PLEASE NOTE...
Applications for IM845 and IM851 will be accepted via e-mail beginning November 5, 2009 at 7:00 a.m.

Evaluation Process
Applications will be reviewed over a 1-2 week time period, and you will receive notification via e-mail of your enrollment status once a decision has been made.

If admitted, the GPO will manually register you for the field seminar course.

ADDITIONAL NOTES...
Check your program requirements against the dates of the seminar.

Eligibility
The field seminars are open to Full-Time MBA and PEMBA students. However, CHECK YOUR PROGRAM REQUIREMENTS against the dates of each seminar. In particular:

- **First Year MS·MBA students**: The dates of your summer intensives will present a conflict with the Asian and European field seminars.
- **First Year cohorted PEMBA and BU North PEMBA students**: The dates of your summer course schedule will present a conflict with the dates of the field seminars. Therefore, you may want to consider applying for one of the 2011 field seminars.

If accepted, should I register for this as a spring or summer I elective?
If accepted, most full-time students will want the GPO to register their field seminar as a spring elective, as the credit hours for the course would fall within their full-time tuition credit parameters and would not require the student to pay per credit hour for the course.

PEMBA students can register for a field seminar as they see fit. Many choose to register for summer I based on their employer’s tuition remission benefits.

Graduation and Commencement:
Any student who is eligible to graduate in May or September 2010 may participate in the May 2010 Commencement Ceremony. Upon completion of the seminar requirements, their degree will be conferred in September 2010, after the close of the summer term.

Application checklist
In order for your application to be considered complete and eligible for review, the following documentation is required:

- Completed Application Form—Must be submitted electronically to the appropriate GPO Advisor (as listed below)*
- Resume—Must also be submitted electronically to the appropriate GPO Advisor (as listed below)*
- $500 NON-REFUNDABLE Deposit (made payable to Boston University)—Must be submitted within 48 hours of submitting this application form to the Graduate Programs Office or you will no longer be eligible for consideration. Deposit will be cashed upon acceptance into the course.

Student Information
Name: ___________________________________________________________
BU ID: ___________________________________________________________
Phone: ___________________________________________________________
E-mail: ___________________________________________________________

Gender:
- Female  ☐ Male  *(For hotel room assignments)*

Concentration:
- IM  ☐ PNP  ☐ Other _____________________________________________

Please specify:
- Domestic  ☐ International
- Full-Time  ☐ PEMBA

Anticipated Graduation Date: _______________________________________

* I wish to apply for (check only ONE box below):
- IM845—Asian Field Seminar
  send to David Veira at dveira@bu.edu
- IM851—European Field Seminar
  send to Emily Libby at emilyfl@bu.edu

For the following semester:
- Spring 2010  ☐ Summer-1 2010
IM845 Asian Field Seminar

How do we prepare for the emerging opportunities and challenges that China’s economic development and Asia’s growing presence continue to create? This two-week seminar through six cities in China and Korea provides future global business leaders with an opportunity to contemplate answers to the above question. Students will visit companies (both multinational and local) competing in this dynamic market, meet governmental officials to hear about policies and implications, learn from local MBA professors about what they see our strengths and weaknesses are, participate in real market activities, and develop a global network of knowledge with local MBA students and BU alumni in the region. Through this process, students will deepen their understanding of the unique nature of opportunities and challenges in the region, become more comfortable with the myriads of cultural and communicational details, and explore professional opportunities located in the region.

Two pre-departure sessions will introduce students to the recent development and future trajectories of the regional economies, along with key elements in competing in the markets. Students will also be required to select and develop in-depth research agendas during the pre-departure sessions. These research agendas will work as the guiding framework for each student during the program.

Field Seminar Dates: TBD

Pre-Seminar Meetings: TBD

IM845 Contact Information:
- David Veira, Assistant Director—Graduate Programs Office, dveira@bu.edu, 617-353-4875
- Jay S. Kim, Associate Professor of Operations and Technology Management, jkimjr@bu.edu, 617-353-9749

IM851 European Field Seminar

Do you have an interest in the current issues firms and consumers face in the new European environment? Would you like to gain a better understanding of the opportunities and tensions stemming from a broad European project with 27 member states, a single European currency, and increased emphasis on privatization of traditionally state-owned corporations? These are some of the issues that the European Field seminar addresses. The seminar aims at increasing your overall knowledge of the European economies and markets.

Following two preparatory meetings in Boston, the participants will travel to four European countries (Netherlands, Belgium, France and Hungary). During two weeks in the field, we will meet with business leaders and policy makers in cities such as Amsterdam, Brussels, Leuven, Paris, and Budapest. Visits are varied and touch on a broad range of industries and business issues, including macroeconomic policy, European integration, finance, marketing and communication, operations management, international trade, business culture, etc. For example, in past sessions, students met with policy makers at the European Commission and with executives from the world’s largest brewer, InBev, the global retailer, Carrefour, or the automobile manufacturer, Audi. We also have a meeting in the financial sector (Euronext), consumer packaged goods (L’Oreal, Pepsi), and high-tech (Business Object).

Field Seminar Dates: May 24 – June 5, 2010

Pre-Seminar Meetings:
- Saturday, May 1, from 9 a.m.-12 noon;
- Tuesday, May 11, from 6-9 p.m.; and
- Wednesday, May 12, from 6-9 p.m.

IM851 Contact Information:
- Emily Libby, Assistant Director—Graduate Programs Office, emilyfl@bu.edu, 617-358-2788
- Frederic Brunel, Associate Professor, Marketing, brunel@bu.edu, 617-353-4609