



Ashland University  
Study Abroad Office

## **International Culture & Business Experience in Florence, Italy**

CCI – Course with Study Away  
Spring Break, 1 Week

Ciao!  
Welcome to  
Florence!

## CONTACT

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## HOW TO APPLY

1. Create an account on Abroad Office—<http://ashland.abroadoffice.net>
2. On the left, choose 2022 AU Programs, then International Culture & Business in Florence, Italy page. Click Apply to Program and complete the application information.
3. **Submit deposit**, check made out to Ashland University or debit/credit card, to the Study Abroad Office [Bixler 211] prior to the deadline.

## ABOUT THE PROGRAM

The course, BUS 210 Study Tour: International Culture/Business Experience, is designed to expose students to the culture and concepts used internationally in business. This course is design for students to take in the spring semester. The course exposes students to the history, culture, and business environment of Italy as well as an on-site international study abroad experience to Florence. The international experience will enable students to experience first-hand Italian culture. Business techniques and visit international businesses and cultural sites located within the Florence.

## ESTIMATED PROGRAM COST

**Approximately \$3,175**

(Tentative until flights are booked.)

**INCLUDED:** Airfare, hotel accommodations, breakfasts, 3 lunches and 1 dinner, guides, tips, admission to sites listed as included on the itinerary, in-country transportation, and international health insurance.

**NOT INCLUDED:** Expenses for passport, some meals (4 lunches, 6 dinners) trip cancellation and interruption insurance, ETIAS Travel Visa (\$7-\$9), personal expenses, and optional events listed on itinerary.

## DEADLINES & PAYMENTS

October 15 - \$500 non-refundable deposit due

December 1- Remaining balance charged to AU account

## TENTATIVE ITINERARY LOCATIONS

DAY	DATE	PROGRAM
1	Thursday	Travel from Ohio to Rome on an overnight flight.
2	Friday (miss last day of classes)	Arrive in Rome. Meet your tour guide and transport to Florence by bus. Arrive in Florence and check into the hotel. Cooking class and welcome dinner where you can learn to make your own pasta from experienced Italian chefs.
3	Saturday	Orientation. Guided tour of Florence including Academia gallery and Duomo. Explore Tuscan countryside on board a Fiat 500.
4	Sunday	Optional Big Renaissance frescoes tour. Optional Chianti region tour including wine tasting and Tuscan dinner.
5	Monday	Company Visit: Tuscany region and its position within Italy. Company Visit: Doing business in the U.S. vs. Italy. Optional guided tour of Florence's Uffizi Museum, Palazzo Pitti, and Boboli Gardens.
6	Tuesday	Company Visit: Family business as Italy's economic engine. Company Visit: Local touch, global reach: Business strategies for growth. Optional tour of artisan workshops including jewelry, tapestries, and renaissance furniture.
7	Wednesday	Company Visit: Developing web applications and quality design solutions. Company Visit: Keeping pace with the age of online marketing. Leisure time.
8	Thursday	Company Visit: the balancing act of production and sustainability. Case Study: Contrasting tradition with modernity: putting the 2025 vision into action. Optional cappuccino and espresso course and tour.
9	Friday	Full day trip to Sienna. Farewell dinner in beautiful Italian trattoria.
10	Saturday	Depart for USA.