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Carlson Wagonlit  
Victor Travel

# Student Group *Travel*

**CWT Victor Travel**

and



**Proudly Present for the summer of 2012:**

## **International Business: East Meets West**

The next phase of the world economy will see the East and West in close partnership to navigate the new world market. This course offers students a unique experience in the way these two worlds conduct business in six key cities of the global marketplace.



Call Mirella Today: Toll free 1.866.699.0199

Toronto 416.736.6010

# Itinerary

**Dates:** Course Begins: July 4, 2012

Departure Date: July 11, 2012

Return Date: August 14, 2012

## Predeparture Meeting (Mid-June)

### Online Component (Day 1-5)

Students complete five days of online preparation, spending 1.5 hours a day on each academic course to meet one another and ensure they are ready to hit the ground running overseas.

### Toronto (Day 6-7)

Workshops with top professionals in the fields of finance, trade and marketing introduce students to the dynamic culture of international business and invigorate them for what is to come. They learn firsthand what it takes to make it in a successful organization as they shake hands with some of Bay Street's most powerful players.

### New York City (Day 8-13)

From Toronto, students will head to the Big Apple and the streets of Manhattan. They will understand the true influence of 'Big Business' as they land on the floor of the New York Stock Exchange and are swept up in the world of Wall Street. They will record podcasts live in Central Park and compete in their first of four "Apprentice" style culminating tasks on Fifth Avenue.

### London (Day 14-20)

In London, students learn about the influence of 'old money' in Western culture at the Royal Exchange, the Bank of England, and Westminster Abbey. Students will conduct small business case studies in Camden Market, deliver rants at Speaker's Corner in Hyde Park, and see Shakespeare performed live at the Globe Theatre, before crossing the channel to Paris.

### Paris (Day 21-26)

As students arrive in Paris, they change pace as focus shifts to the art of communication and the importance of aesthetics and branding. There is no better location to study the touch and feel of quality in products and marketing than walking down the lavish Champs Elysée, the birthplace of haute couture. Opulence and grandeur are what make Paris the "City of Light," so students visit the infamous Château de Versailles to understand the role of decadence and luxury in the marketplace.

### Hong Kong (Day 27 - 34)

From Paris, students fly to Hong Kong where East truly meets West. British capitalism and Chinese tradition have collided to create an international financial epicentre and Hong Kong is now a combination of old world charm and new world technology. Amidst this architectural labyrinth, we dive into a world of contrasts as students participate in business-related competitions negotiating the streets of the lively Tsim Sha Tsui district.

### Beijing (Day 35 - 40)

Next on the itinerary is a flight to Beijing, the capital of communist China. On the mainland, focus is on the manufacturing industry and the importing and exporting of goods from China. Students visit various factories in order to get a firsthand glimpse of the powerful engine that drives the Chinese economy and their people.

### Departure from Beijing for Toronto (Day 40)

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# Courses

## Two Course Program

Courses offered for grade 12 students:

### International Business - Grade 12

For prerequisites see online : [International Business Prerequisites](#)

### English - Grade 12

Students have the choice between English or Studies in Literature

The next phase of the global economy will see the East and West in close partnership to navigate the new world market. This course offers students a unique experience in the way these two worlds conduct business in six key cities of the global marketplace.

The intentions of this program are practical in nature; students will learn how successful business players invest and the universal strategies they utilize. Students will engage with professionals of diverse backgrounds, from stock brokers working the floor, business owners marketing their product and venture capitalists promoting a dream.

The integration of English and Business into one cohesive program will complement the elements of each course. Students will study classic literature from both Eastern and Western canons, such as a comparative study on Machiavelli's The Prince and Sun Tzu's The Art of War. They will also examine and compare works from William Shakespeare, Lu Xun, Chairman Mao, Og Mandino and Warren Buffet.

Individual case studies will provide clues for students as they explore the personal and professional lives of such business legends as Lee Iacocca, Donald Trump and Peter Lynch. The English course will ground the Business course by providing context to the program and developing fundamental technical and critical thinking skills.

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# Meals & Lodging

## International Business: NYC Hong Kong Beijing London Paris

In **TORONTO**, students will stay on Bay Street in the heart of downtown. They will hit the ground running and dive their coursework in the day, visiting the offices of Toronto based securities firms to meet with CEOs in the industry. In the evening, students will enjoy an eclectic array of dining options to suit any craving from sushi to Spanish fusion.

From Toronto, students will head to **NEW YORK CITY**, students will stay on Broadway in the theatre district, one of Manhattan's most exciting neighbourhoods. From street vendors selling roasted nuts, hot dogs and piping hot coffee to the elegant shops on Fifth Avenue and the lush oasis of Central Park, students will have the city that never sleeps at their fingertips.

