PM - 4:00 PM: Cultural visit to Windsor w/optional Castle tour (Paris thank you ltrs due)	8:15 AM: Depart (Tube) 9:00 AM - 12:00 PM: Kensington Health Au. w/hospital tour (managed health care) 2:15 PM: Arrive (Tube) 2:30 PM - 5:00 PM: Lloyds London/FirstCity (reinsurance, risk)	AM: Free time PM: Free time
18 London Munich	19 Munich	20 Munich	21 Munich	22 Munich Prague	23 Prague	24 Prague
8:00 AM - 10:00 AM: Transfer coach (no asst.) to Stansted Airport 11:35 AM - 2:30 PM: AirUK #912 to Munich (London thank ltrs due) 2:45 PM - 3:15 PM: Transfer coach (no asst.) PM: Free time	7:30 AM: Depart (coach) 9:00 AM - 6:00 PM: Group excursion to Salzburg, Austria (Attendance optional) (National Holiday)	8:15 AM: Depart (U-Bahn) 9:00 AM - 12:00 PM: Berlitz International (language training, cultural sensitivity, German lesson) 12:45 PM: Arrive (Coach) 1:00 PM - 4:30 PM: Paulaner Brauerei	8:45 AM: Hotel conf. room 9:00 AM - 1:00 PM: Saab w/showroom tour (automobiles, marketing) 1:45 PM: Arrive (U-Bahn) 2:00 PM - 5:00 PM: Siemens w/tour (medical imaging,	5:30 AM - 6:00 AM: Transfer coach (no asst.) 6:57 AM - 1:01 PM: ICI Train #265 to Prague (Group assignment #2) (Munich thank ltrs due) 3:00 PM - 6:00 PM: Cultural sightseeing tour on transfer coach w/guide	8:00 AM: Depart (Coach) 9:00 AM - 12:00 PM: Coca-Cola w/bottling plant tour (production, marketing) 1:45 PM: Arrive (Coach) 2:00 PM - 5:00 PM: Prague Stock Exchange (org. structure, trading)	AM: Free time PM: Free time
25 Prague	26 Prague Washington	Friday, June 13	Friday, June 27	⇩ Hotel Information ⇩		
AM: Free time PM: Free time	5:00 AM - 6:00 AM: Transfer coach w/asst. 7:50 AM - 9:00 AM: British Airways #855 to Heathrow (2:10 hours) 12:50 PM - 4:00 PM: British Airways #217 to Dulles (8:10 hours) (Prague thank ltrs due)	6:00 PM - 8:30 PM: Post-Trip Class #1: (Cohn Hall, Room 33) Loyola students only: Discuss what we learned, Compare/contrast countries and cities, Rough outline due	6:00 PM - 8:30 PM: Post-Trip Class #2: (Loyola Columbia Center) All participants: Picture exchange, Log (journal) due, Final paper due	Paris (May 10-14, 4 nights): Hotel Opera Cadet 24, rue Cadet 75009 Paris, France Tel: (011-33) 1-5334-5050 Fax: (011-33) 1-5334-5060 London (May 14-18, 4 nights): Kensington Palace Hotel De Vere Gardens London W8 5AF, England Tel: (011-44) 71-937-8121 Fax: (011-44) 71-937-2816	Munich (May 18-22, 4 nights): Atrium Hotel Landwehrstrasse 59 80336 Munich, Germany Tel: (011-49) 89-514190 Fax: (011-49) 89-535066 Prague (May 22-26, 4 nights): Hotel Diplomat Evropska 15 16000 Prague 6, Czech Republic Tel: (011-420) 2-2439-4111 Fax: (011-420) 2-2439-4207	Technical Visit Summary: Planned Visits: 13 Confirmed Visits: 13 Tour Group Size: 36 Notes: • Sightseeing tours count as half free days • Continental breakfast each morning • All items are subject to change