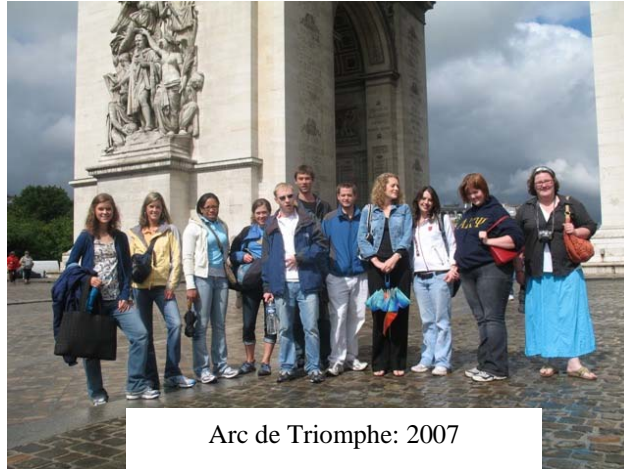


Course includes: Paris tour and comparative industry studies -- global wine industry (e.g., Mondavi vs. Margaux), aircraft (e.g., Airbus A380 vs. Boeing 787), Pulp and Paper (Smurfit global structure), and retailing comparisons.



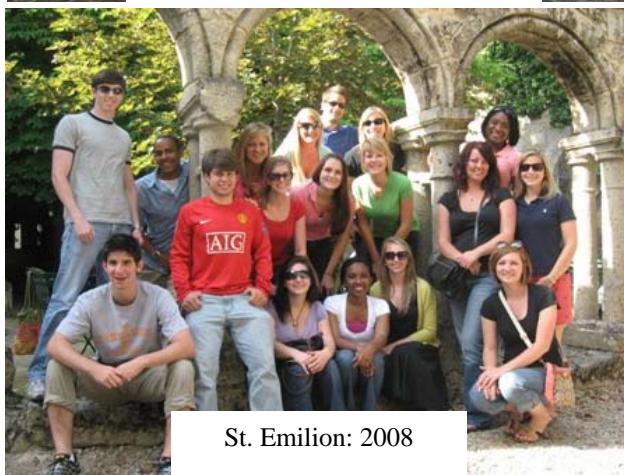
Airbus Toulouse: 2009



Arc de Triomphe: 2007



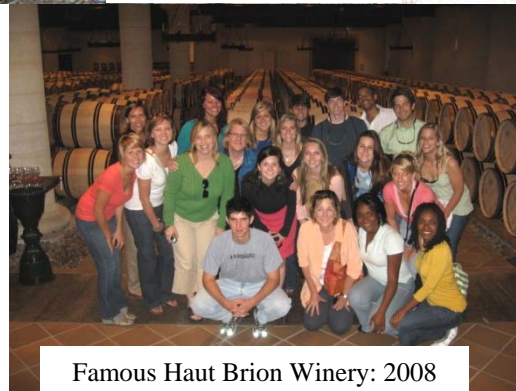
Bordeaux Ecole de Management: 2008



St. Emilion: 2008



Bordeaux Place Parlement: 2009

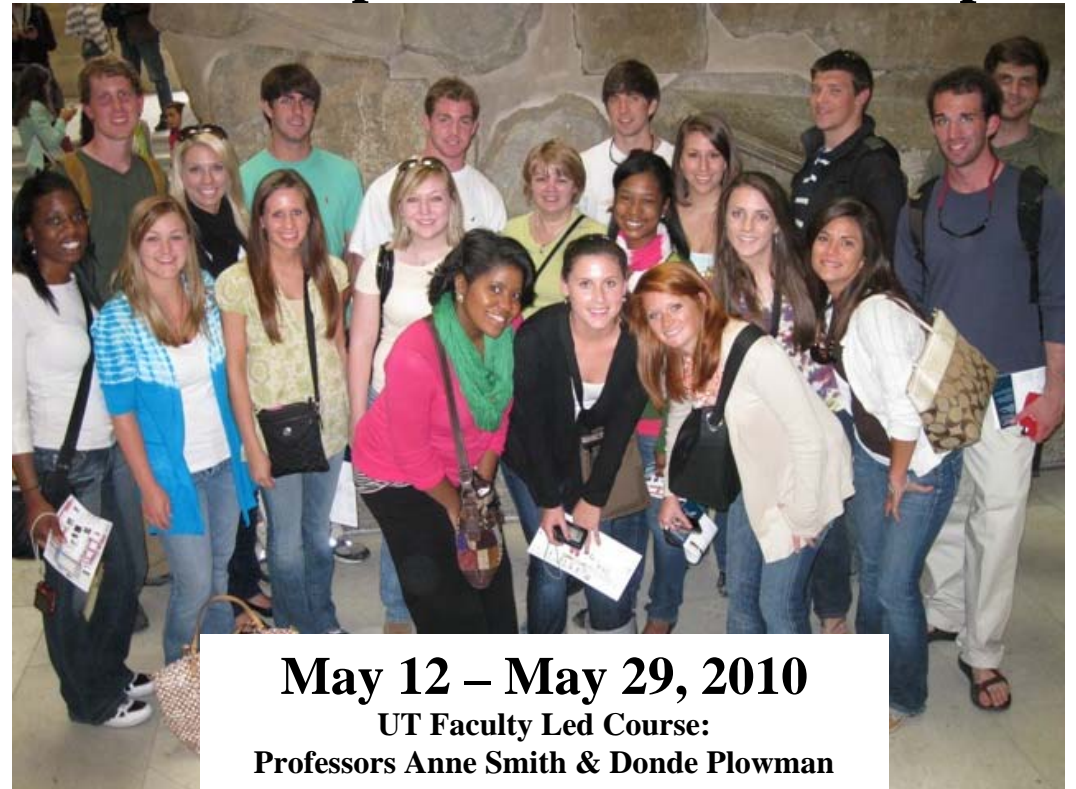


Famous Haut Brion Winery: 2008

| DAY | DATE | LOCATION | 2010 COURSE ACTIVITIES (as of 9.7.2009) |
|-------------|--------------|----------------------|--|
| Fridays (2) | March, April | University Tennessee | Orientation Meetings: March (introductions; basic info) and April (final details;). You are required to attend a safety video and discussion. |
| Wed. | 5. 12 | University Tennessee | 9-12: CAGE analysis and discussion of France. Light lunch provided. 1-4: Boeing case and US wine industry (outside speaker possible). |
| Thurs. | 5.13 | Transit | Travel day. Arrive in Paris around 10am Friday. Paris should be crowded – Ascension Day holiday on May 13 th . |
| Friday | 5.14 | Paris (*) | Noon: Arc de Triomphe to Concorde. Boat trip (around 3:30) at the end of Ile de la Cite (Vedettes). Metro Pont Neuf, walk to tip of island. Notre Dame. Free time: Notre Dame tower, Latin Quarter, St. Chappelle. |
| Saturday | 5.15 | Paris (*) | Morning in Louvre. Free afternoon: Sacre Coeur, Galeries Lafayette department store, La Chapelle, other museums. Eiffel Tower ascent. |
| Sunday | 5.16 | Paris (*) | Train to Versailles and tour. Stores closed today. Save some energy: Paris museums are free tonight and open until 1am with special live music, activities, and exhibits. (Nuit des Musees – annual event, very different! I recommend Rodin Museum and Invalides/Army Museum) |
| Monday | 5.17 | Paris to Bordeaux | Leave hotel around 9am. Make way to TGV station (Montparnasse). Check-in Bordeaux hotel. Bus tour. Brief tour of several squares. |