In **LONDON**, students will reside a stone's throw from St. James Park, the oldest of the royal parks in the city. Bounded by Buckingham Palace to the west, St. James Park is an ideal location to hold lectures, afternoon picnics and act as a central jumping off point to the rest of the city. Contrary to popular belief, there is more than pub grub available on the streets of London. From Indian dosas to handmade Italian pastas, students will expand their culinary horizons in this international city. From London, students will sail across the English Channel heading toward the City of Light.

In **PARIS**, we will reside on the left bank of the Seine in the heart of the buzzing Latin Quarter. Known for its lively atmosphere and quaint bistros, the Latin Quarter is both an ideal hub to explore the sprawling arrondissements of Paris, as well as the perfect location to find and sample all that Parisian cuisine has to offer. From street crepes and fresh croissants to classic picnics shopped for in the local market and shared in nearby Luxembourg Gardens, students will have the opportunity to try some of the most delicious French food in all of Paris.

In **HONG KONG**, students will stay in a beautiful luxury hotel overlooking the magical Victoria Harbour in the Kowloon district of the city. A very cosmopolitan culture, students will be able to chow down on whatever style of food their hearts desire, from sushi to pasta to Chinese hot pot. Hong Kong is wonderful gateway into the culinary east, and students will have plenty of opportunity to develop their palettes by sampling exotic eastern flavours.

In **BEIJING**, students will be centrally located right outside the Forbidden City and steps from the Silk Market and Tian'anmen Square in the Chaoyang district. They will have the opportunity to go on a culinary journey of a lifetime, trying Beijing roast duck or hot and spicy Szechuan dishes as they explore the city's streets teeming with people and adventure.

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# *Tuition:*

## Tuition Includes:

### Transportation

- ◆ Return airfare from Toronto's Pearson International Airport
- ◆ Transportation between hotel locations via private coach
- ◆ Transportation for all listed program excursions
- ◆ Transfers to all accommodations

### Trip Related

- ◆ Hotels and accommodations
- ◆ Breakfast and dinner daily
- ◆ Entrance fees to all course-specific sites

### Course Components

- ◆ Ministry-approved credit(s) upon successful completion of the course(s)
- ◆ Custom course pack
- ◆ Student Login
- ◆ MEI journal
- ◆ Digital yearbook
- ◆ Fall reunion

### \*Tuition Does Not Include

- Lunches
- Insurances
- Departure taxes
- Local transportation
- Gratuities
- Registration fee
- Course texts

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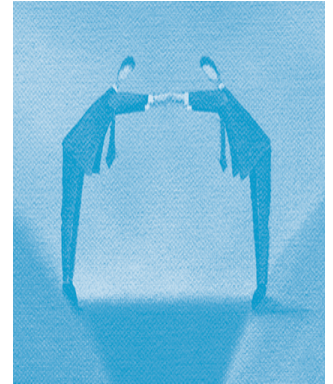
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## OUR MANAGEMENT

**Cecilia Rossos, President, CEO and General Manager of Carlson Wagonlit Victor Travel and Victours**, has been in the travel business since graduating from the University of Toronto in 1970 with a BA in History and French. She took over the running of the business when her mother Mary Vecchiarino, who founded Victor Travel in 1959, retired in 2003. Ms. Rossos is responsible for the daily operations of the office and all contract negotiations. Due to her skills and level of professionalism, she has maintained a high profile not only in the Carlson Community but within the Canadian travel industry as a whole. In past years she has been a member of the Carlson Wagonlit Advisory Board as well as the Galileo Advisory Board and has represented CWT Victor Travel in the very select Air Canada's Circle of Excellence. In 2012, Air France/Atout France appointed Cecilia Rossos to their International Advisory Board.



## KEY PERSONNEL

**Eric Moe, Manager, Student Travel Division**, brings more than 20 years business experience to the CWT Victor Travel and Victours team. Her wide-ranging knowledge of the travel industry makes her a leading member of the team. For the past 10 years, her primary focus has been on group travel, with emphasis on meetings and incentives. She has been a hands-on manager using her invaluable experience in sales, planning, travel operations, onsite management and accounting to ensure the flawless running of any program from inception to conclusion.

**Mirella Policciardi, Senior Travel Planner**, provides exceptional service and personal attention to hundreds of students and their families every year. Mirella is detail-oriented and passionate about travel, offering the same high level of service and support to her school groups as she does to her portfolio of discriminating luxury travellers. Mirella brings the expertise gained by over 30 years in the Travel Industry and more than 15 years of Student Travel experience to the CWT Victor Travel team, along with a friendly and professional personality.

## THE REST OF THE TEAM

The rest of the team consists of a multilingual group of highly professional individuals with expertise in all facets of the travel industry. We are a truly international office where more than 14 languages are spoken fluently. Our goal is to serve the travelling public by offering exceptional customer service through the collaboration of our highly professional, dedicated, expert team.



CWT Victor Travel

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