

Study Abroad!

Contemporary Europe Sustainability and the Global Economy

July 7 to July 31, 2009

Riva San Vitale, Switzerland

Field trips to Milan, Lugano, Zurich, Freiburg, etc.

Examines best practices in economic competitiveness and sustainability in Germany, Italy, and Switzerland.

Includes field trips and site visits with businesses, chamber of commerces, urban planning agencies in Milan (Italy), Lugano and Zurich (Switzerland), and Freiburg (Germany).

Open to all graduate and undergraduate students with interests in sustainability, business, global economy, and European studies.

Collaborate with students from Germany while studying in Europe.

Instructor: Dr. Heike Mayer, Associate Professor, Urban Affairs and Planning
Contact Info: via E-mail at heikem@vt.edu or phone (703) 706 8122

Application Deadline: Febuary 1, 2009.

Space is limited, registration will be on a first-come/first-enrolled basis from qualified applicants until all spaces are filled

Cost: The program fee is \$3,900 (subject to change). It includes housing and three meals per day, transportation costs and lodging for field trips, and administrative costs. Students will also be charged summer tuition, and will be expected to cover their own out-of-pocket expenses.

Personal expenses are estimated as follows:

- Roundtrip airline ticket - \$1,400
- Passport - \$100
- Health Insurance - \$50
- Books and supplies - \$50
- Personal expenses* - \$400 (will be affected by individual travel, souvenirs, and other items)

A non-refundable deposit of \$500 is due immediately upon acceptance. The balance of the program fee will be due by June 10, 2009.

Housing: Housing and three meals per day are provided in Virginia Tech's campus in Switzerland, known as Villa Maderni. Students usually stay in double rooms although we may use some triple or quadruple rooms as well. A field trip to Freiburg and Zurich is included.

Course Description:

The focus of the summer study abroad program in Riva San Vitale, Switzerland, is sustainability and the global economy. We will examine the ways in which the global economy operates and how sustainability is practiced at the local level. We will focus on the role of European cities and regions and the ways in which they develop competitive yet sustainable environments. The class will focus on the following two topics: "Cities, Regions and Firms: The Role of the Global Business Environment and Local Economies" and "Sustainability and Cities". The last week of the program will include a workshop with students from Germany. Course numbers are UAP 5954 or UAP 3954 Study Abroad.

Cities, Regions and Firms: The Role of the Global Business Environment and Local Economies

Paris and Milan are the fashion capitals of Europe. London, Zurich and Frankfurt are the centers of the banking industry. Munich and Stuttgart are home to numerous high-tech and biotechnology firms. Cities have always played an important role in the global economy and firms take advantage of being located in regions that are known for their industries. In this class, we will examine the issues confronting businesses in the global economy and we will pay particular attention to the role of urban and regional economies. How do firms operate in the global business environment? In what ways are cities and regions important for the location of businesses? What is the role of local economies? Topics will include understanding geographical, political, cultural, social and economic issues that influence the global and local business environment. Studying in Riva San Vitale, Switzerland, will give us the opportunity to experience Europe. Field trips to Zurich and Milan will allow us to examine the ways in which major European cities function as locations for globally operating firms.

Sustainability and Cities

European cities and regions have been at the forefront of sustainability. We will focus on innovative best practices in sustainable development and examine the economic, environmental and social aspects. We will focus on the Slow Food and Slow Cities movement and visit small towns in Italy and Switzerland. Students will participate in group excursions and independent fieldwork in and around Riva San Vitale.

Instructor: Heike Mayer is a professor in urban affairs and planning at Virginia Tech's Alexandria campus. She specializes in regional economic development, innovation and entrepreneurship, and sustainability.

How to Apply:

Virginia Tech should apply online here, by clicking on the "Apply Now" button at the top of the page.

APPLY ONLINE! <http://www.educationabroad.vt.edu>

The following items are required for Virginia Tech students. They should be submitted to the Education Abroad office at Virginia Tech:

- Submit online application (by clicking on Apply Now button above)
- Signed and dated Program Liability Agreement
- Authorization to Release Information (optional)
- Statement of purpose essay (submit online as a questionnaire)

Contacts for further information:

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For applications and more information:

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