

International Field Trip Miami Study Week 2017



Doing Business in USA

Fourteenth annual MBA Seminar at Barry University with the topic "Quest for Value-Added Innovation"

One week to *live a Barry Life*, to experience the **real campus feeling, joining lectures** and **visiting companies** in America

Living the American life **directly at the Miami Beach**, where the heart of the Sunshine State Florida beats

Getting an authentic impression of the **American way of living, studying, acting** and especially the difference of **interpersonal cooperation**

Key Facts

Participants: Prof. Dr. Werner Fees and Prof. Dr. Kai Uwe Wellner

6 MBA students, 1 MIFE student and 19 BW Master students with different study specialization = 26 students

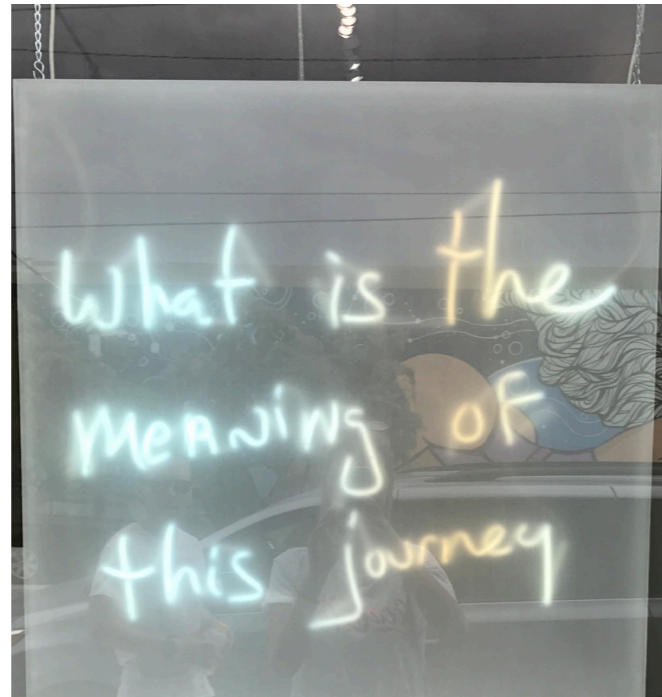
All of us had to apply for the trip and were luckily chosen.

Good English language skills were obligatory but a certain certificate wasn't necessary to be provided.

Time: 26.02.2017 – 04.03.2017

ECTS: 6 (50% exam & 50% presentation in summer semester)

Before the trip: Two sessions took place at TH Nürnberg to provide us students with information about the program, costs, participation, hotel and car booking.



About Barry University

Barry University in Miami Shores, Florida, is one of the largest private catholic universities in the southeast

One of "America's Top Colleges" rated by the Forbes magazine

50 Undergraduate and Graduate Programs in School of Professional and Career Education, arts and sciences, business, communication, education, graduate medical science, human performance and leisure sciences, law, natural and health sciences, nursing, psychology, social work and theology

Round about 9000 students



To emphasize some early birds (a.o. the Professors) started every day with a jogging or sport session.



Sunday February 26th, 2017 The day before tomorrow – Delays, missing program & Get-together

After all participants arrived individually at the Hostel Tropics in Miami Beach the first mandatory meeting took place at the hostel pool at 6 pm.

(Because of flight delays and other reasons Prof. Dr. Wellner and a few participants arrived not in time and couldn't take part ;-)

Prof. Dr. Fees informed us about the still not existing program which we got the following day from the Barry University and we arranged our meeting in the hotel lobby for the following day at 10:30 am.

We finished the day together at the **outdoor hostel kitchen** with nice conversations, milkshakes and games. This evening was the ice-breaker and everyone got familiar with each other.



Monday February 27th, 2017 Welcome day – Introductions, eating...eating & first lectures

During the whole week the day started with a substantial breakfast. It was habit, that everyone prepared his breakfast individually (muesli, sandwiches, eggs @hostel kitchen, Starbucks, Subway,...)

