

Fairleigh Dickinson University

Petrocelli College of Continuing Studies



Machu Picchu, Peru

December 4 – 12, 2009

MADS 6749.81 Marketing in a Global Economy
(Graduate Course)

or

PADM 4564.E1D Managing Culture, Diversity
& Change in a Global Workplace
(Undergraduate Course)

Facilitators – Dr. Paulette Laubsch and William Schuber, Esq.

The School of Administrative Science announces a get-away educational opportunity to Peru. This combines education and travel from December 4, 2009 and return on December 12, 2009.

The class will depart from JFK Airport and fly to Lima, Peru. The online portion of the course will start on October 15 and run through December 15. Part of the coursework will be completed online using the Blackboard system.

The class will attend various lectures and complete various site visits as listed on the attached schedule. Students will have an opportunity to visit public and private organizations to enhance their online learning experience. Students are required to complete pre-class readings, online assignments, and a term paper, as well as the presentation of their papers. A draft itinerary is included.

Information on the graduate (MAS) and undergraduate (BAIS) course offerings is as follows:

MADS 6749.81 Marketing in a Global Economy - The globalization of the world economy has presented challenges for nations and organizations worldwide. The resulting increased competition for resources, markets, and status requires all nations and organizations to sharpen their marketing initiatives to capitalize on their domestic strengths. This class will examine the elements of leadership, strategic planning, and communication necessary to accomplish these goals. Emphasis will be placed on how nations market themselves in terms of commercial development, economic opportunity, culture, and tourism. **(This course satisfies either the Administrative or Analytical & Decision-Making Competencies in the Master of Administrative Science [MAS] program.)**

PADM 4564.E1D Managing Culture, Diversity & Change in Global Workplace - Both the internal and external environments of organizations in the United States are changing rapidly. Many of these changes require managers and human resource specialists to understand how and why diversity influences organizational behavior. This course focuses on the sources of changes which necessitate the effective management of diversity; how work forces, constituencies, clients, consumers, and markets are changing; how more diverse work groups differ from relatively homogeneous work groups; and what organizations can do to ensure that diversity is effectively managed. This course will emphasize culture and cultural differences in employee, management, and organizational behavior.

The estimated prices for the complete tour and course are as follows:

ITEM	UNDERGRADUATE	GRADUATE
Air Fare – Estimated Costs	\$ 950*	\$ 950*
Airport Taxes	\$ 50*	\$ 50*
International Experience – includes hotel, listed tours, meals as indicated, transfers as indicated based on 2 people per room. For a single room, add \$175 to the total.	\$1995	\$1995
Tuition	\$1357.50	\$1461.00
Technology fee For up to 6 online credits	\$ 180.00	\$ 180.00

* Estimated airfare based on current fares. Fares are subject to change.

DATE	ACTIVITIES	INCLUDED
Dec. 4 11:30 p.m.	Depart JFK Airport to Lima Peru	
Dec. 5 Day 1	<p>Transportation from Lima Airport to Hotel</p> <p>CITY TOUR: This excursion offers the best combination of the different attractions in Lima and its different historical periods: pre-Hispanic, colonial, and contemporary. In Lima, there were several different pre-Colombian cultures.</p> <p>During our guided tour, we will explore its history, including PACHACAMAC guided tour of the splendid and vast archeological citadel of Pachacamac. The site is comprised pyramidal temples and enclosures built by successive pre-Colombian civilizations and finally the Incas. Highlights include the Temple of Pachacamac, the Sun God. Shrine, and the Palace of the Chosen Women Virgins of the Sun.</p> <p>Lunch in a typical Restaurant in Pachacamac.</p> <p>Overnight in Lima - Hotel (El Ducado)</p>	<p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p>
Dec. 6 Day 2	<p>Continental breakfast at El Ducado Hotel</p> <p>Transfer to the airport to take a flight to Cusco</p> <p>Reception in Cusco airport and transfer to the hotel</p> <p>Free time on your own</p>	<p>Included</p> <p>Included</p> <p>Included</p>
Dec. 7 Day 3	<p>Early in the morning, begin the excursion to the Urumba Valley, the Sacred Valley of the Incas. English speaking guide.</p> <p>Visit the picturesque Indian Pisac Market.</p> <p>Enjoy the unique atmosphere during a typical lunch.</p> <p>In the afternoon, pass through the Towns of Calca and Urumbamba to visit the Inca Fortress and Citadel of Ollantaytambo, built to guard the entrance to this part of the Valley, and protect it from possible invasion from the tribes in the lower jungle.</p>	<p>Included</p> <p>Included</p>
Dec 8 Day 4 10:30 a.m.	<p>Buffet Breakfast at hotel</p> <p>Transportation from hotel to Ollantaytambo train station and Machu picchu in Backpacker service.</p>	<p>Included</p>

