

INTERNATIONAL PROGRAMS

CREATING SOCIAL VALUE IN BUSINESS IN THE UK & FRANCE

INTB 470/670

Cambridge – London - Paris

April 3 - 13, 2024

\$3,000 - \$3,400

 UNIVERSITY OF
Redlands
SCHOOL OF BUSINESS & SOCIETY



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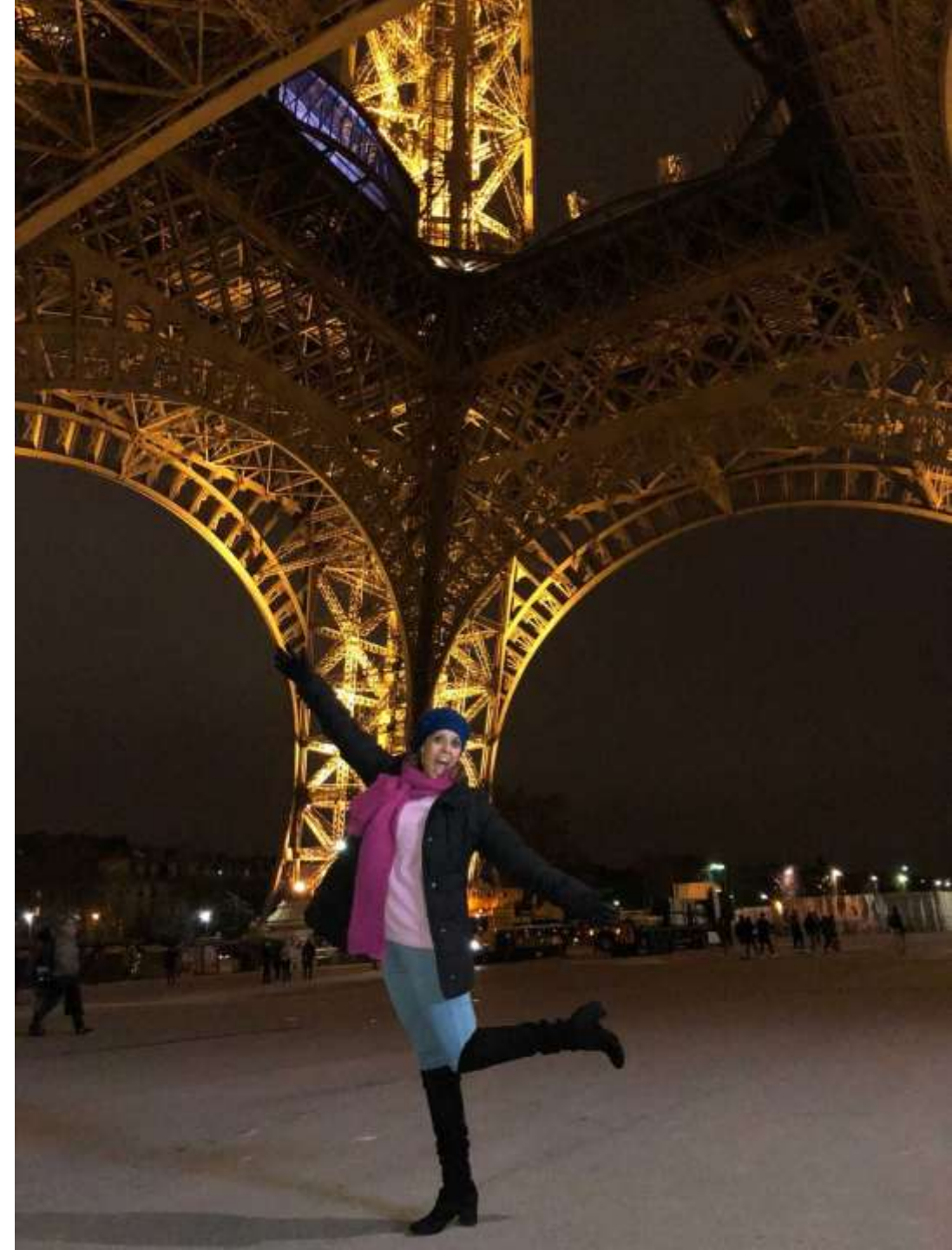
I teach leadership communication, business and management consulting, critical thinking, and The Writing Lounge webinar series. As Associate Director of International Programs, I lead students on short-term business-focused study abroad programs centered on innovation and entrepreneurship. When I'm not teaching, you can usually find me in Trieste, Italy, my home away from home, or running Wines of Italy travel adventure tours.