Lessons learned: A good student shares his food with the professor!!

At 10:30 am the different car pools (a big pickup included ;-)) drove to Barry University, which was located 13 km away.

After assistant Dean of the Andreas School of Business, Dr. Orlando Baretho, gave us together with other professors and staff members a **warm welcome**, we had a delicious sponsored **Luncheon**.

We had a great choice of pasta, sandwiches, burritos, chips, fruits, cookies as well as drinks and water.



Next to the week program everyone received a notebook of the Barry University as present.

In the following Barry University's Undergraduates lead us on a **campus tour** from 1:30 to 2:30 pm.

Before the first lecture we had free time for one hour. Some of us spent the time with shopping at the University own shop, watched the training of the very successful tennis team or drank a cup of coffee at the Cuban coffee shop or the University's own Starbucks.

From 3:30 to 5:00 pm Dr. Charles Evans, professor of finance and economics and an expert in bitcoin case held our **first lecture**. The focus of his lecture was to give us an overview about the virtual currency bitcoin.

To be prepared for the long night lecture from 6:00 to 9:00 pm, we all were invited for **dinner** at Barry University's Cafeteria. Everything a student's heart desires was offered! Really everything: pizza, pasta, lasagna, burger, sandwiches, soup, salad, muesli, fruits, desert, ice cream, soft drinks...

It felt like rolling to the last **lecture** of the day with Dr. Nicole Castater, also professor for finance and economics. We took part at her financial class. Today's topic was "Comparing the Models of Microfinance".

Surprisingly the session already ended at 7:00 pm and the girls had enough time to prepare for the *free night out in a limousine*. (Next day was a free day ;-))

Tuesday February 28th, 2017 Tuesday – Choose Day

We had the **free choice** how to spend our day. Some went for sunbathing to the beach, others visited the Everglades and the rest made a boat tour to the famous Miami Star Island and Miami Downtown.



Wednesday March 01st, 2017 The perfect match – lecture preparing @ the beach and afternoon university sessions

As assiduous students do, we **prepared two case studies at the beach**, which were handed out on Monday.

These two papers dealt with the *Alibaba group* – the Chinese Amazon, *Baidu* – the most dominant Chinese search engine and *Tencent* – an universal online platform.

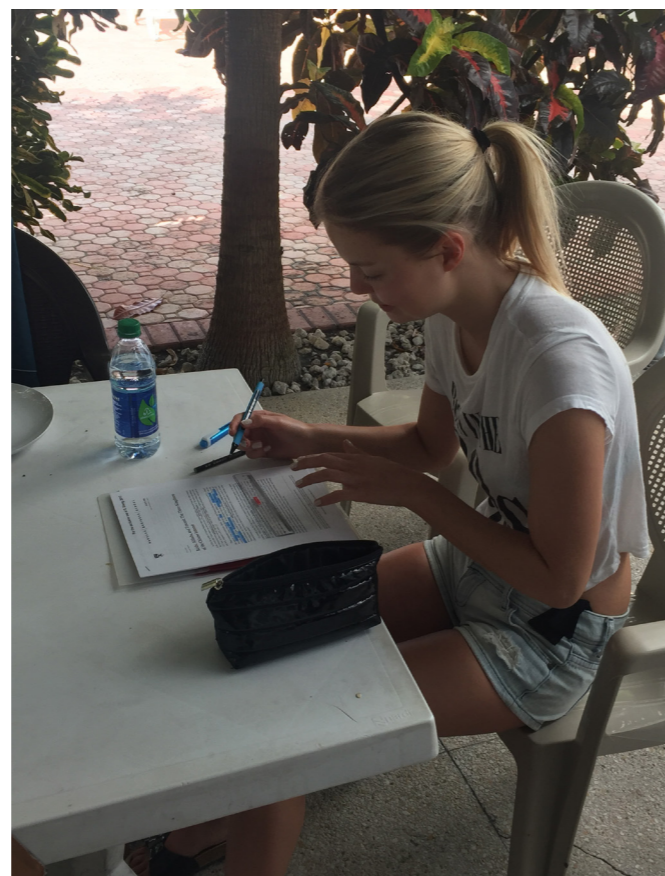
After studying and sunbathing our first lecture started at 4:00 pm. Dr. Stephen Morrell (Professor of Economics and Finance) and his students gave an overview of their long-term project: **Student Managed Investment Fund (SMIF)**.

