

The Program's History

The CIDD International Summer Program began in 2004 in an effort to provide students from CIDD partner institutions the opportunity to learn about U.S. business practices, economy & culture through an engaging study experience at Coastal Carolina University, located in Conway, South Carolina (USA). Participants learn about the U.S. business environment from a global perspective and improve their English oral and written skills. Students are also assigned to work on a consulting project for a local organization. At the end of the program, they write and present a consulting report. Coastal Carolina University is located near Myrtle Beach, which is one of the largest beach resort areas in the United States.



Who Can Apply to this Program?

Students who apply for this program should be working towards an undergraduate degree in business, economics, or a related field in a CIDD (Consortium of International Double Degrees) member university. Applicants must be able to proficiently communicate and follow instructions in English, both orally and in writing. The International Programs Office at your university should verify that you are proficient in English and can advise you on your eligibility to participate.

How to Apply for this Program?

The Application deadline is May 1, 2018. Before you apply, ask the International Programs Office at your home university to verify that you are eligible. Then complete the form at <http://coastal.questionform.com/public/ISS>. We will contact you after you complete the online application with additional instructions including how to pay for the program. If you have any questions, please contact Dr. Yoav Wachsman (see below).

Dr. Yoav Wachsman

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Contact for Students in Mainz

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Consortium of International Double Degrees

2018 International Summer Practicum

22 July- 10 August, 2018



E. Craig Wall Sr.

College of Business Administration

Coastal Carolina University

Near Myrtle Beach, South Carolina

What is the CIDD Program like?

Participants in the CIDD International Summer Program will learn about American business practices, economy, and culture from a global perspective. Students will attend a series of seminars designed for this program that are presented by Coastal Carolina University faculty. The participants will meet students from other European countries as well as from the U.S. Students will visit a local company, and go to the Myrtle Beach Area Chamber of Commerce (an organization that supports business and promotes tourism in the area). Student work in teams with local organizations. They will conduct experiential studies for the organization, learn about the organization and create a consulting report for the company. Students will also participate in fun activities during the week like golf lessons and a visit to Brookgreen Gardens, which has the largest collection of American sculptures in the world.



Myrtle Beach (20 minutes from campus)

Examples of Consulting Projects

Chamber of Commerce

The Chamber of Commerce helps support local businesses and helps promote Myrtle Beach as a tourist destination. The students will work in a team to consult the Chamber how to attract more European tourists to the Grand Strand.

Coastal Carolina Athletics

The Athletics Department at Coastal Carolina University is responsible for managing and promoting the university sport teams while complying with NCAA rules. The students would consult the athletic department how to attract and retain students from abroad.

Burroughs and Chapin

Burroughs and Chapin is a development and operating company specializing in tourism, commercial and residential real estate. Students would learn how the company operates its many attractions and create a consulting report as to what other attractions it can create.

Program Costs & Dates

The program cost is 1,450 USD, which covers the workshops, activities, lodging on-campus in a shared room and most meals. Students are responsible for their airfare, car rental, shopping, and medical expenses. You should arrive at Myrtle Beach International Airport (MYR) by **July 22, 2018, but will have a room available starting on July 22.** Coastal Carolina University is not responsible for your housing arrangement before or after the program's dates. **Full payment is required by June 1, 2018.**



Grading / Participation:

Participants will work in teams to produce a consulting report for a local organization. They will be graded based on their written report and oral presentation. Participants are expected to:

- Attend all of the workshops
- Complete 3 reflective reports
- Complete a consulting report as a team
- Deliver a team presentation to professors and company reps

Certificate

Students who successfully complete the program will receive a certificate noting Continuing Education Unit credit from Coastal Carolina University with an American grade. Students are typically able to get 4 to 6 ECTS credits at their home university for this program. If you are in Hochschule Mainz, please check with Dr. Elke Lassahn for more information. Students from other institutions should check with their international office.