

Munich, Germany Itinerary

Friday, July 22, 2011	Bus from UAlbany to JFK Flight to Munich, Germany
Saturday, July 23, 2011	Arrive in Munich Transfer to hotel/check in/drop off luggage Orientation by ISP representative Welcome dinner
Sunday, July 24, 2011	Meals: Breakfast Guided tour of Munich Lunch on your own Free to explore city OR optional Cultural Event 1: Half-day trip to Dachau Concentration Camp OR Cultural Event 1: Trip to Augustiner-Bräu
Monday, July 25, 2011	Meals: Breakfast, group lunch Visit 1: Overview of German business environment Visit 2: Perspectives of a foreign investor Class session (2 hours) Free time
Tuesday, July 26, 2011	Meals: Breakfast, group lunch Visit 3: Financial markets in the economic downturn Visit 4: Consumer behavior changes during the economic crisis Class session (2 hours) Free time
Wednesday, July 27, 2011	Meals: Breakfast Free day for sightseeing and shopping OR optional Cultural Event 2: Full-day trip to Salzburg
Thursday, July 28, 2011	Meals: Breakfast, group lunch Visit 5: Germany's role as a high-tech business hub Cultural event 3: BMW Experience Class session (2 hours) Free time
Friday, July 29, 2011	Meals: Breakfast Visit 6: Integrating business and community interests Lunch on your own Visit 7: The future of branding: customer control and the digital experience Farewell dinner and return to hotel
Saturday, July 30, 2011	Meals: Breakfast Check out Transfer to the airport, depart for USA



Summer 2011

BBUS 675

International Business

Munich, Germany



Itinerary is subject to change!



Olympic Park Lake

Munich Germany is the third largest city in the country and one of Europe's most affluent cities. Located in southeastern Germany, in the state of Bavaria, the city boasts an urban population of over a million. Bustling both during the day and during the nightlife, a tourist in Munich will find no shortage of things to do and places to see.

Munich's history has been highly varied. It has been home to Holy Roman Emperors and a revival of gothic arts. Later, it was occupied by a King of Sweden and suffered from the bubonic plague. Prior to World War I it was a popular home for artists and writers. The National Socialist's power base was located in Munich and the city even hosted the 1972 Olympics. The city has flourished in the good times and persevered through the bad.

Like most of Germany's cities, Munich has a rich amount of history just waiting to be explored. Over a dozen museums dot the cityscape, including art, sculpture, photography, and technical innovations, just to name a few. Tourists in Munich can find many beautiful cathedrals such as the impressive Theatinerkirche. Munich is also home to the Bavarian Opera House, a classic theater with a reputation for phenomenal performances.

You'll find plenty of options when it comes to the Munich nightlife. All manner of bars and clubs are located throughout the city. Depending on where you go, you might see shelves with steins stored on them. They're kept there by the locals who want to drink out of their own glass whenever they visit their favorite bar. A tourist in Munich with a fondness for live music won't be disappointed in the cafes offering both local and international sounds. If you're interested in the performing arts, you'll find plenty there as well. There are a few jazz bars to be enjoyed and even a casino for those looking to do a little gambling.

Of course, no discussion of Munich is complete without mentioning Oktoberfest. Taking place each year, starting in the middle of September and running through the beginning of October, this festival is full of singing, drinking, and dancing. Bands of all sorts play, including the famous oom-pah bands, and be on the lookout for those legendary Oktoberfest beer steins.

Whether you come for the historic sights, the fantastic Oktoberfest, or the Munich Germany nightlife, this city is full of pleasant surprises!



Allianz Arena



International Trip 2011 Munich, Germany

Evening MBA students are encouraged to apply to attend the July 2011 International Business trip to Munich, Germany. Each student will be interviewed prior to acceptance for the trip.

Dates of Travel: July 22-30, 2011

Cost: \$3,800 per participant, paid in three installments

This cost includes transfers to and from airports (here and in Munich), hotel double occupancy, some meals (see itinerary), textbooks, and travel guides.

This trip is worth three credits toward the Summer 2011 BBUS 675 International Business course. Evening MBAs will be responsible for paying summer tuition for the three-credit course.

All students are responsible for obtaining their own passports and visas as needed.

Please call Don Purdy, Director, Weekend MBA Program, at 518.442.4964 or e-mail him at dpurdy@uamail.albany.edu if you have any questions or would like additional information.

Since student safety is our first priority, if it becomes necessary to change location due to safety concerns, a comparable trip will be substituted.