

International  
Study  
Programs



## Prague, Czech Republic

March 2024

*Doing Business in Prague*

## Itinerary

### East Carolina University, Prague, March 03 - 09, 2024

Prior to departure	<p><b>orientation talk: with ISP Program Manager and ECU faculty</b> Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip, and learn some valuable tips from where to take the best photographs to what's happening in the city.</p>	virtual
Sun, Mar 03, 2024	welcome to the "Heart of Europe"	day 1
	<p>Prague, the Czech Republic The Czech Republic, also known as Czechia, is a landlocked country in Central Europe that borders the countries of Poland, Germany, Austria, and Slovakia. It is strategically located astride some of the oldest land routes in Europe. As a parliamentary democracy and a member of the European Union, Czechia has successfully transformed from a centrally planned economy to the current social market economy with its capital in Prague. Nicknamed "the City of a Hundred Spires," Prague is situated northwest of the country on the Vltava River. This magical city of bridges, cathedrals, gold-tipped towers, and church spires is the thirteenth largest city in the European Union and is home to about 1.3 million people. Since the Middle Ages, Prague has cherished the reputation of being one of the world's most beautiful cities and the political, cultural, and economic center of central Europe. Its history goes back a millennium. And the beer? The best in Europe! But this city has so much more to offer than just beer and Baroque buildings. You might be surprised that the city is a bustling hive of tech and innovation.</p>	
	arrive in Prague	own arrangements
afternoon	transfer to hotel, check-in	own arrangements
	<p>rest of the day at leisure ISPer's recommendation: Head out and explore the heart of the city - Old Town Square. The Old Town Square ('Staromestske Namesti' or 'Staromak,' how we call it informally) is often voted among the most beautiful squares in the world. You'll find the Old Town Hall located here as well as the Astronomical clock, the oldest working astronomical clock in the world.</p>	

	breakfast	hotel
	meet in the conference room	
morning	<p><b>presentation: tracing the roots of the current Czech business environment</b>  <i>e.g. Deloitte</i>  <i>e.g. International Study Programs</i></p> <p>Take an opportunity to learn about the Czech Republic 30 years after the Velvet Revolution. Did Czechs address the communist past and learn from past mistakes? Learn about current challenges for Czechia and what the future holds and understand the region-specific business and environment.</p>	conference room
	meet in hotel lobby, depart for a visit	public transport/walk
late morning	<p><b>visit: innovation &amp; technology for modern banking: shaking up the industry</b>  <i>e.g. MasterCard</i></p> <p>Learn the secret behind driving transformation through digital technologies. Discuss business models and cultural shifts. What does it take to challenge the status quo? Can innovation be learned?  management presentation, discussion, brainstorming session</p>	
	lunch: own arrangements	
	meet in hotel lobby, depart for a guided tour, and welcome dinner	public transport/walk
afternoon	<p><b>cultural event: guided tour of Prague: the city of a hundred spires</b></p> <p>Discover Prague's iconic landmarks on this guided tour, including the stunning Charles Bridge with its panoramic views of the city and Old Town Square with its vibrant history and impressive architecture. But we won't stop there. We'll also take you to see some of Prague's lesser-known gems such as the intriguing and thought-provoking sculptures of David Cerny, scattered throughout the city. And you won't want to miss the John Lennon Wall, covered in colorful graffiti and a symbol of peace and freedom for young Czechs during the Communist regime. Throughout the tour, our guide will provide historical and cultural context, ensuring you gain a deeper understanding of the city and its people.</p>	walk
evening	<p><b>welcome dinner with traditional Czech cuisine</b></p> <p>Join together for a special welcome dinner featuring traditional Czech cuisine and drinks. Get to know your fellow students better and discuss the upcoming events for the week ahead. Savor the flavors of the Czech Republic and start building new connections and friendships. Let's begin our journey together and discover the wonders of Prague and the Czech Republic!</p>	restaurant

