



BUTLER UNIVERSITY

College of Business Administration

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Date: February 24, 2010
To: Members and Friends of the Japan-America Society of Indiana, Inc.
From: Butler University
Subject: Butler MBA Study Trips to Asia

The MBA Program in the College of Business at Butler University is pleased to announce its upcoming MBA Study Trips to Asia. In 2010, we are organizing two one-week study trips to Asia. The first trip focuses on Japan and includes academic, business, and cultural activities in Tokyo and Kyoto. The group of participants will leave on May 8, 2010 and will return on May 16, 2010. The second trip focuses on China and includes academic, business, and cultural activities in Hong Kong and Guangdong Province. The group of participants will leave on October 17, 2010 and will return on October 24, 2010.

We would like to open the opportunity for business executives to participate in either one of the upcoming Butler MBA Study Trips to Asia. This opportunity would be of value to executives who need to increase their knowledge of and exposure to business environments in Asia. In today's globalized business environment, leaders need to develop an international business perspective and a global mindset. The participants will have first-hand exposure to the business environment in Asia through interactions with Asian scholars at one of our Asian partner institutions as well as through visits to the U.S. embassy, Asian corporations, and U.S. companies operating in Asia. The number of participants per trip will be capped at 15. This small number will allow us to provide each participant with the most enriching experience.

The MBA Study Trip participation cost is estimated at \$3,500 and may vary up or down 10% based upon exchange rate movements and the final agenda. The cost includes single-room hotel accommodations, breakfast, some lunches, academic lectures, corporate visits, cultural visits, and transportation within the foreign country. In addition, the participants are responsible for international airline transportation, some lunches and dinners, and any personal expenses. Registration and commitment to participate will be due as follows: 1) Trip to Japan registration is required by March 19th, 2010 at noon; and 2) Trip to China registration is required by April 30th, 2010 at noon. In either case, a non-refundable \$1,000 deposit is required upon registration. The balance will be subsequently billed to the participant's company. For registration and payment, please contact Ms. Joyce Bacone (jbacone@butler.edu).

Enclosed please find a tentative agenda for the MBA Study Trip to Japan (the final trip agenda will be provided a few weeks before departure). In addition, you will also find a brief description of the Butler faculty members who will facilitate the trip to Japan. Detailed information about the trip to China will be provided to those of you interested in that trip. If you have any questions or if I can be of any assistance, please don't hesitate to contact me.

Best regards,

A handwritten signature in black ink, appearing to read "Bill O'Donnell".

Bill O'Donnell
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