

1998

1998 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 17 | Friday, April 24 | Friday, May 1 | 8 Washington Depart | 9 London |
| City ⇩ | Nights ⇩ | Technical ⇩ Visits | Free Days ⇩ (Full) | Free Days ⇩ (Half) | | |
| London | 4 | 4 | 2 | 0 | | |
| Paris | 5 | 3 | 2 | 1 | | |
| Zurich | 3 | 3 | 1 | 1 | | |
| Prague | 4 | 2 | 2 | 1 | | |
| ===== | | | | | | |
| Totals | 16 | 12 | 7 | 3 | | |
| 10 London | 11 London | 12 London | 13 London Paris | 14 Paris | 15 Paris | 16 Paris |
| AM: Free time PM: Free time | 8:00 AM: Depart (Coach) 9:00 AM – 12:30 PM: GE Info. Services w/lunch (consulting, client mgmt.) 1:45 PM: Arrive (Coach) 2:00 PM – 5:00 PM: Doner International & British Petroleum | 8:00 AM: Depart (Tube) 9:00 AM – 11:30 AM: TMP Worldwide (mkt. research, recruiting) 11:30 AM: Depart (Coach) 2:30 PM – 5:00 PM: Hallmark Cards (distribution channels) | 7:30 AM – 8:00 AM: Transfer coach (no asst.) 8:53 AM – 12:53 PM: Eurostar #9012 to Paris (Group assignment #1) 1:15 PM – 4:15 PM: Cultural sightseeing tour on transfer coach w/guide (5-day Metro pass incl.) | 9:00 AM – 12:00 PM: Retail Field Study: Galeries Lafayette & Printemps 1:45 PM: Arrive (Metro) 2:00 PM – 5:00 PM: France Telecom (partnerships, multimedia) | 8:00 AM: Depart (Metro) 9:00 AM – 12:00 PM: IBM Europe (information technology) 2:15 PM: Arrive (Metro) 2:30 PM – 5:00 PM: Systra-Sofretu-Sofrerail (strategy, engineering) | AM: Free time PM: Free time |
| 17 Paris | 18 Paris Zurich | 19 Zurich | 20 Zurich | 21 Zurich Prague | 22 Prague | 23 Prague |
| AM: Free time PM: Free time | 6:15 AM – 6:30 AM: Transfer coach (no asst.) 7:29 AM – 3:00 PM: Train #1741/#103 to Zurich (group assignment #2) 3:15 PM – 3:30 PM: Transfer coach (no asst.) PM: | 7:15 AM: Depart (Public) 8:15 AM – 1:15 PM: Zurich Insurance w/lunch (acquisitions, distribution) 1:25 PM: Arrive (Walk) 1:30 PM – 5:00 PM: Ernst & Young (EMU, risk management) | AM: Free time 1:45 PM: Depart (Coach) 2:30 PM – 8:30 PM: Eurotrek Team Building Excursion (optional) or Free time | 6:15 AM – 7:00 AM: Transfer coach (no asst.) 8:05 AM – 9:10 AM: Czech Airlines flight #591 to Prague 9:30 AM – 12:30 PM: Cultural sightseeing tour on transfer coach w/guide | 8:45 AM: Hotel Mtg. Room 9:00 AM – 12:00 PM: Boeing (joint ventures, logistics) 1:45 PM: Arrive (Metro) 2:00 PM – 5:00 PM: Korn/Ferry International (recruiting, HR issues) | AM: Free time PM: Free time |
| 24 Prague | 25 Prague Washington | Friday, June 12 | Friday, June 26 | ⇩ 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 - 3:55 PM: British Airways #217 to Dulles (8:10 hours) | 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 | London (May 9-13, 4 nights): Kensington Moat House 2-10 Harrington Street London SW7 3ER, England Tel: (011-44) 171-344-9988 Fax: (011-44) 171-581-1874 Paris (May 13-18, 5 nights): Hotel Opera Cadet 24, rue Cadet 75009 Paris, France Tel: (011-33) 1-5334-5050 Fax: (011-33) 1-5334-5060 | Zurich (May 18-21, 3 nights): Hotel Sofitel Stampfenbachstrasse 60 CH-8035 Zurich, Switzerland Tel: (011-41) 1-363-3363 Fax: (011-41) 1-363-3318 Prague (May 21-25, 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: 12 Confirmed Visits: 12 Tour Group Size: 43 Notes: • Sightseeing tours count as half free days • Items in <i>italics</i> are not confirmed • All items are subject to change |