The students task is to manage the investment of 0,5 million US\$, which is owned by Barry University. They combine experimental learning and collaborative service (e.g. teaching at high school about finance).

Another part of the lecture was the **presentation of two Bloomberg guests** about “How to get a job after school” with more or less helpful tips :-D – typical American.

From 5:30 to 6:30 pm we had a **social mixer** with several professors and students of Barry University. While talking some snacks were offered.

The day ended with the **lecture of Dr. Roman Wong and Dr. Shirley Sheng**. Therefore we prepared the two case studies in the morning. Firstly they presented us the facts about China today and the key business of the Alibaba business group. Following this we had a **group work with American students**, regarding different tasks about the two case studies. Every group had to present their results afterwards.



Wynwood the Design district of Miami



Thursday March 02nd, 2017
Cold as Ice – Freezing in Miami
(Sunshine State!)

Today we had our first company visit. Our destination was **Flora Logistics of Miami Inc.** which offers “one stop shop” services to meet any and all logistics and transportation needs of other companies.

“Mama dog” Linda Nunez welcomed her baby dogs (us) and guided us with detailed information through their facilities (210,000 square feet of temperature controlled space and 57,000 square feet of “dry” cargo space).

Thank god we were warned to wear our warmest clothes, because the temperature in the building was only 2 degrees celcius.

We had the chance to ask every kind of question and got detailed answers.

After the company visit we had enough free time. **Shopping at Dolphin Mall**, visiting **Wynwood** (the design district of Miami) or playing **Lasertag** were on our schedule.



Friday March 03rd, 2017
It's the final countdown
Company visit, final exam and
farewall party

On our last day we got the chance to visit **Port Everglades**. After we all finally received a seaport security identification card,

Maisy Albert (member of the ports' management) showed us a video with the most important facts about the so called “Powerhouse Port of Florida”. Port Everglades is one of the top three cruise ports in the world, is among the most active containerized cargo ports in the United States and South Florida's main seaport for petroleum products such as gasoline and jet fuel. The presentation also contained the planned roadmap for future growth and what priority expansion projects will take place.

After the detailed introduction we were allowed to go up to the **Harbormaster Tower**. Chief Harbormaster Conrad Strong showed us his daily business at work and his tasks. The harbormaster directs all traffic at the port. Communicating via VHF radio, he tells ships where to tie up and keeps them moving in and out on schedule. In addition to the harbormaster's office, the tower houses the port Operations Division and some security functions. Mr Strong patiently answered all of our questions and we really felt his enthusiasm for his job. We all carry the memory of the magnificent view over the whole port.

In the following hours we all drove back to our hostel to write an one hour **exam** about the week. The exam was created and graded by the professors of the Barry University.

As if to say: **Business before pleasure**, we ended our day and our marvellous week with numerous new impressions and experiences with a great **farewell party** at our hostels' outdoor kitchen and pool. Every participating student and our German Professors attended our little party. You could describe that evening with this view words: Family pizza, drinks and milks-hakes, appealing conversations, playing beer pong and having fun together.