INTB 470/670: Creating Social Value in Business in the U.K. & France

→ Course Description

We will focus on businesses that create social value for people, communities, and broader organizations and economies. Join us as we visit business leaders and entrepreneurs focused on innovation for a better world, workforce mentorship, ethical operations, and fair practices. Explore the medieval feel of Cambridge, home to one of the oldest, most prestigious universities in the world. Revel in cosmopolitan London where history, art, and architecture inhabit every corner. Relish Paris, the City of Lights, with its tree-lined boulevards, lively bistros, and moody evenings. This trip includes immersive experiences with start-up entrepreneurs, technology leaders, and cutting-edge marketing firms that integrate social value and impact into their organizational strategies.



INTB 470/670: Creating Social Value in Business in the U.K. & France → ITINERARY

Let's look at our 10-day itinerary of business visits, academic presentations, and cultural excursions. And yes, there will be plenty of time for you to explore on your own!

Details of the itinerary may change as planning continues, but this itinerary will give you a good sense of what you'll experience.



Creating Social Value in Business in the U.K. & France

→ Day 1: Wednesday, April 3
CAMBRIDGE

Arrive in Cambridge, England, and check into the Arundel House hotel for a three-night stay. Explore the cobblestoned city center, see Newton's and Darwin's notebooks in the Cambridge University library, or relax a bit before our welcome dinner at The Architect, a traditional English pub!

Meals Included: Dinner

[Click here to see the Arundel House Hotel](#)



Creating Social Value in Business in the U.K. & France

→ **Day 2: Thursday, April 4**
CAMBRIDGE

This morning, enjoy a guided walking tour of Cambridge University, including entry to King's College chapel. In the afternoon, we will visit Cambridge Clean Tech for a presentation and workshop on sustainable technologies. Rest of the day is yours to explore – go punting on the River Cam, devour some fish and chips at the historic Eagle Pub, or climb the famous St. Mary's church for panoramic views of the city.

Meals Included: Breakfast

[Click here to learn more about Cambridge Cleantech](#)



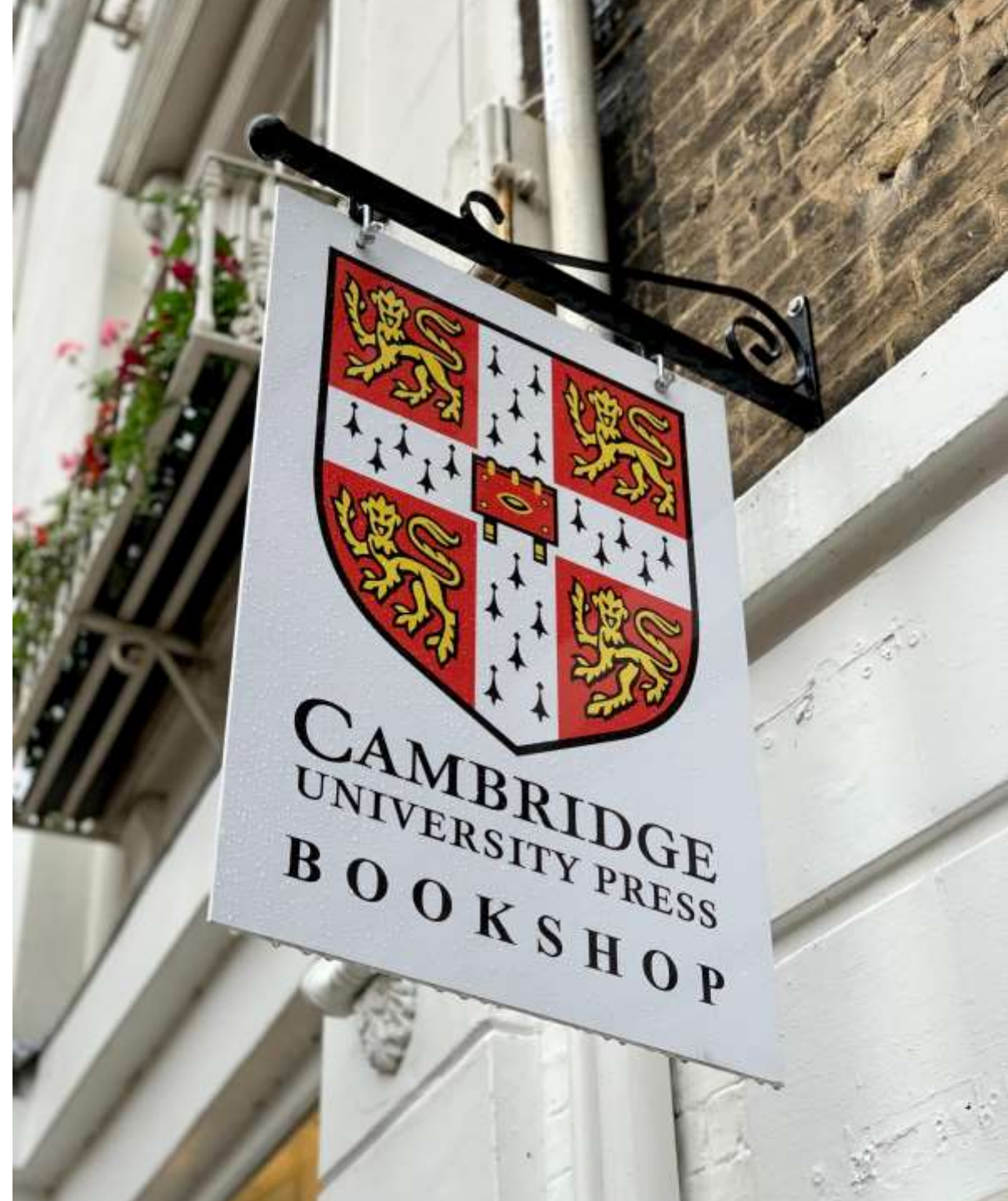
Creating Social Value in Business in the U.K. & France

