

Study Abroad Program

In the recent global economy, it's very paramount that business students should utilize study abroad programme to understand the international business environment. Doing business in international environment is completely different from United States, because people's culture and beliefs plays important role on how business operates in every country. For example, it was amazing that you can buy BEER at McDonald's restaurant in Belgium.

The European study abroad is very interesting and educational program that gives once in a lifetime opportunity. We visited the Counterfeit Museum, seeing the importance of intellectual property requirements to protect consumers and businesses. We had executive lectures on using different forms of promotion in the EU. We visited the floral auction market in Amsterdam to get a first-hand view of this price setting market for world prices. We took about tour of the Rotterdam port. interacted with people from different part of the world. Also, I was able to experience different cultures and understand the historical background of different cities visited.

Finally, they say "all work and no play make Jack a dull boy". There is time to have fun too.

Some attractions and sightseeing includes:

France: Eiffel Tower, Notre Dame Cathedral, Louvre Museum (See Original Mona Lisa Portrait), Versailles royal castle e. t. c.

Belgium: Atomium, MiniEurope, the Grand place, Museums and so on

Netherlands: Euromast, Spido Boat tour of Port of Rotterdam, Amsterdam canal cruise, Museums e. t. c.

The study abroad was so much fun and interesting that I highly recommend all business students to consider taking part in the next summer opportunity.