Tue, Mar 05, 2024 **building an economic powerhouse**

day 3

	breakfast	hotel
	meet in hotel lobby, depart for visits	public transport/walk
morning	<p><b>case study: all things marketing and advertising</b>  <i>e.g. Wunderman Thompson</i></p> <p>In an era where businesses (both large and small) can sell and ship their products and services to consumers across the globe within a matter of days, it can be easy to forget how markets functioned before the digital age and the innovations in transportation. What are the costs and benefits of globalization, current and future business methods, new ways of creating effective advertising messages, and the best channels to reach customers? Also, hear about marketing and advertising trends and strategies globally and locally, cross-cultural communication, and digital transformation and innovations.  management presentation, case study, discussion</p>	
	lunch: own arrangements	own arrangements
afternoon	<p><b>visit: Czech healthcare system and how uLekare.cz is enhancing it with telehealth</b>  <i>e.g. uLekare.cz</i></p> <p>The evolution of technology has opened new avenues for managing health records in a safer and more efficient way, leaving more time for medical professionals to see patients and save lives. E-prescriptions, remote diagnostic platforms, and online appointment booking systems are a few health tech solutions that make patient management easier during these unusual times.  management presentation, discussion, brainstorming session</p>	
	<p>free to explore the city  ISPer's recommendations: Take advantage of one of the many cultural events happening in the city! Prague is famous for theatre, opera, ballet and also for number of beautiful galleries and museums with rich collections. Lucky for you in this time of the year, there are many theatre plays taking place outside and also in English. So go get cultured!</p>	

Wed, Mar 06, 2024 **Czech out the Czech gems**

day 4

	breakfast	hotel
	meet in hotel lobby, depart for a visit (approx. 1h)	full day bus
morning	<p><b>visit: incorporating innovation with a traditional product - a Czech success story</b>  <b>e.g. BL: BENES a LAT</b></p> <p>The fall of communism 30 years ago and the transition to a market economy had a major impact on many Czech producers. Some of them failed to survive the tough competition they suddenly faced, others adopted a fresh strategy and stayed at the top. Learn about how a Czech manufacturer managed to reclaim its business after the Second World War and the communist regime, the transition to a market economy following the Velvet Revolution, and how they continue to adapt to changes in the market.</p> <p>management presentation, discussion, tour of facilities</p>	
	lunch: own arrangements	own arrangements
afternoon	<p><b>cultural event: excursion to Kutná Hora and the Sedlec Ossuary</b></p> <p>Visit the city of Kutná Hora, which grew rich in medieval times thanks to silver deposits. See its expensive structures - St. Barbara Cathedral, the historic center, and the Italian Court - and explore the famous Ossuary ("bone church"), a small Roman Catholic chapel estimated to contain the skeletons of between 40,000 and 70,000 people, whose bones have, in many cases, been artistically arranged to form decorations and furnishings for the chapel.</p>	bus/walk
	return to hotel (approx. 1.5h)	
	rest of the day at leisure	

free day to explore Prague

Thu, Mar 07, 2024

day 5

	breakfast	hotel
morning	<p><b>optional cultural event: guided tour of Prague Castle</b> Prague Castle was most likely founded in around 880 by Prince Bořivoj of the Premyslid Dynasty (Přemyslovci). According to the Guinness Book of World Records, Prague Castle is the largest coherent castle complex in the world, with an area of almost 70,000 m<sup>2</sup>. A UNESCO World Heritage site, it consists of a large-scale composition of palaces and ecclesiastical buildings of various architectural styles, from the remains of Romanesque-style buildings from the 10th century through Gothic modifications of the 14th century.</p> <p>This tour of Prague Castle, the largest coherent castle complex in the world, will take you through the centuries of the Old Royal Palace, St. George's Basilica, and Prague's ancient symbol, St. Vitus Cathedral.</p>	public transport/walk
	<p>recommended activity: Invisible Exhibition Explore the unique Invisible Exhibition! Imagine that all the lights have gone out and... explore a world of darkness in this uniquely immersive experience. The Invisible Exhibition in Prague takes you on a reflective, interactive journey to an invisible world where you find your way out only by touch, sounds, and scent.</p>	
	<p>recommended activity: coffee scene To refill on energy, venture out to explore the booming coffee scene in Prague. Each district in Prague offers plenty of high-quality coffee shops with coffee sourced directly from the local roasteries. Try some of the places popular by locals: EMA espresso bar, Kavarna co hleda jmeno, Instagram-friendly Botanica coffee truck, or one of the many places in the Letna district: Tvaroh, Hrnek, Letka and many others.</p>	
	<p>recommended activity: souvenir shopping If you're looking for a classic souvenir, Bohemian crystal, with its long tradition in the country since the 16th Century, is a great option. You can also opt for beer cosmetics ranging from hair balms to shower gels and traditional spa wafers that will make a delicious souvenir! Another souvenir can be the Little Mole, invented in 1957 by the Prague cartoonist, Zdeněk Miler. Since then, he has been seen on Czech television for more than 50 years, and for more than 30 years as part of the "Mouse Broadcast" or puppets Spejbl and Hurvinek.</p>	
	<p>recommended activity: Kino Pilotu Kino Pilotu is a magical independent movie theatre where they show a selection of Czech and international films in four comfortable screening rooms. There is a beautiful scenic bar right next door where you can discuss the movies or meet Prague-based expats who frequently gather there.</p>	
early evening	<p><b>optional cultural event: craft beer tour</b> Are you interested in the beer industry? Perhaps you're considering opening a microbrewery or a craft beer shop, or maybe you're just a home-brewer looking for a fun evening. Look no further! Tonight, you'll have the opportunity to learn from the best about the Czech beer industry and culture by visiting an authentic Bohemian brewery and other notable spots. As you tour the Old Town, you'll get to sample a variety of beer types and enjoy some delicious Czech tapas.</p>	sts pay individually