Travel Suggestions
What some of us did before
and after the trip

Most of us students combined the one-week Study Trip with a longer stay in the US. There are innumerable options. In the following we present some of them:

- 2-day Trip to the Everglades (spending the night in Homestead) and one day / night in Key West
- Cruise to the Bahamas
- Visiting Orlando
- Trip to Cuba and Mexico
- 5-day trip to New York
- 1 week in Seattle
- Titusville - Kennedy Space Center
- Crystal River – Snorkeling with Manatee
- Gulf Coast: St. Petersburg, Naples



Honest Feedback of the participants – “We all need people who will give feedback. That's how we improve” Bill Gates

„The best on this trip was the team spirit between the students”

„In general the program is good with different forms of lectures, communications and company visits”

„Lectures with American students”

„Two very interesting company visits”



„Getting together with other international students”

„We understood each other very well and stayed together at Tropics Hostel”

„A lot of free-time (for sights)”

„The group was fantastic, we got along very well together and had a lot of fun”

„I would have liked more insight into the american way of studying by participating in „real“ lectures at university and more exchange with american students“

„Lectures could be held more interesting, maybe with some topics that fit our study content“

„Charter a bus (at least for the excursions) so we can go and leave there together“



„No schedule / timetable before trip to Miami“

„The program is too short, it could be extended to two weeks“

„No group introduction at first day“

„Lectures should focus more on the relations between Germany and USA“

„Meet and greet before Miami to get to know each other“

Feedback of the Professors:

Prof. Dr. Werner Fees:

Altogether: Very good atmosphere, no inconsistencies, good mood.
Everybody followed the rules.
Lectures were partial to weak.
Company visits were good, especially Port Everglades.

Everybody from Barry University and the companies were very kind to us.

For future: more America- / US-subjects, e.g. comparison of USA/GER (Business) Party not in the end, but at the beginning

Prof. Dr. Kai-Uwe Wellner:

Wonderful studentgroup with fantastic field trips to the harbormaster of Port Everglades!

Fantastic Campus at Barry University!

Supersporty Professors, that do not only challenge the students intellectual!



Tips & Tricks

Organize a **meet and greet before** the trip, to get to know each other.

Stay altogether at **Tropics Hostel** (very well located and fair prices, you don't have to bring bedlinen with you).

„Artdeco“ is the cheapest supermarket two streets away from the hostel.

Another supermarket is the **CVS** in the Lincoln Road (One street away, look out for the beer offers there ;-)).

Use the **fridges at Tropics**, they work very well.

Dolphin Mall is perfect for **„bargain hunters“**.

You get **real authentic American** breakfast & dinner at the „Diner“ in the 11th Street.

Buy the big **canister of water** and not single bottles or sixpacks.

If possible chose a driver for the **rental car** aged above 25, it is cheaper then; check out offers from travel agencies, they have sometimes better insurance conditions and are not necessarily more expensive than internet offers.

We can recommend the free App „Here WeGo“ as **Navi**.

Use the **parking garage** in the 16th Street, right next to the Tropics, it's the cheapest and nearest.

You can use **„Uber“** for the days without lectures, for getting to Barry University take a rental car.

Partying at Mango's Tropical Café or Clevelander Bar on the Ocean Drive (only 5 min by feet from Tropics).

Take a **Creditcard** with you.

Be aware most **prices** in restaurants are without taxes, in addition a tip of 15-20% is expected.

