



BUSINESS ADMINISTRATION: MANAGEMENT AND MARKETING PROGRAMS

A GUIDE TO STUDY ABROAD

Business majors are encouraged to complete a study abroad as part of their degree program. This guide is designed to introduce you to the opportunities that studying abroad brings to your major. A full list of study abroad programs is available on the CGE website: <http://bit.ly/FeaturedProgramsPage>.

MAJOR SPECIFIC REQUIREMENTS

- The degree program is flexible and allows students to take upper division courses focused in different business-related fields.
- Business students are encouraged to complete an approved global experience, such as study abroad, as part of the Student Professional Development Program (PROS).

STUDY ABROAD CAN HELP YOU

- Apply concepts learned in class by making connections to the greater world.
- Strengthen your understanding of yourself and challenge your perceptions of the world.
- Enhance employment opportunities by providing real-life experience and adaptability.
- Increase your skills and knowledge while earning academic credit.

FINANCIAL SUPPORT

- Use federal, state and other financial aid. i.e. Pell, Hope/Zell
- Institutional and national study abroad scholarships available
- CGE/NCS provide assistance in researching and applying for funding sources

COST COMPARISON*

Cost of a summer at UNG: \$11,000-12,000 vs
 Cost of a summer abroad: \$5,000-\$11,000
 Cost of a semester at UNG: \$24,000-25,000 vs
 Cost of a semester abroad: \$10,000-\$22,000

*Costs estimates include: tuition, fees, housing, meals, travel, and insurance. Costs are subject to change.

HOW DO I GET STARTED?

- Plan Early! Investigate Programs**
This brochure is a starting point. Check the CGE website for more programs and information.
- Speak with an Education Abroad Advisor**
Education Abroad Advisors are professional staff members that can assist you with the study abroad process. You can schedule a [meeting online](#).
- Speak with a Professional/Faculty Advisor**
Discuss how the program fits into your academic plan. You can find your academic advisor on the [Tranguid in Banner](#).
- Research Funding**
Funding opportunities can be found through the following:
 - Financial Aid Office
 - Nationally Competitive Scholarship Office
 - Center for Global Engagement's Webpage
- Apply!**
- Pack your bags!**



"I had the amazing experience of studying in Paris, France at the American Business School of Paris. The reason I chose this program is that they offered classes that fit right into my plan of study. I was able to take Organization Behavior, an upper-level business class, and Management of European Football, which I used as my management elective. Not only did I get academic experience, I also got to experience what it's like to work with people and organizations from other cultures. I was able to visit many French businesses all around Paris as well as work with cross-cultural teams on projects"

Theresa DesPres, France



Asia/Pacific:

UNG SINGAPORE EXPERIENCE

- 📍 **Location:** Singapore, Singapore
- 📅 **Program Length:** Spring term course with travel component over Spring Break
- 📖 **Credits:** 1-3 hours
- 📚 **Sample Courses:** BUSA 4528 International Business, BUSA 2528 Travel Abroad
- 💰 **Price Range:** \$3,000-3,500

SOGANG UNIVERSITY

- 📍 **Location:** Seoul, South Korea
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Management Information System, Product and Operations Management, Managerial Accounting, Financial Management, Big Data and Business Intelligence
- 💰 **Price Range:** \$10,000-11,000

ISA KOREAN LANGUAGE & ELECTIVES IN ENGLISH

- 📍 **Location:** Seoul, South Korea
- 📅 **Program Length:** 6 weeks (Summer)
- 📖 **Credits:** 6 hours
- 📚 **Sample Courses:** Business and Management in Contemporary Korea, Global Leadership and Management, Introduction to Management Information Systems, Organization and Human Resource Management, Consumer Behavior, International Marketing, Introduction to Marketing
- 💰 **Price Range:** Please Check Website

UNIVERSITY OF SYDNEY

- 📍 **Location:** Sydney, Australia
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Strategic Management, Managing Organizational Behavior, International Human Resource Management, Managing Diversity at Work, Marketing Research, Consumer Behavior, Marketing Insights, Digital Marketing, Marketing Communications
- 💰 **Price Range:** \$23,000-24,000

ISA BUSINESS, COMMUNICATION, BUILT ENVIRONMENT, HEALTH SCIENCE & LIBERAL ARTS

- 📍 **Location:** Gold Coast, Australia
- 📅 **Program Length:** 14 weeks (Summer)
- 📖 **Credits:** 9-16 hours
- 📚 **Sample Courses:** Change Management, Cross Cultural Management, Leadership and Team Dynamics, Consumer and Buyer Behavior, Internet and Social Media Marketing, Market Research and Analysis
- 💰 **Price Range:** Please Check Website