→ **Day 3: Friday, April 5**
CAMBRIDGE

Visit today to KISS Communications for a discussion of sustainability matters in marketing practices in the UK. Rest of the day is yours to explore.

Meals: Breakfast

[Click here to learn more about KISS Communications](#)



Creating Social Value in Business in the U.K. & France

→ Day 4: Saturday, April 6
CAMBRIDGE to LONDON

Transfer to London via private motorcoach. Along the way, we will stop in Tottenham to visit Redemption Brewery, a “Living Wage London” certified employer, and Prestige Patisserie, a bakery owned by Romanian immigrants who started their business in their own small kitchen and recently were semi-finalists on the Great British Baking Show: The Professionals. Late afternoon arrival at Holiday Inn Bloomsbury for a four-night stay. Receive London transportation tickets.

Meals: Breakfast

[Click here to see Holiday Inn Bloomsbury](#)



Creating Social Value in Business in the U.K. & France

→ **Day 5: Sunday, April 7**
LONDON

Free day to explore London. Students are invited to conduct their field studies. All participants are encouraged to explore London's sights and sounds: visit some of London's famous museums, take a spin on the London Eye, see what's going on at Buckingham Palace, taste your way through Brick Lane's curry shops, see a West End play, or walk along the Thames to see Shakespeare's Globe Theatre. Possibilities are endless!

Meal included: Breakfast



Creating Social Value in Business in the U.K. & France

→ **Day 6: Monday, April 8**
LONDON

Business visits throughout the day today. More details to come. Evening is yours to explore London.

Meals included: Breakfast



Creating Social Value in Business in the U.K. & France → Day 7: Tuesday, April 9 LONDON

Business visits during the day. Details to come. Evening is yours to explore London.

Meals Included: Breakfast



Creating Social Value in Business in the U.K. & France

→ Day 8: Wednesday, April 10
LONDON to PARIS

After breakfast, we will board the Eurostar train to make our way to Paris, France. Upon arrival, we will check in to the Roncery Opera hotel in Paris's fashionable 10th arrondissement. In the afternoon, we will enjoy a guided walking tour of some of Paris's most famous sights and architecture. Evening is free for you to enjoy the City of Lights.

Meals Included: Breakfast

[Click here to see Roncery Opera Hotel](#)



Creating Social Value in Business in the U.K. & France

→ **Day 8: Thursday, April 11**
PARIS

Business visits over the next two days include a farming startup that grows gardens in Paris parking lots, two organizations that focus on teaching computer and coding skills to refugees, and a champagne entrepreneur who supports women-owned businesses in Paris.