Reworking Sessions

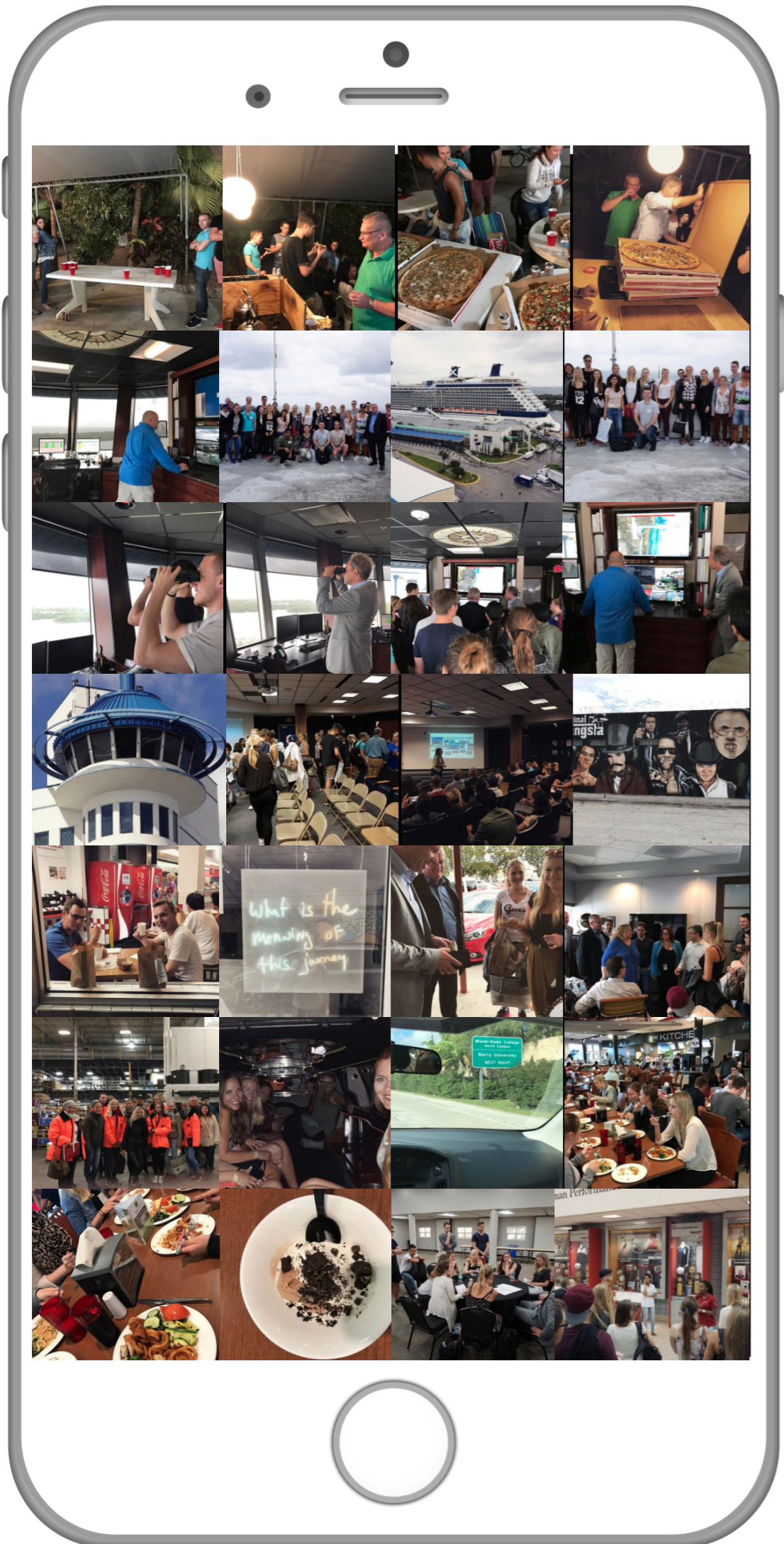
In the following Sommersemester 2017 four reworking sessions at Technical University in Nuremberg with Prof. Dr. Kai-Uwe Wellner took place. The goal of these sessions was to get a **background knowledge concerning the American economic situation, especially in relationship to the German market.** In the interactive course the students held presentations about:

- Values, Beliefs, Attitude of the young generation comparing USA and Germany (Politics, Leisure Time and Internet, Finance, Work and Family)
- Practical example of a German mid size company doing business in the USA – chances and risks (Sandler AG)
- Practical example of an American mid size company doing business in Germany – chances and risks (Office Depot)
- Chances and risks of industry 4.0. Readiness of 4.0 of US and German companies. Comparing chances and risks.

The course was complimented by the deep market knowledge of Prof. Dr. Wellner and his presentation about German companies doing business in the USA with the example of ALDI.

All in all we can say it was a pleasure to be part of that study trip. Sincere Thanks to Mr. Prof. Dr. Fees and Mr. Prof. Dr. Wellner for enabling us to live the Barry way of life and for the priceless experiences we could gain in the US.





For all the pictures and hashtags follow

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