**Czechs vs. the world**

Fri, Mar 08, 2024

day 6

	breakfast	hotel
	meet in hotel lobby, depart for visits	public transport/walk
morning	<p><b>visit: cybersecurity innovation: unveiling the future of digital protection</b> <i>e.g. Avast</i></p> <p>Take a journey into the cutting-edge world of cybersecurity innovation. Discover state-of-the-art facilities and observe the innovative technologies used by a renowned technological business. Gain useful insights into the constantly changing environment of digital security under the guidance of industry professionals. Participate in interactive discussions to better understand the difficulties and significance of protecting digital ecosystems. Students will feel inspired by technology's ability to alter society and by the critical role it plays in preserving our linked planet including fiscal policies, monetary frameworks, and trade dynamics.</p> <p>management presentation, discussion, tour of premises</p>	
	lunch: own arrangements	
afternoon	<p><b>visit: the future of education - Czech Republic vs. US</b> <i>e.g. The Prague University of Economics and Business - Vysoká škola ekonomická Praha (VŠE)</i></p> <p>Meet with local and expat students studying at one of the Czech Republic's most prominent educational institutions. Discuss the differences in the education systems of different countries and what the future of education looks like in a post-pandemic world.</p> <p>presentation, discussion, networking</p>	
	meet in hotel lobby, depart for farewell dinner	public transport/walk
evening	<p><b>farewell dinner</b></p> <p>Let's get together to celebrate the end of the program and bid farewell to Prague in style while enjoying typical Czech cuisine in a modern form.</p>	restaurant



Sat, Mar 09, 2024	<b>time to say goodbye to Prague</b>	day 7
	breakfast	hotel
	check out, transfer to the airport	own arrangements
	depart for the USA	own arrangements

**This itinerary has been carefully designed based on the client’s objectives, desired outcomes, chosen destinations, and budgetary requirements.**

Every itinerary ISP puts together is crafted within the framework of our unique methodology that embodies the ethos of experiential learning. **Our methodology has been shaped over our 21 years in educational travel and 2000+ successful study programs across the globe.** This expertise is reflected in the flow of the itinerary derived from the selection of topics and the industry in focus, which then determines how the trip’s events are formatted and laid out.

Although we do our utmost to secure every visit in the itinerary, we cannot guarantee the availability of the company and its representatives with one hundred percent certainty. **In case the company cannot commit to the event, our vast network means we can secure a different company in the same destination,** with the same academic focus, without affecting the makeup and flow of the itinerary and your students’ learning goals.



## Accommodation

- Twin rooms for the students\*
- Single room for an odd student
- Single room for faculty member/administrator\*\*
- Breakfast each day
- Internet
- City taxes

*\*Should a single room be required by either an odd number of students, or an odd ratio of male to female students, or should a single room be requested by (an) individual student(s), a Single Room Supplement will be added to the trip cost.*

**Single Room Supplement for this proposal: USD 270 per person per entire stay** (Please note that price for single room supplement is subject to change at the time of booking.)

*\*\*Upgraded rooms for faculty members/administrators are not guaranteed, are based on availability and may be subject to additional charge.*

### **Proposed Hotels:**

*\*The hotel below is an example only, ISP guarantees the star rating, quality, and location for the program.*

### **Prague**

**Ibis Prague Old Town (3\*)**

[www.all.accor.com/hotel](http://www.all.accor.com/hotel)



## Services included

### Academics

*Connecting the classroom to reality. Learn different.*

- 5 x company visit
- 1 x presentation
- 1 x case study

### Facilities

*The best environments ensure the best learning outcomes*

- 1 x half-day conference room (max 4 hrs.) including technical equipment, coffee break and water

### Meals

*You can't learn on an empty stomach. Eat well.*

- Welcome dinner – 3-course menu, 2 drinks included
- Farewell dinner – 3-course menu, 2 drinks included

### Cultural events

*Immersion is essential to understanding the country, its people, and their businesses. Experience more.*

- 1 x city tour of Prague, including a guide
- 1 x excursion to Kutná Hora and the Sedlec Ossuary, including a guide and entrance fees

### Program Management and Ground Support

*Relax and leave the details to your dedicated ISP staff so you can be part of the experience. Worry less.*