Meals Included: Breakfast



Creating Social Value in Business in the U.K. & France

→ Day 9: Friday, April 12
PARIS

Continuation of business visits including a farming startup that grows gardens in Paris parking lots, two organizations that focus on teaching computer and coding skills to refugees, and a champagne entrepreneur who supports women-owned businesses in Paris. In the evening, we will gather for our farewell dinner at a classic Parisian bistro!

Meals Included: Breakfast & Dinner



Creating Social Value in Business in the U.K. & France

→ **Day 10: Saturday, April 13**
Paris

The program concludes after breakfast today. There is an option to extend your stay in Paris, if you would like.

Meals Included: Breakfast



ITIINERARY AT-A-GLANCE

APRIL 3 (Wed)	APRIL 4 (Thurs)	APRIL 5 (Fri)	APRIL 6 (Sat)	APRIL 7 (Sun)	APRIL 8 (Mon)
<p>CAMBRIDGE</p> <p>Check in to Arundel House hotel</p> <p>Welcome dinner at The Architect</p>	<p>CAMBRIDGE</p> <p>Guided walking tour of Cambridge</p> <p>Business visit & workshop at Cambridge Cleantech</p>	<p>CAMBRIDGE</p> <p>Business visit to KISS Communications</p> <p>Rest of day on own to explore or conduct field studies</p>	<p>CAMBRIDGE to LONDON</p> <p>Motorcoach transfer with visits at Living Wage London employer Redemption Brewery and local organic bakers Prestige Patisserie in Tottenham</p> <p>Check in to Holiday Inn Bloomsbury in central London</p>	<p>LONDON</p> <p>Free day to explore London, visit museums, and conduct field studies</p>	<p>LONDON</p> <p>Visits to businesses focusing on creating social value in London (TBD)</p>
APRIL 9 (Tues)	APRIL 10 (Wed)	APRIL 11 (Thurs)	APRIL 12 (Fri)	APRIL 13 (Sat)	
<p>LONDON</p> <p>Visits to businesses focusing on creating social value in London (TBD)</p>	<p>LONDON to PARIS</p> <p>Transfer on Eurostar train to Paris. Guided walking tour on arrival.</p> <p>Check in to Hotel Ronceray Opera in Paris</p>	<p>PARIS</p> <p>Business visit to a farming startup that grows gardens in Paris parking lots & champagne owner who supports women-owned businesses in Paris.</p>	<p>PARIS</p> <p>Visit to organizations that focus on teaching computer and coding skills to refugees</p> <p>Farewell dinner at classic Parisian bistro!</p>	<p>PARIS</p> <p>Check out at your leisure for travels onward or home</p>	

PRICES & CONDITIONS

SHARED ROOM ... \$3,000 - \$3,400
Single Supplement Available

WHAT'S NOT INCLUDED

- AIRFARE
- MEALS NOT INCLUDED IN THE PROGRAM
- INCIDENTALS (Shopping, etc.)



WHAT'S INCLUDED

- 3 NIGHTS AT ARUNDEL HOUSE IN CAMBRIDGE, BREAKFAST & WIFI INCLUDED
- 4 NIGHTS AT THE HOLIDAY INN BLOOMSBURY IN LONDON, BREAKFAST & WIFI INCLUDED
- 3 NIGHTS AT THE RONCERY OPERA HOTEL IN PARIS, BREAKFAST & WIFI INCLUDED
- TRANSFERS BY PRIVATE MOTORCOACH BETWEEN CAMBRIDGE & LONDON, EUROSTAR TRAIN TO PARIS
- DAILY CORPORATE VISITS & ACADEMIC PRESENTATIONS
- GUIDED WALKING TOURS IN CITIES
- WELCOME AND FAREWELL DINNERS
- PUBLIC TRANSPORTATION PASSES IN LONDON AND PARIS
- TRAWICK TRAVEL INSURANCE

The image features a grid of nine panels, each containing a different globe or map. The globes vary in color (blue, green, yellow, orange) and design, some showing continents and others showing more abstract patterns. The text 'FREQUENTLY ASKED QUESTIONS' is centered in a large, white, bold, sans-serif font across the middle panels. The background is a dark blue gradient.

FREQUENTLY ASKED QUESTIONS

WHAT COURSE CAN INTB 470/670 INTERNATIONAL AREA STUDIES REPLACE?

