

A scenic view of the Boston skyline across a body of water. The skyline features several prominent buildings, including a tall, blue glass skyscraper. In the foreground, there are sailboats on the water and a small island with trees. The sky is clear and blue.

summer
in boston
JULY 9–31, 2012

THE 8TH ANNUAL

International Summer Institute at Bentley University

Graduate-level Program for Business and Economics Students

BENTLEY
UNIVERSITY



International Summer Institute at Bentley (ISIB)

JULY 9 – 31, 2012

Bentley University, a leading business university located near Boston, offers students an innovative and exciting summer program designed to meet their needs for study abroad in the United States. The program will be offered from July 9 – 29, 2012.

The ISIB will be held on the Bentley campus, located just minutes from downtown Boston. The ISIB provides participants an opportunity to learn about the key prevailing business trends and issues through academic seminars, company visits and meetings with business executives. The program also includes a wide range of cultural activities.

THE ACADEMIC PROGRAM FOCUSES ON KEY PREVAILING BUSINESS TRENDS AND ISSUES: Globalization and the growing importance of emerging markets; the increasing role of social networking technologies in transforming the enterprise; the critical role of global marketing activities, and the growing dominance of service industries on in the global stage triggered by the information technology revolution.

The academic component consists of 60 hours of classroom instruction, or eight ECTS credits, including company visits and roundtable discussion with business executives in seminar format on:

- The Economics of Globalization
- Globalization and The Rise of Multinationals from the Emerging Markets
- Global Marketing Simulation
- Transforming the Enterprise with Social Networking and Web 2.0 Technologies
- World-class Service

ACADEMICS & culture

ORGANIZED CULTURAL ACTIVITIES AND EXCURSIONS WILL BE AN INTEGRAL PART OF THE ISIB. These activities are designed to enhance students' understanding of American culture. Furthermore, students will have ample time to learn about each other's cultures and explore the historic city of Boston. Cultural activities include:

- Excursions into Boston and New York City
- Day trip to the Atlantic coast in the beautiful state of Rhode Island, including an opportunity to relax on the beach
- Sightseeing tour of Boston and New York City
- A Broadway show in New York
- "National Night," a Bentley event where participants introduce their home country culture through a variety of presentations such as skits, dances and songs
- Opportunity to interact with Bentley students who will accompany participants to all cultural activities and excursions



ACADEMIC *seminars*

The ISIB will consist of five seminars focused on key prevailing business trends and issues. All seminars will be taught by Bentley full-time faculty who are experts in their respective fields. The reading materials will include articles from such prestigious publications as *Harvard Business Review*, *Sloan Management Review*, *California Management Review* and trade publications such as *The Economist*, *Wall Street Journal*, and *Fortune*. Case studies from Harvard Business School will also be an integral part of the seminar discussions. Students are expected to complete all the reading assignments prior to the beginning of each seminar. To facilitate student preparation, all reading assignments and cases will be made available to accepted students electronically via the ISIB website. In addition to advanced preparation, students are expected to spend a minimum of 20 hours per week on projects and assignments outside the classroom. Student performance will be assessed through exams, written case reports, hands-on projects, exercises, and class participation.

ECONOMICS OF GLOBALIZATION The objective of this seminar is to gain a better understanding of important economic and social issues of globalization and acquire the skills necessary to understand and interpret economic events from around the world. The seminar will use economic analysis to examine the controversial aspects of globalization and its consequences for developed and developing economies. It will also include a discussion of the evolution of globalization and the role of international organizations in promoting a sustainable global economic growth. The seminar will require participants to read the works of Nobel Prize winners and well-known scholars and come to each class session prepared for class discussions and debates.

GLOBALIZATION AND THE RISE OF MULTINATIONALS FROM THE EMERGING MARKETS Multinational corporations have traditionally originated from developed countries. While globalization has opened new markets for developed country multinationals, it has also led to the creation of new multinationals from emerging economies. This seminar examines the evolution of emerging market multinationals and its effect on competitive strategies of developed-market MNCs. Students will be able to compare MNCs from Brazil, China, India, and Russia and their impact on the global marketplace through case studies and group projects.

GLOBAL MARKETING SIMULATION Global marketing's main job is to create customer value in the global marketplace. This seminar focuses on how managers evaluate global market opportunities and develop market entry and expansion strategies in order to create customer value internationally. The primary challenge is to decide if the marketing strategies will be strictly local, global, or adapted from other markets. Through a highly challenging computer simulation, students gain knowledge of tools for analysis as well as issues related to the structuring and controlling of marketing programs for both global and emerging economies.

TRANSFORMING THE ENTERPRISE WITH SOCIAL NETWORKING AND WEB 2.0 TECHNOLOGIES The Internet has evolved from a communications network to a global computer network that links people, their ideas, and their information. This seminar looks at new technology developments and business opportunities that are possible as the Internet and World Wide Web continue to develop. Using recent white papers, blog posts, and journal articles to provide theoretical background, and hands-on exercises to gain practical experience, participants will investigate social media and social networking tools, cloud computing applications, and data management techniques, to better evaluate how social networking and Web 2.0 technologies benefit both consumers and the enterprise.

WORLD-CLASS SERVICE The service sector is growing significantly in every one of the world's economies, and represents a major portion of the economies in the more advanced countries. In addition, many manufacturing companies now recognize that they can obtain a competitive advantage in the marketplace with their products by providing their customers with outstanding service. For both of these reasons, there has been an increased emphasis in the study of service management. This seminar will provide students with an introduction to the major elements of service management and reinforce these concepts with visits to some of the world-class businesses in the Greater Boston area. These visits will provide students with a firsthand opportunity to see some of these companies in operation and to meet with their managers to discuss how they provide outstanding service to their customers.



HOW TO *apply*

Interested students must submit a completed application and the required documents by **Friday, April 27, 2012.**

For details of the application process and to download an application form, please visit the ISIB website at <http://www.bentley.edu/events/isib>

VISA REQUIREMENTS We will provide supporting letters and documents to facilitate your entry visa into the United States. In general, citizens of countries that fall under the Visa Waiver Program (most European countries) can enter the U.S. without having a tourist visa (B-1 or B-2) stamp in their passport. Non-Visa Waiver country nationals and non-European students currently residing in Europe will need a B-1 or B-2 tourist visa for entry to the U.S., which can be obtained from the nearest U.S. Embassy or Consulate.

TUITION AND FEES

The program fee is US \$3,600 per student and covers:

- Tuition
- All reading materials
- Full room and board on the Bentley campus (three meals per day)
- All organized cultural events and excursions
- Free transportation from Bentley to Harvard Square in Cambridge, where students can access train service into Boston

Travel to the United States and incidental expenses are not included in the program fee. Bank transfer expenses are the responsibility of students.

INSTITUTE *faculty*

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BENTLEY UNIVERSITY is a leader in business education. Centered on teaching and research in business and related professions, Bentley blends the breadth and technological strength of a university with the core values and student focus of a close-knit campus. Our undergraduate curriculum combines business study with a strong foundation in the arts and sciences. The McCallum Graduate School emphasizes the impact of technology on business practice, in offerings that include MBA and Master of Science programs, PhD programs in accountancy and in business, and custom executive education programs. Located minutes from Boston in Waltham, Massachusetts, the school enrolls approximately 4,000 full-time undergraduate, 250 adult part-time undergraduate, 1,400 graduate, and 30 doctoral students. Bentley is accredited by the New England Association of Schools and Colleges; AACSB International – The Association to Advance Collegiate Schools of Business; and the European Quality Improvement System (EQUIS), which benchmarks quality in management and business education.

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