

# Itinerary – 2010 Faculty-led, Study tour to **Germany/Switzerland**

**Thursday, May 20, evening 3 hours– time: TBA**

Program Orientation – all students (credit and non-credit) must attend

**Tuesday, May 25, evening 3 hours – time: TBA**

Class period – credit students only

**Thursday, May 27, evening 3 hours – time: TBA**

Class period – credit students only

**Tuesday, June 1, evening 3 hours – time: TBA**

Class period – credit students only

**Thursday, June 3, evening 3 hours – time: TBA**

Class period – credit students only

**Saturday, June 5 DEPARTURE FROM NEWARK**

Enjoy full meal service on your scheduled wide-bodied flight to Frankfurt.

**Sunday, June 6 ARRIVE FRANKFURT (2 NIGHTS)**

We will be met at the airport by our Tour Manager/Guide and transfer into Frankfurt, one of Germany's most historic towns and our home for the next few days. Upon our arrival, we will explore the **Altstadt**, walking through the area that was turned to dust during bombing raids in World War II, and rebuilt to the original designs. One highlight of our walk will be the **Römer**, a trio of interconnected medieval patrician's houses that was used as city hall and currently as the seat of Frankfurt's lord mayor. During our tour, our guide will give us a brief history of the traditional businesses of Frankfurt and some of their operations.

**Monday, June 7 FRANKFURT (*THE MARKETS & BANKING*)**

This morning we will visit the **Deutsche Börse Group**, or Frankfurt Stock Exchange, where we will see the traditional trading floor at the Opening Bell with a special VIP program. We will have a chance to learn about the modern trading system, Xetra, the group's structure and organization, as well as attend a lecture (*lecture subject to schedule; if unavailable a similar lecture will be arranged after time of booking*). We continue to the headquarters of the **European Central Bank**, where we will have an advanced session with a member of staff on one of several topics, including currency security features, monetary policy strategy, market operations, and payment systems (*lecture subject to schedule; if unavailable a similar lecture will be arranged after time of booking*). Our afternoon concludes as we visit a smaller, **Family-run Business** for a different view of the German market structure.

**Tuesday, June 8 FRANKFURT - STUTTGART - ZURICH (2 NIGHTS)**

Our morning begins as we travel to Stuttgart, which has developed into a high-tech, financial hub serving as the base for small businesses and global corporations. We will have a **Business Visit** at Daimler Headquarters, with the opportunity to speak with members of management. We will then visit the **Mercedes-Benz Center**, dedicated to

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the oldest automobile factory in the world and the invention of the first motorcar by Carl Benz and Gottlieb Daimler. The focus of our visit will be at the plant, where we will watch as a new C-Class car is born, from sheet metal and casting to electrical systems and painting. *Time permitting*, we may visit the traditional museum displaying over 75 historical vehicles, from the first motor bicycle to vehicles built to achieve speed records, and a film on the history of the company and how the brand was developed (*lecture subject to schedule; if unavailable a similar lecture will be arranged after time of booking*). This afternoon we continue on to Zurich, the most important industrial and commercial center in Switzerland, and a city world-famous for its watches and banks.

### **Wednesday, June 9 ZURICH**

Our first full day in Zurich begins with a **Business Visit at the IBM Zurich Research** (*lecture subject to schedule; if unavailable a similar lecture will be arranged after time of booking*). The lab stands on the cutting-edge of research in Computer Science and Networking Systems and cultivates close relationships with academic and industrial partners in Europe. Our afternoon sightseeing commences in the **Munsterhof**, a beautiful old square in the heart of Zurich. We will visit the **Fraumunster**, easily distinguished by its slender blue spire, and built by Emperor Ludwig, grandson of Charlemagne. Highlights of the church include the stained-glass windows, the elaborate organ and Gothic basilica. This evening we will be free to explore Zurich's famous **Quays**.

### **Thursday, June 10 ZURICH - BERN - GENEVA (3 NIGHTS)**

We make an early start this morning as we journey across central Switzerland to the capital, Bern. We will begin our sightseeing in the **Old Town**, where we will take a guided **Walking Tour**. We will stop to view the **Clock Tower**, where we will view the world's oldest and biggest **Horological Puppet Show**. Mechanical bears, jesters and emperors put on an animated performance, which has been staged since 1530. We will have some additional time to explore the city (perhaps you will visit the Reichenbach Castle), before continuing to Geneva. This evening we will take a **Walking Tour** along the **Left Bank** of the old quarter to introduce ourselves to the city.

### **Friday, June 11 GENEVA (INT'L GOVERNMENTAL ORGANIZATIONS)**

Today we will explore the impact culture has upon diplomacy, economic markets and the parties involved. Our visit schedule will begin at the **World Trade Organization Headquarters (WTO)**, where we will learn more about the practice and diplomacy of international trade theories from our course work. This afternoon, we will visit the **United Nations Office at Geneva (UNOG)** at the **Palais des Nations**, the largest UN duty station outside of New York. Our visit will include an **Information Programme** with a UN official or expert on one of the UN's activities (such as human rights) or specialized agencies (UNCTAD, ILO, WIPO, UNDP, etc) (*lectures subject to schedule; if unavailable a similar lecture will be arranged after time of booking*). This evening we will be free to explore the city.

### **Saturday, June 12 GENEVA**

Our day begins with a visit to the **European University (EU)**, a multi-campus private

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business school established in 1973, headquartered in Switzerland, that utilizes the case study method for the application of business theory. We will have the chance to meet with some of the students to discuss and compare experiences in the educational system (*subject to schedule; if unavailable a similar visit will be arranged after time of booking*). The rest of the day will be free to explore the city with our new friends or visit some of the sights of Geneva on our own. We may choose to visit the International Red Cross Museum, spend a relaxing afternoon on the shores of Lake Geneva, or strike up conversations with other local business owners.

### **Sunday, June 13 DEPARTURE FROM GENEVA**

Our enjoyable and rewarding trip will come to an end as our guide accompanies us to the airport for the return flight home.

### **Thursday, June 17, evening 3 hours – time: TBA**

Presentations, post-tour wrap-up – credit students required, non-credit are welcome

\* Please Note: At the time of booking, our UK Operations department will contact the specific businesses and university mentioned in the above program to arrange the group's visit. Should a visit not be possible, our UK office will contact other businesses that meet that day's thematic criteria. Even if changes are required, we are guaranteed to have visits at small, medium, and large companies; as well as a combination of American companies and international financial organizations.