ISEP: TOKYO INTERNATIONAL UNIVERSITY

- 📍 **Location:** Tokyo, Japan
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Corporate Strategy, Leadership, Creativity and Organizational Renewal, Operations and Service Management, Organizational Behavior, Principles of Management, Consumer Behavior, Digital Marketing, Market Modeling,
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$18,000-19,000 (direct)

CIEE ARTS AND SCIENCES

- 📍 **Location:** Tokyo, Japan
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Management of Information Systems, Management in Japan, Management Accounting, NGO Management, Quantitative Approaches to Management, Human Resource Management, Industrial Organization, Institutions and Development Management
- 💰 **Price Range:** \$33,000-34,000

ISEP: THAMMASAT UNIVERSITY

- 📍 **Location:** Bangkok, Thailand
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Operations Management, Project Management, Modern Management and Entrepreneurship, Human Resource Management, Principles of Marketing, Consumer Behavior, Marketing Planning, Brand Management, Marketing Research for Decision Making
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$14,000-15,000 (direct)

ISEP: MASSEY UNIVERSITY

- 📍 **Location:** Auckland, New Zealand
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Organization and Management, International Supply Chain Management, Principles of Human Resources Management, Marketing Research, International Marketing, Digital Marketing, Marketing Strategy, Essentials of Marketing, Social Media and Digital Marketing
- 💰 **Price Range:** \$23,000-24,000 (direct)

CIEE ADVANCED CHINESE STUDIES

- 📍 **Location:** Beijing, China
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Management of Commercial Banks, Management of Multinational Companies, Management Thought in China, Principles of Accounting, Cost and Managerial Accounting, Operations and Information Management, Organizations and Management
- 💰 **Price Range:** Please Check Website

The Americas:

UNIVERSITY OF NEW BRUNSWICK

- 📍 **Location:** New Brunswick, Canada
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Management of New Enterprise, Supply Chain Management, Operations Management I, Intro to Human Resource Management, Intro to Organizational Behavior, Marketing Management, Marketing on the Internet, Marketing Communications, Competitive Strategy
- 💰 **Price Range:** \$10,000-11,000

ISEP: UNIVERSIDAD DE MONTERREY

- 📍 **Location:** San Pedro Garza Garcia, Mexico
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Marketing, International Marketing, Consumer Behavior, Market Research, Sustainability, Ethics, and Social Responsibility
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$14,000-15,000 (direct)

Middle East:

ISEP: AMERICAN UNIVERSITY OF SHARJAH

- 📍 **Location:** Sharjah, United Arab Emirates
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Fundamentals of Management, Organizational Behavior, Management for Sustainability, Fundamentals of Marketing, Consumer Behavior, Marketing Research
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$22,000-23,000 (direct)



Europe:

UNG THE LONDON EXPERIENCE

- 📍 **Location:** London, England
- 📅 **Program Length:** Spring term course with travel component over Spring Break
- 📖 **Credits:** 1-3 hours
- 📚 **Sample Courses:** BUSA 4528 International Business, BUSA 2528 Travel Abroad
- 💰 **Price Range:** \$3,250-3,750

UNG ENTREPRENEURSHIP IN ITALY

- 📍 **Location:** Florence, Modena, and Rome, Italy
- 📅 **Program Length:** Spring term course with travel component over Spring Break
- 📖 **Credits:** 1-3 hours
- 📚 **Sample Courses:** ENTR 3010 Entrepreneurship in Italy, BUSA 2528 Travel Abroad
- 💰 **Price Range:** \$3,500-4,000

UNG BUSINESS & CULTURE IN ITALY

- 📍 **Location:** Rome, Italy
- 📅 **Program Length:** 5 weeks (Summer)
- 📖 **Credits:** 6 hours
- 📚 **Sample Courses:** BUSA 4528 International Business, BUSA 2528 Travel Abroad, Entrepreneurial Ecosystems, MGMT 3661 Fundamentals of Management Operations Management, Brand Management
- 💰 **Price Range:** \$8,500-9,500

UNG INTERNATIONAL BUSINESS LAW IN FRANCE AND GERMANY

- 📍 **Location:** Paris and Strasbourg, France and Stuttgart, Germany
- 📅 **Program Length:** 2 weeks (Summer)
- 📖 **Credits:** 3 hours
- 📚 **Sample Courses:** BUSA 4528 International Business, BUSA 2528 Travel Abroad
- 💰 **Price Range:** \$5,000-5,500

