An important part of our International Business in Prague and Warsaw Study Abroad program is the development of a research paper or project related to your field of study and our upcoming international experience. By choosing a topic that is relevant and of personal interest, you will expand your knowledge of Central European business topics before, during and after our trip.

**Topic and Approval**

Your task is to research a relevant aspect of business in the Czech Republic or Poland. Consider a topic related to your major and/or a business-related question or topic that intrigues you. Look over the itinerary to get ideas about the types of organizations we’ll be visiting. The readings provided on our website may also give you some ideas about potential projects.

For example, you may want to examine the advertising industry in Poland. You could do that by first examining the information available in the WMU library databases, supplemented by conversations with contacts you make during our pre-trip meetings and in-country visits. If you are interested in Finance, you could examine the banking industry in the Czech Republic, the economic climate for business, etc. You might also want to examine a particular industry in Central Europe: the auto industry, food marketing, manufacturing, etc.

Many of you will want to write a traditional research paper about an intriguing topic. Others may want to develop a project that does not necessarily fit into a paper format. Both approaches are acceptable, but make sure your topic and approach have been approved before proceeding.

**Format & Timing**

By April 15, 2010 you will need to obtain written approval for your research plan from one of the program directors. Starting in mid March, email a one-page project proposal to one of the Directors.

*For topics related to Finance, Economics: Dr. Balik, Robert.balik@wmich.edu*

*For topics related to Marketing, Consumer Behavior, Advertising: Dr. Parker: Betty.parker@wmich.edu*

If your proposal relates to neither of these areas, you may send it to either professor.

Email a one-page maximum summary of your project plan no later than 4/1/2010 to one of the directors. We will respond with comments by 4/15/2010.

Traditional research papers should be 15-20 pages, double-spaced, including citations. Final papers are due no later than June 1, 2010, and they will be used to determine your grade in BUS 5940.

Please let one of us know if you have further questions. We look forward to making this trip both educational and interesting.