MBA

- INTB 655 Global Environment for Business or equivalent concentration course
- BUAD 696 Strategy Capstone

MSOL

- MGMT 636 Leadership Communication

BSB / BSM

- BUSB 342 International Business
- BUSB 485 Capstone: Analysis & Integration
- Any elective course

MSBA

- Elective course within the program (INTB 670 can sub for INTB 655)



WHAT ARE THE COURSE REQUIREMENTS?

PRE-TRAVEL PHASE →

Pre-departure class sessions and assignments to prepare participants for the experiential learning component of the course

TRAVEL PHASE (on location) →

Business visits, academic lectures and seminars, and cultural activities

POST-TRAVEL PHASE

Integration of learning after travel.

Travel journal and research paper, etc.



WHAT IF I'M TAKING ANOTHER COURSE WHEN THE TRIP OCCURS?

- **Most students take another course during the study abroad. It's OK!** You DO NOT need to choose a trip that coincides with when your course substitution occurs.
- If you will be enrolled in another course during your study abroad trip, **you will need to work with your student success advisor to contact the instructor of the course.**
- Because you may miss a class session, **you and your instructor will complete the “Concurrent Enrollment Agreement”** to determine make-up assignment requirements.
- The completed Concurrent Enrollment Agreement **must be submitted to the Dean's Office before departure.**



WHAT BUSINESSES DO WE VISIT?

- Broad mix of small, medium, and large enterprises
- Universities & not-for-profits
- Startups, accelerators, innovation centers
- Embassy economic briefings & chambers of commerce



Nanushka



STATION F



WHAT SITES DO WE VISIT?

- Major cultural landmarks in cities
- Guided city walking tours & world-renowned museums
- Guided excursions to sites outside cities (national parks, archeological sites, UNESCO world heritage sites, etc.)



WHAT'S INCLUDED IN THE PRICE?

- Ground & air transportation in foreign countries
- Accommodation (double-occupancy) in business-class style hotels
- Foreign tuition and costs associated with business visits
- Admission and accompanying costs for events and cultural excursions included in the program.

↓
Participants arrange their own transportation to the lodging location where the program begins and back home from the lodging location where the program ends.

↓
The School provides a recommended travel agent to assist with bookings, and faculty flight itineraries will be communicated if you would like to travel with faculty members.



ARE THERE SCHOLARSHIP OPPORTUNITIES?

Scholarship and other funding awards are available. Below is a list of recent awards. **All scholarships are dispersed as credit into your student account.**

- Student Leadership Position Grant – \$1,000
- Ahmanson Award for Military & Veteran Students
- Robert Scott Lindsay Memorial Scholarships – \$1,000
- Spatial Initiative Award (Best StoryMap) – \$500
- Roseanne O'Brien Study Abroad Endowment – \$1,000
- Banta Ethics Research Paper Award - \$500



WHAT ABOUT GUESTS?

Unlike programs at other universities, guests (16+) are welcome to accompany you on travel courses; however, since these programs substitute for your 4-unit course, you are expected to fully participate in all scheduled academic activities (lectures, presentations, and corporate visits).

You can join our programs as a guest or alum too!

- Guests are welcome, but not required, to participate in all activities, including business visits and academic lectures.
- Guests under 16 may be permitted under certain circumstances and on a case-by-case basis.
- The trip cost for guests is the same as the trip cost for students. Guests do not, of course, pay tuition.



WHAT ABOUT SAFETY?

- Safety is at the forefront of International Programs, and the School of Business & Society follows all University regulations, protocols, and guidelines.
- All participants are expected to follow guidelines set out by the University and regulations/laws in countries visited.



SEE STUDENTS ABROAD IN ACTION



STUDY ABROAD
South Africa



View the StoryMap
created by a
CONSULTANCY team



Watch the Italy Global
CONSULTANCY in Action



STUDY ABROAD
Portugal & Morocco



Read the Bulldog Blog
about the CONSULTANCY

redlands.edu/BusinessAbroad



DISCOVER MORE



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TAKE THE NEXT STEPS!

Learn More →

redlands.edu/BusinessAbroad

Sign Up →

1. Contact Your Student Success Advisor

Review your program and substitution options

2. Register

Complete the appropriate registration form

3. Make Your Deposit

Contact Chris Mee at

chris_mee@redlands.edu or 909.748.8748

for directions

Scan for
registration forms

