

The following courses are offered in Grand European Capitals II:

Microeconomics: ECON 2020

Prerequisites: ECON 2010

Economics courses taught abroad are a combination of lecture, fieldwork, data and comparative analysis. Lectures will be offered as traditional classroom lessons where students learn advanced aspects of Microeconomics with a comparative focus on firm structures in European and U.S. economies. Guest speakers will be invited to give presentations on selected topics. Fieldwork will include targeted excursions to business firms and other site visits. This will give the students the opportunity to learn more about the principles of microeconomics affecting consumers and firms.

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

Independent Study: ECON 4980/4990

Prerequisites: ECON 3110, ECON 3120 or upon approval of the chair of the Department of Business and Economics.

Students will have the intriguing opportunity to conduct a comparative analysis of the European and the US economies. Students will be able to personally observe that Europe, much like the United States, is a free market economy based on the movement of capital. Europe is a continent containing many different countries, all with their own economic policies and systems. The economy of Europe has a GDP (Gross Domestic Product) of around 20 trillion US dollars, and includes more than 700 million people in almost 50 different countries. The largest economy of Europe is Germany, followed by France, and then by the UK. Students will observe how these countries combine to strengthen their economic impact regionally and globally. For example, the European Union (EU), is a political and economic coalition of 28 European countries. These countries work together on political and economic issues, including the promotion of free trade between member countries. Workers, products, and capital can move freely inside the European Union, which allows the free market to work more efficiently.

Students will also observe that the countries of Europe work together is that many of them have switched to a common currency, the euro. This makes exchange and trade even easier, and minimizing exchange rate risk. However, the downside is that monetary policy is set for the combined Eurozone. Thus, decisions made by the European Central Bank may provide positive results for some countries and negative results for others. Timing of this Student Abroad experience offers the student an opportunity to see firsthand the factors that may have resulted in BREXIT and its current impact.

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

Fundamentals of Speech Communication: SPCH 1010

Prerequisites: ENGL 0810, READ 0810 or equivalent

From a historical, cultural and communication standpoint, the influence of European countries is readily apparent. Each of the three countries that we will visit have played a major part in defining

modern Western Culture. Students will gain valuable insight and information from the various locales in order to create three different speeches. Lectures by local residents, excursions, and topic discussions will augment classroom material and increase speaking and presentation skills. Topics can include informative speeches on French Culture and Communication; persuasive speeches centering around German history, and self-introduction or tribute speeches with Dutch progressive political and cultural/artistic expression.

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

English Composition II: ENGL 1020

Prerequisites: ENGL 1010

The cities included in the program offer a variety of learning opportunities for students. For example, in Paris, students will study the short stories of "The Lost Generation," American expatriates like Ernest Hemingway and F. Scott Fitzgerald. Students will experience the cultural and historical influences that inspired these authors while visiting the Louvre, Musée d'Orsay, Montmartre, and several other locations. From there, students will expand their analysis of literature to include drama. In Amsterdam, students will be introduced to the work of Henrik Ibsen, who inspired the realist movement in theater. The course will examine plays influenced by Ibsen's *A Doll House*, like Arthur Miller's *Death of a Salesman*. Students will watch drama performed in Amsterdam theaters and will visit numerous cultural and historical sites in the city. Berlin will offer a chance to explore ancient and modern poetry, as the students trace the evolution of the Germanic-influenced *Beowulf* to contemporary poets like Bertolt Brecht and Herman Hesse. Exploring the city's sites, like the Berlin Wall Memorial and Museum Island, will show the influence of Berlin's unique history and contemporary climate on the literature of the country. In each city, students will study literature from all over the world, noting the thematic ties that bind together such disparate locations.

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

Contemporary Topics in European Marketing: MKTG 2900

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

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

In this course, students will study the unique ways companies price, advertise, promote, and sell their products and services worldwide. Likewise, students will observe the unique marketing elements throughout three countries: Germany, The Netherlands, and France. Germany, the world's largest exporter of goods with \$1.016 trillion exported (10% worldwide), is known for its sophisticated rail transportation system – Deutsche Bahn. We may visit company's headquarter to better understand how goods are distributed worldwide. To learn about retailing, student will visit the largest department store (600,000 sq ft) in continental Europe - KaDeWe (Kaufhaus des Westens) located in Berlin. The Netherlands, one of the richest countries in the world, is known as the most internationally connected country. With companies, such as Philips, Akzo Nobel, Royal Dutch Shell, Unilever, Heineken, ING, Dutch businesses have practiced new product development and marketing innovations for over a century. To learn about logistics, students may

go to Rotterdam - the largest seaport in Europe. France, the world's leader in luxury goods, fashion accessories, perfumes and cosmetics, is also known for an everyday necessity – Bic Pen (selling 50 pens ever second). To learn about luxury product marketing and retailing, we may visit a fashion show at Galeries LaFayette and also a counterfeit museum.

In each capital city – Berlin, Amsterdam, Paris – students will have visiting guest speakers who will discuss current marketing and business practices relevant to the course topics. In each of the cities, students may also 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](#).

Principles of Accounting I: ACCT 2010/ACCT 1010

Prerequisites: MATH 1110

The course will focus on a study of financial accounting principles and financial statement analysis. Topics include financial statement preparation from journalizing transactions and the accounting cycle, accounting for merchandising operations, cash, internal control, receivables, inventories and long-term assets and liabilities. Corporations and stockholders' equity are an integral focus throughout the course. As founding members of the European Union (EU), Paris, Berlin, and Amsterdam are three of the financial and banking centers of Europe and host to numerous American and International companies. These cities will provide a number of opportunities to reinforce course material through business observation, exploration, and corporate visits. Paris is the center of the Francophone world of culture and business. Berlin is the crossroads of the political and economic future of Eastern Europe with Western-based global businesses. Amsterdam is also home to the oldest stock exchange in the world reinforcing the value of Corporations; which is the cornerstone of the study of financial accounting. An introduction to International Reporting Standards (IFRS) will be added into this course, also.

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

Developmental Psychology/Lifespan Development: PSYC 3510/PSYC 2130/PSYC 5630

Prerequisites: None for undergraduates. For graduate students: Graduate school admission

The course will be based in Paris, Amsterdam and Berlin, three international cities known for their sometimes enlightened and sometimes brutal histories. Students may tour each city's most popular destinations (e.g., the Eiffel Tower, Anne Frank House, and the Berlin Wall Memorial), but also visit places that reflect each city's unique approaches to ethnic and religious diversity, sexual orientation and gender roles, and child and adult development.

For example, in Paris, students will learn about assimilation and accommodation in identity development by visiting on the historic and trendy Le Marais district, home of a vibrant LGBT community, Quartier Chinois (the Parisian Chinatown), and France's largest museum of Jewish art and history. In Amsterdam, students may pair our focus on the developmental effects of stress and trauma with a visit to the Van Gogh Museum and the Dutch Resistance Museum. In Berlin, will study diversity at the Mauerpark Flea Market and a tour of Alternative Berlin.

Students will learn how to study a culture's approach to childhood and play by visiting popular parks. For example, playgrounds in Berlin feature challenging play structures that would be considered too dangerous by American parents but that reflect German parents' interest in helping children to become self-sufficient.

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