

The program is supervised by Professor Hermel

June 12 Sunday	June 13 Monday	June 14 Tuesday	June 15 Wednesday	June 16 Thursday	June 17 Friday
<p><i>Arrival in Washington, DC</i></p> <p>THE GRAHAM GEORGETOWN 1075 Thomas Jefferson St NW Washington, DC 20007</p> <p>GEORGETOWN UNIVERSITY 37th and O Street, NW Washington, DC 20057</p> <p>WiFi On Campus GuestNet / no password needed</p> <p>CIED / GEORGETOWN 2115 Wisconsin Avenue, NW 4th Floor Washington, DC 20007</p> <p>WiFi @ CIED Building GU_Visitor / password: qnF4ddzzRtBX8</p>	<p>8:00 <i>Walk on your own to Georgetown University 37th and O Street, N.W. Washington, D.C. 20057</i> « See map on the back of the itinerary »</p> <p>8:30 <i>Meet CIED Representative at the Campus Main Gates for the Tour of Campus</i></p> <p>9:30 – 10:30 Introductory Lecture Prof. Philippe Hermel, Program Academic Director Maguire Hall, Classroom 101</p> <p>10:30 – 12:30 LECTURE: GLOBAL MARKETING Prof. Charles Skuba Maguire Hall, Classroom 101</p> <p>12:45 – 14:00 Business lunch with Program Director, Prof. Hermel Faculty Club Restaurant</p> <p>14:30 – 17:00 LECTURE: STRATEGY, CHANGE & INNOVATION Prof. Luis Bitencourt Maguire Hall, Classroom 101</p> <p><i>FREE TIME / DINNER</i></p>	<p>9:30 <i>Walk on your own to Georgetown University</i></p> <p>10:00 – 12:00 LECTURE: FUNDAMENTALS OF AMERICAN POLITICS Prof. Eric Langenbacher Maguire Hall, Classroom 101</p> <p>12:00 – 13:00 <i>FREE TIME / LUNCH</i></p> <p>13:00 – 15:00 LECTURE: AMERICAN BUSINESS CULTURE AND DIGITAL CULTURE Prof. José Luis Guerrero- Cusumano Maguire Hall, Classroom 101</p> <p><i>FREE TIME / DINNER</i></p>	<p>NOTE: <i>No jewelry of any kind. No high heels. <u>Please wear close-toed shoes with rubber soles, and pants are required.</u></i></p> <p>7:45 <i>Meet in front of hotel for departure</i></p> <p>8:00 <i>Bus departure</i></p> <p>9:30 – 11:30 SITE VISIT: PRIVATE TOUR & BUSINESS MEETING FASHIONS UNLIMITED INC. Tour and meeting with Philip Spector, President & CEO 1100 Wicomico Street Baltimore, MD 21230</p> <p>12:30 – 13:40 LUNCH / FREE TIME Westview Promenade 5223 Buckeystown Pike Frederick, MD 21704</p> <p>14:00 – 16:00 SITE VISIT: PRIVATE TOUR & BUSINESS MEETING FLYING DOG BREWERY Tour and meeting with Jim Caruso, CEO & Co-Owner 4607 Wedgewood Blvd Frederick, MD 21703</p> <p><i>Return to hotel at approximately 17:15</i></p> <p><i>FREE TIME / DINNER</i></p>	<p>9:15 <i>Meet in front of the hotel with CIED Representative who will assist you with the DC Circulator Bus to CIED</i> Bring \$1 – Cash Only</p> <p>10:00 – 13:00 LECTURE: CASE PRESENTATION & CORPORATE SOCIAL RESPONSIBILITY Prof. José Luis Guerrero Conference Room G308 2115 Wisconsin Ave, NW Washington, DC 20007</p> <p>13:00 – 14:00 <i>FREE TIME / LUNCH</i></p> <p>14:00 – 17:00 LECTURE: INTERNATIONAL BUSINESS NEGOTIATIONS Prof. Douglas McCabe Conference Room G308 2115 Wisconsin Ave, NW Washington, DC 20007</p> <p><i>FREE TIME / DINNER</i></p>	<p><i>Please check out of your hotel and store your luggage in the storage room of the hotel</i></p> <p>9:15 <i>Use DC Circulator Bus (\$1) for transportation to CIED</i></p> <p>10:00 – 11:30 PROFESSIONAL BRIEFING: With Mary D'Amato, Owner of 3-D Coaching & Consulting, LCC Conference Room G308 2115 Wisconsin Ave, NW Washington, DC 20007</p> <p>11:35 – 12:45 <i>FREE TIME / LUNCH</i></p> <p>12:45 – 15:45 LECTURE: MANAGERIAL INTERPRETATION OF CROSS CULTURAL CONTEXTS Prof. Philippe Hermel Conference Room G308</p> <p>15:45 – 16:00 Program Evaluation Conference Room G308</p> <p>16:00 – 17:00 Certificate Ceremony & Cocktail Program Director, Prof. Hermel and CIED Representatives Multipurpose Room 186</p> <p>Depart Washington, DC</p>