| Tuesday | 5.18 | Bordeaux | Meet at hotel lobby at 9 am. Class at BEM – CAGE exposed. Lunch (Karls – 1pm) and presentations. Bordeaux wine industry (lecture, 3pm). Scavenger hunt results, quiz/discussion on Bordeaux/region (5-6:30). |
| Wednesday | 5.19 | St. Emilion | Private bus to St. Emilion region (Fronsac) to a family winery/business (10-3). Bring cash if you plan to make purchases. Lecture and lunch. St. Emilion (on own); BEM treat Les Cordeliers. Return around 6:45. |
| Thursday | 5.20 | Bordeaux | Be at class, BEM at 10am (morning) when <i>Judgment of Paris</i> will be reviewed. Meet BEM students. Afternoon class to continue discussion of wine industry in France. Dinner together (Cajou Caffe). |
| Friday | 5.21 | Bordeaux | City Bus to Haut Brion winery (2 groups). Lecture and tour. Class at BEM (1-4). Wine papers due. Discussion of Carrefour/Wal-Mart. Presentations for next week's companies and industry. |
| Saturday | 5.22 | Dordogne | Leave at 8 sharp. Private bus to Dordogne region. Sarlat market (pick up your lunch, snacks). Visit famous castle (Beynac). Ice cream snack. Boat tour on Dordogne. Return Bordeaux by 7:30. |
| Sunday | 5.23 | Free Day Bordeaux | Free day to rest, relax, get clothes clean or take a side trip on your own (e.g., La Rochelle, Biarritz). |
| Monday | 5.24 | Bordeaux | Morning departure: Bus to Les Landes (forest near Bordeaux). Smurfit pulp plant lecture/tour. Lunch on own in Arcachon. Trip to Pyla beach. Discuss the World is Flat on the largest European sand dune. |
| Tuesday | 5.25 | Bordeaux | Class at BEM (2-5) to debrief paper industry, discuss Airbus case. Dinner together at restaurant on or near Rue Faussets. |
| Wednesday | 5.26 | Toulouse | Leave at 8am sharp. Pack a mid-morning snack. Bus to Toulouse (2 hours). Airbus A380 Tour. Will stop for lunch (fast food). Discussion of highlights from lecture and tour on bus. Return by 6. |
| Thursday | 5.27 | Bordeaux | Aerospace debrief (reflection paper due). Who will win? |
| Friday | 5.28 | Bordeaux | Final reflection and wrap up 10-12:30. Free rest of the day. Farewell dinner (Le Bistro du Musee). |
| Saturday | 5.29 | Transit | Leave for US or other travels in Europe. [taxi or #49 bus to Airport.] |
| Tuesday | 6.2 | Turn in | Turn in a two-page paper with citations for each presentations. |