- 1 x ISP Program Manager to accompany the group throughout their stay
- 1 x ISP Tour Coordinator to accompany the group in selected activities

### Transportation – ground

*Safe and comfortable. Nap more.*

- Transportation as stated on the itinerary
- Public transportation tickets for all participants

## Miscellaneous

*Anything and everything else.*

The Travel Zone mobile app

Tips for guides and drivers

Applicable VAT in compliance with relevant legal regulations

Water on the bus

## Services not included in the quoted price

- Visa (if applicable)
- Travel insurance and any COVID-19 emergency related costs
- Hotel extras not included in the standard room rate (telephone, laundry, meals, minibar, etc.)
- Meals not included in the itinerary
- Optional activities covered by individuals
- Guaranteed early check-in before 3pm
- International flight tickets to and from your point of departure in your home country
- Airport Transfers on arrival and departure day

## What else do you get with ISP?

### Your safety is key

- We are here to help anytime with **24/7 assistance** during the entire program
- Proven **emergency protocols** in place
- Every program is taken care of by an ISP representative who is regularly trained with up to date first-aid and crisis management
- We possess worldwide **liability insurance** of up to \$2,2 million and can provide individual medical and health insurance coverage when applicable
- All Vendors, including hotels, are strictly vetted for insurance and local regulation compliance

### Organization and logistics

Our **Travel Zone** platform is at your disposal for all programs with features including:

- Registration forms including submitting special dietary requirements and health conditions
- Roommate selection options
- An online shop to purchase additional services
- Automated follow-up emails to students who have not yet provided required information

### When you are on-the-ground we will provide:

**The Travel Zone App**, a comprehensive app with the following features for ease of your trip:

- A trip itinerary to remain organized
- Emergency contacts for your peace of mind
- Hotel information and details at your disposal
- Speakers' profiles to keep you in the know
- Meal menus so you can plan in advance with any special requests
- Places to visit/recommendations to make the most of your program
- Post-trip evaluations to let us know how we are doing.

## Approach education the ISP way

We craft every itinerary within the framework of our experiential learning methodology. **We've upheld this method, and defined it, since ISP was founded back in 1999.** Since then, we've been delivering fully customized programs and online experiential learning to academic institutions around the world.

Students get the chance to learn by doing, with academic formats and cultural events inspired by our methodology. **The four pillars of this methodology have been designed to maximize the educational impact at every stage of the program.**

### EXPERIENCE

Our knowledge of the world is constructed through individual and collective experiences. That is why we place experiential learning at the very core of our philosophy. **Students will have the opportunity to discover new methods, approaches, and perspectives** through the variety of academic formats and cultural events that we offer.

### REFLECT

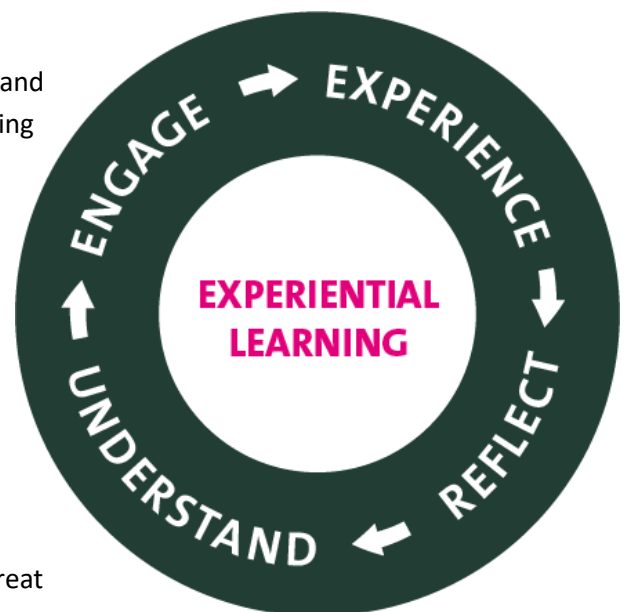
**We recognize the importance of reflecting upon experiences in the learning process.** Be it just couple of minutes between activities, or a full debriefing session led by the faculty, we consider and plan for these vital moments of reflection with great attention to detail.

### UNDERSTAND

A crucial component of learning is the conceptualization and integration of new ideas, new information, and new knowledge into our minds. **Reflecting on an experience isn't enough without gaining a thorough understanding.** ISP academic events provide ample opportunities to ask questions, fill in the missing pieces, and actively engage in the learning process.

### ENGAGE

One of the fundamental principles of experiential learning is using **a hands-on approach to learn by doing.** We always make sure that our programs provide interactive opportunities for the learners to test their newly acquired knowledge and actively use it in case studies, consulting projects or other carefully designed events.





[www.studyprograms.com](http://www.studyprograms.com)

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