



# BUSN418

## Study Abroad

### 2023

**Take the Capstone Business Class (BUSN418) with a global perspective in Lisbon and Porto, Portugal during the Summer of 2023.**



**We fly direct to Lisbon on May 4th. After a week we will head to Porto for a week. We then head back to Lisbon stopping in Coimbra. We return to the U.S.A. on May 24<sup>th</sup>.**

Open only to business majors who have or will have successfully completed BUSN300, BUSN304, BUSN311 & BUSN323 by May 2023.

**Visit companies that produce port, cork, and ceramics. And spend an afternoon surfing or tasting the local foods.**



**Take the Capstone course in 3 weeks. You will have multiple opportunities of free time to explore the Iberian Peninsula.**



## PRELIMINARY SCHEDULE

Date	Activity	Details	Location
5-May-23	Arrive Lisbon - Settle in	Lisbon and Italy - Experience the Culture and History	Lisbon
6-May-23	Lisbon and Its Culture	Walking Tour of Lisbon. Evening on your own.	Lisbon
7-May-23	Lisbon and Business	Capsim-Global, CPW1.1, CPW1.2, Scholar Module Questions (SMQ), Capsim-Global Questions (CGQ)	Lisbon
8-May-23	External Analysis, Internal Analysis	CPW2.1, CPW2.2, CPW2.3, SMQ, CGQ, Sintra Tour	Lisbon
9-May-23	Competitive Advantage	CPW3.1, CPW3.2, CPW3.3, CPW3.4, SMQ, CGQ	Lisbon
10-May-23	Student time		Lisbon
11-May-23			Lisbon
12-May-23	Travel To Porto	Walking Tour of Porto	Porto
13-May-23	Competitive Advantage	CW1, SMQ, CGQ	Porto
14-May-23	Business Strategy – Differentiation & Innovation	CW2, CW3, SMQ, CGQ	Porto
15-May-23	Corporate Strategy – Integration and Diversification	CW4, CW5, SMQ, CGQ	Porto
16-May-23	Student time		Porto
17-May-23			Porto
18-May-23	Travel to Aveiro	Salt and Seaweed Tour - Old and New Businesses	Aveiro
19-May-23	Travel to Coimbra	CW6, SMQ, CGQ, Tour of the University	Coimbra
20-May-23	Corporate Strategy – M&A, Global	CW7, SMQ, CGQ	Coimbra
21-May-23	Travel to Lisbon	National Palace of Mafra Visit, Capsim-Global Annual Report Year 7	Lisbon
22-May-23	Capsim-Global Preparation	Capsim-Global Annual Report Year 7	Lisbon
23-May-23	Student time	<b>FINAL PRESENTATION</b>	Lisbon
24-May-23	Depart Lisbon, Arrive Dulles	Sleep!	Lisbon
August	Wrap-up	Capsim Peer Evaluation; AACSB Quiz, MFT (if not completed)	CNU