	<p>Reception at the train station and transfer to the Hotel in Machupicchu Town</p> <p>Bus from Aguas Calientes to Machu picchu</p> <p>Access ticket to the Lost City of the Incas</p> <p>Private Guided tour of Machu picchu, the Lost City of the Incas with an English speaking guide.</p> <p>Upon arrival, we'll participate in a guided tour of the citadel, visiting the Main Plaza, the Circular Tower the Sacred Sun Dial, the Royal Quarters, the Temple of the Three Windows and various burial grounds.</p> <p>After the tour you will have free time to stroll around the archaeological site on your own.</p> <p>Bus from Machu picchu to Aguas Calientes</p> <p>from train station to Cuzco Hotel</p> <p>Cuzco hotel Don Carlos</p>	<p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Transportation</p> <p>Included</p> <p>Overnight in</p> <p>Included</p>
<p>Dec 9 Day 5 1:30 p.m.</p> <p>6 p.m.</p>	<p>Free time in morning</p> <p>Sightseeing Tour and Visit to Nearby Ruins</p> <p>Visit the City of Cusco on a guided sightseeing tour visiting the Main Square, the Cathedral and the Temple of the Sun or Korikancha.</p> <p>Drive out of the City to visit the Inca sites of Kenko Tambomachay, Puca Pucara and the impressive Fortress of Sacsayhuaman, strategically built on a hill overlooking Cusco. This fortress is famous for its enormous carved stones, some of them standing over 9m/30 ft tall and weighing over 350 tons.</p> <p>Return to Cusco</p> <p>Free evening. We suggest strolling around the Main Square and enjoy the night atmosphere in some of the many pubs around the Square.</p>	<p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p>
<p>Dec. 10 Day 6</p>	<p>Buffet breakfast at Don Carlos Cuzco</p> <p>Transportation from hotel to Cuzco Airport</p> <p>Flight from Cuzco to Lima, Peru.</p> <p>Transportation from Lima airport to Lima Hotel</p>	<p>Included</p> <p>Included</p> <p>Included</p>

2:30 p.m.	Guided tour to Museo de la Nacion, which houses incomparable artifacts and collections of pre-Colombian art from Peru and the New World.	Included
5:30 p.m.	Return to hotel	Included
9:00 p.m.	Transfer to Restaurant Brisas del Titicaca, where we can appreciate the most culturally significant expressions of the coast and highlands which make Junius the most important restaurant with a deliciously Peruvian musical and folkloric show.	Included
Dec. 11 Day 7	After breakfast, transfer to the Catolica University for lectures Lunch on your own Free evening	Included
Dec 12 Day 8	Free morning Transfer to airport to return to the United States	Included

Registration for the class and reservations for the trip requires a \$250 refundable deposit made payable to FDU and a completed registration form to hold your space in this class by October 10. You will be given instructions concerning the remainder of the trip money and due dates. Mail checks to School of Administrative Science, 1000 River Road H-DH 2-13, Teaneck, NJ 07666. You will receive acknowledgement of the receipt of your deposit. Registration for the class can be completed by faxing a completed registration form to the School of Administrative Science (201-692-7179), by fax at (201) 692-7179, or through the online process (<http://webadvisor.fdu.edu>), but the space will not be held without a deposit.

Registration for the course will occur during the normal registration period. For more information, contact Lorraine Nienstedt (201-692-7172) or Dr. Paulette Laubsch (201-692-6523) at Fairleigh Dickinson University, or by email at niensted@fdu.edu or plaubsch@fdu.edu.

For individuals who are not enrolled in either the MAS or BAIS programs, you can enjoy the trip, site visits, and lectures in Peru as part of the group. There would be no online requirement, but registration will be through FDU Continuing Education. For information, you can email ceinfo@fdu.edu and for payment, call 201-692-6500 to make your \$250 deposit by credit card by October 10.

DO NOT book your flight until advised to do so. You will be informed as to whom to contact and the specific group information for the special rate.