JOHN CABOT UNIVERSITY

- 📍 **Location:** Rome, Italy
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** BUSA 3120 Operations Management, MGMT4667 Small Business Management, BUSA 4527 International Business, BUSA 3110 Statistics for Business, MGMT 3661 Fundamentals of Management, MKTG 3730 Consumer Behavior, MKTG 3700 Principles of Marketing
- 💰 **Price Range:** \$17,000-18,000

ABERYSTWYTH UNIVERSITY

- 📍 **Location:** Aberystwyth, Wales
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Human Resource Management, Marketing Management, Operations and Supply Chain Management, Entrepreneurship and New Venture Creation, International Marketing, Marketing Communications, Consumer Behavior, Firms, Markets and Pricing,
- 💰 **Price Range:** \$13,000-14,000

ISEP: UNIVERSITY OF BRADFORD

- 📍 **Location:** Bradford, England
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Principles of Management, Operations and Technology Management, Human Resource Management, Financial Management, Foundations of Marketing, Understanding Consumers, Consumer Insight
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$22,000-23,000 (direct)

HOCHSCHULE WORMS

- 📍 **Location:** Worms, Germany
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** MGMT 4665/4669 Human Resources Management/Organizational Behavior, MGMT 4668 Seminar in Management, ENTR 3010 Creativity, Innovation & Entrepreneurial Mindset, ENTR 4021 Social Entrepreneurship, Global Trade Management, International Logistics Management, Digital Business Management
- 💰 **Price Range:** \$18,000-19,000

ISEP: UNIVERSIDAD DE MURCIA

- 📍 **Location:** Murcia, Spain
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Business Administration / Business Management, Organizational Design, Operations Management, Managerial Accounting I, Financial Management I, Human Resources Management, Strategic Direction I
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$16,000-17,000 (direct)

CIEE BUSINESS AND CULTURE

- 📍 **Location:** Barcelona, Spain
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** International Project Management, Financial Risk Management, International Human Resource Management, Industrial and Services Marketing, Market Research Analytics, Market Research I, Consumer Behavior
- 💰 **Price Range:** \$27,000-28,000

CIEE BUSINESS AND CULTURE

- 📍 **Location:** Toulouse, France
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Human Resource Management, Global Talent Management, Managing across Borders, International Business Negotiation and Conflict Management in HRM, Market Intelligence, Marketing and Innovation, Marketing Analytics, International Branding & Communication
- 💰 **Price Range:** Please Check Website

ISA BUSINESS, CULTURE & FRENCH LANGUAGE

- 📍 **Location:** Paris, France
- 📅 **Program Length:** 6 weeks (Summer)
- 📖 **Credits:** 6 hours
- 📚 **Sample Courses:** Organizational Behavior and Management, Project Management, Sustainable Business and Global Innovation, Consumer Behavior, Creating and Developing Luxury Brands
- 💰 **Price Range:** \$12,500-13,500

CIEE BUSINESS AND CULTURE

- 📍 **Location:** Amsterdam, Netherlands
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Marketing Management, Information and Data Management, Innovation Management, Strategy and Organization, Sustainable Supply Chain Management
- 💰 **Price Range:** \$28,000-29,000

CIEE ARTS AND SCIENCES

- 📍 **Location:** Dublin, Ireland
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** High-Technology Entrepreneurship, Marketing Management & Planning, Business Information Systems, Operations Management, Employee Relations Procedures, Talent Management
- 💰 **Price Range:** \$24,000-25,000

CIEE BUSINESS AND CULTURE

- 📍 **Location:** Berlin, Germany
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 📚 **Sample Courses:** Introduction to Business Information Systems, Introduction to Financial Accounting, Communication Strategies and Consumer Behavior, Market Research, Selected Issues in Marketing
- 💰 **Price Range:** Please Check Website

ISA BUSINESS & LIBERAL ARTS

- 📍 **Location:** Athens, Greece
- 📅 **Program Length:** 6 weeks (Summer)
- 📖 **Credits:** 6 hours
- 📚 **Sample Courses:** Management Principles, Total Quality Management, Fundamentals of Marketing, International Marketing, Sales Marketing, Digital and Social Media Marketing
- 💰 **Price Range:** \$10,000-11,000

Programs may not be available every year.

