

## 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, 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.



Participants in the CIDD Summer Program

*"What I liked most about this program was the cultural experience, company visit, getting to know other students, discovering American life, interviews with American students, group trips and visiting the golf course."*

## 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, 2017.* 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**  
Coastal Carolina University

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Consortium of International Double Degrees

## 2017 International Summer Practicum

23 July- 11 August, 2017



**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). Each student will also be assigned to a local organization. They will conduct experiential studies for the organization, learn about the organization and work in a team to 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.



Golf lesson at Hacklers Golf Course

## 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 23, 2017, 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. An initial payment of 500 USD is required by **May 1, 2017 and full payment is required by July 1, 2017.** Withdrawals from the program received, in writing, before **June 1** will receive a full refund. Withdrawals from the program after that date will forfeit \$500.



## Grading / Participation:

Participants will pair up and write a five to eight page (1.5 spacing) essay in English about a topic in human resource management, multinational management, the global economy, or corporate responsibility. Essays must be submitted by **July 1** to [yoav@coastal.edu](mailto:yoav@coastal.edu). We will e-mail you more information about the essay later. Additionally, students must also:

- Attend all of the workshops
- Do experiential studies at a local organization to learn about its operations
- 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. Check with Dr. Elke Lassahn for more information.