Bordeaux Mini-Term 2010: IB 459 International Competition:US/French Perspective

| ESTIMATED EXPENSES FOR 2010 BORDEAUX MINITERM COURSE | | | |
|---|---|---|----------------|
| <u>Category</u> | <u>Payment</u> | <u>What is Covered?</u> | <u>Amount</u> |
| Program Fee | \$750 deposit due after student is approved by CIE. Payments of \$1113 due in March and in April. | All lodging (well-located, modern hotels with 2 students to 1 room, a/c in Bordeaux). All breakfasts, at least 3 lunches, 3 memorable dinners, 1 snack. All planned activities: private buses, tours, guides, admissions (see listed activities). TGV, 2-week Bordeaux Tram pass. Paris Study Tour and Side Trips include: St. Emilion, Toulouse, Sarlat/Dordogne, Les Landes, Pyla/Arcachon. | \$2,976 |
| Tuition | Payment to VOLXpress | Estimated tuition for 3-credit hour course (in-state rate). Out of state is ~ \$2469. | \$744 |
| Estimated additional expenses | Airfare and Out-of-pocket on ground in France. | Lunches, dinners not covered in course fee, extra tours you select. Airfare travel to/from Paris/Knoxville. HIGHLY recommended to travel outbound to Paris with the two faculty members. | \$820 |
| TOTAL ESTIMATED IN-STATE EXPENSES BORDEAUX 2010 COURSE | | | \$1,200 |
| | | | \$5,740 |



Be sure to apply for College of Business Study Abroad and Center for International Education **SCHOLARSHIP AWARDS!!**

Prerequisites and Enrollment Conditions:

- Completion of BA 201 and GPA of 2.50 Required.
- Counts toward IB collateral/concentration study abroad credit.
- Some knowledge of French helpful, but not required.
- Screening by Course Instructor, Center for International Education, and College of Business Undergraduate Programs.

If you need more information, please contact Professor Anne Smith:
 Contact info: 974-1670 or asmith51@utk.edu. Apply at www.utabroad.org
 Course enrollment is limited. Last day to apply: Monday, Feb. 1st.

