

**The following courses are offered in Grand European Capitols I:**

### **Principles of Macroeconomics: ECON 2210**

*Prerequisites: Prereq for Overall Dev Read*

The Scandinavian countries stand out as some of the most prosperous economies in the European region exemplifying elevated levels of social wellbeing, low levels of unemployment and high levels of income equality amongst the population. In fact the Scandinavian model represents a unique combination of free market capitalism and welfare state which is built upon the principles of maximizing labor force participation, promoting gender equality and egalitarianism, and providing widespread public services such as education and healthcare. The program sites will be directly integrated into the course module and provide students with a practical international learning experience of the topics covered in the course. Students will participate in planned field visits to economic, statistical and policy making agencies in the program sites. Students will be required to maintain a journal in which facts from these field trips will be recorded. The details of facts to be collected will be decided based on interactive class discussions prior to field visits. Upon completion of these field trips, students will share their findings with the class and also compare and contrast the program country-specific facts with their U.S. counterparts. Finally at the end of the program, students will be required to submit a research fact book which will comprise a comprehensive write-up of these facts and findings. Students will also be required to create a photo blog using pictures from the trip. These pictures should relate their country experiences during the trip to economic concepts learned in the course.

Course excursions might include Statistics Finland (Tilastokeskus) in Helsinki, Finland. Statistics Finland is responsible for compiling and releasing data on important macroeconomic variables such as GDP, consumer price index, unemployment rate. Stockholm will provide an excellent opportunity for students to visit the headquarters of the Sveriges Riksbank which is the central bank of Sweden with monetary policy responsibilities. Sveriges Riksbank also stands out as the world's oldest central bank. While in Copenhagen, field trip will include UN City (FN Byen) which houses nine United Nations agencies. This visit might also involve excursions to specialized agencies such as United Nations Development Program (UNDP) and World Health Organization (WHO) located within the UN City.

For more information about this course please [see the course syllabus](#).

### **Computer Applications: INFS 1010**

*Prerequisites: Keyboarding or equivalent.*

Computer application software is used every day in a wide range of academic, personal, and professional environments. In the business environment, word processing, spreadsheets, and databases are created, modified, and maintained on a daily basis in a variety of formats. Businesses in the Scandinavian countries rely upon Microsoft products to enhance the ability to communicate across the globe. Businesses in Denmark use Microsoft Office to create communication channels in both paper and electronic formats. A few differences in formatting communications in Denmark include incorporating individualized pictures on a resume, using a different address format, along with using different business letter formats to display and convey

information. In Sweden, the Microsoft Corporation has developed a robotics project that allows teachers in Sweden and China to "swap" places and bring their educative style to children in other cultures that embrace the use of computer applications, such as a word processor, spreadsheet, database, Skype and mobile operations. It's crucial to get your point across, and get all of the important information regarding a topic to the person receiving your message. There are rules on what should be said, and what should not be said. Information by itself is not able to convey emotion or subtle voice inflections, so understanding how to construct and present data and information is important in any environment. Recently in Finland, Microsoft has funded a project for an open lab to provide start-up companies access to products to increase productivity. During this class, we will study how to create, edit, modify, and report business information using a variety of computer-based applications, coupled with a review of emerging technology, software, and associated terminology that is utilized in the United States and Scandinavian countries. We will also examine business and communication structures, methods, and processes. Students will tour facilities and a variety of potential businesses, such as GE Healthcare in Helsinki, Visionics in Stockholm, and the Arp-Hansen Hotel Group in Denmark, offering exposure to different communication processes and business systems.

For more information about this course please [see the course syllabus.](#)

## **World Literature II: ENGL 2320**

*Prerequisites: English 1010 Composition I and English 1020 Composition*

The purpose of this course is to provide the student with an introductory survey to World Literature and to immerse students into the cultures from which our literature comes. Students will have the opportunity to visit many of the sites discussed in our reading. In particular, we will be looking at how the landscapes of Scandinavia gives rise to the dystopian imagination and how culturally specific anxieties are portrayed in a selection of short novels. Themes that will be explored will include climate change, methods of child rearing, and the social role of individuals as they age. Additional visits to culturally noteworthy sites, museums, and theaters will amplify our understanding of interdisciplinary influences on the literature.

For more information about this course please [see the course syllabus.](#)

## **Contemporary Topics in Scandinavian Marketing: MKTG 2900**

*Prerequisites: MGMT1010 (or equivalent) or approval of the instructor*

Scandinavia is an exceptional location to study Marketing Principles. There is a number of success stories and examples of how Scandinavian firms have advanced the understanding and the practice of marketing at a global scale.

In this course, students will learn about the unique ways the companies' price, advertise, promote, and sell their products and services worldwide. We are going to discuss the persistence of a social marketing element throughout three countries: Finland, Sweden, and Denmark. Finland is a home to modern cellphone inventor – Nokia. The company, ranked #1 for decades, is making strides to come back with their Nokia Lumia cellphone. Sweden, a country known for the lowest income inequality and the highest proportion of PCs per capita in Europe, has the highest technological achievement in the EU. In 2012 Swedish company Sony-Ericsson was the world's largest manufacturer of mobile telecommunications networks, with 38% of global market share. We may visit Ikea, founded in 1943, a company known for its cheap and modern discount

furniture to learn more about marketing and supply chain operations. Denmark, the country with the highest employment rate (75%) in the EU, is also known for its superb marketing practices. AP Maersk group is the largest container ship operator in the world. We will learn about luxury product marketing from Band and Olufsen, a company that produces the most upscale AV, TV, and phones in the world.

In each capital city – Helsinki, Stockholm, and Copenhagen – we are going to have students may have visiting guest speakers who will discuss current marketing and business practices relevant to the course topics. In each of the cities, we may visit local universities to engage in discussions with academics and scholars as well as the students to better understand the business marketing challenges that each country (and culture) is facing in today's global marketplace.

For more information about this course please [see the course syllabus](#).

### **Independent Research: MGMT 6500**

*Prerequisites: Core graduate ACCT, FINA, and MGMT courses.*

Independent research graduate business courses taught abroad typically are a combination of lecture and field work. Lectures will be conducted by invited guest speakers. Field work, the most important component of the course, will include targeted excursions to businesses and site visits.

In Finland, the students will visit Nokia and Rapal Oy. In Sweden, the students will visit SonyEriccson and will have guest speaker from a local non-profit company. In Denmark, the students will visit a digital start-up and will have a guest speaker (a professor of Scandinavian Culture).

For more information about this course please [see the course syllabus](#).