

Course Syllabus

Summer Program in Greece

June 20 – July 2, 2010

Minnesota State University, Mankato

Instructor: Dr. Basil J. Janavaras

Office: MH 235

Phone: 507-389-5346

E-mail: basil.janavaras@mnsu.edu

Web site: <http://www.business.mnsu.edu/basilj>
<http://www.cob.mnsu.edu/GreekTour>

Course Objectives:

- Gain an international perspective.
- Experience the local/regional culture.
- Learn how business is conducted in Greece and the region.

Course Requirements:

- Selected readings (see web sites below).
- Tour journal (notes on tour sites, business lectures and include your own impressions, conclusions and recommendations).
- Pre-departure paper: (perspectives on Greece: past, present and future).
 - Ancient and modern history of Greece and the region.
 - The Greek and regional economy and that of the region.
 - The Greek political life.
 - The Greek culture.
 - Greece and the European Union.
 - Greek-US relations
 - Brief profile of each place to be visited (see itinerary).

Attend meetings before departure and after the tour.

- Meetings before Departure (three preparatory meetings consisting of one hour each):

Topics to be included are as follows:

- Background on Greece.
- Learn key Greek words/phrases, music and dances. (There will be a test on this☺)
 - <http://www.omniglot.com/language/phrases/greek.php>
 - <http://www.takisnet.org/Greek/>

Company Visits:

- Lafkiotis, Skouras, Olive Oil Co-op and more...
- Sight Seeing and Cultural Activities
- See attached Itinerary.

Project on the wine/oil industry (see outline below).

Required Reading: Look up Greece at [STAT-USA](#), click on Globus/NTDB, click on Country Commercial Guides , print a copy, review it and bring it with you at the two meetings and in Greece! To access it, you will need to go through the MSU Library Electronic, Data Base Catalog.

Grading:

The course grade will be based on the assigned activities and attendance as follows:

- **Pre-departure paper on Greece: 30%**
- **Journal: 20%**
- **Project Oil / Wine : 30%**
- **Attendance: Attendance in pre and post-departure meetings: 10%**
- **Attendance and participation in planned activities in Greece: 10%**

THE STUDY OF WINE / OIL INDUSTRY: THE CASE OF GREECE

- I. Introduction
 - a. History and origin of wine / oil
- II. Global wine/oil industry
 - a. Global supply
 - b. Global demand
 - c. Major players
- III. Driving forces
 - a. Trends
 - b. Health issues
 - c. Government regulations
- IV. Wine/Oil market in Greece
 - a. Attractiveness/Competitive position of Greek wine/ oil market
 - b. Wine / Oil production
 - c. Wine / Oil exporters
 - d. Countries of export
- V. Summary and Conclusions
- VI. Bibliography

Selected Resources

- Consult the APA Style for all of your selected references: www.apastyle.org/electref.html

- Regulatory Agencies
www.ttb.gov
www.freethegrapes.org
www.wineinstitute.org

- <http://www.culture.gr/2/21/maps/hellas.html>;
<http://www.infoplease.com/ipa/A0107588.html>; <http://www.gnto.gr/?langID=2>;
<https://www.cia.gov/>;
<http://www.nationmaster.com/index.php>;
<http://greekproducts.com/nemea/>;
<http://www.lafkiotis.gr/>;
<http://www.skouras.gr/>;
<http://winebusiness.com/>;
<http://hbswk.hbs.edu/item/3910.html>; http://www.euromonitor.com/Alcoholic_Drinks;
<http://www.roymorgan.com/resources/pdf/papers/20041201.pdf>;
http://en.wikipedia.org/wiki/Corinth%2C_Greece;
<http://www.city-of-loutraki.gr/index.htm>;
<http://www.usembassy.gr/>;
<http://www.usembassy.gr/>;
<http://www.proastiakos.gr/en/index.asp>;
<http://www.greektravel.com/greekislands/hydra/cruise/intro.html>;
http://greatbuildings.com/buildings/the_parthenon.html;

MSU Library Data Bases...A MUST!!

Passport Markets

Provides "macroeconomic statistics, market size data and lifestyle trends on a global basis." Includes "one million statistics for 205 countries, volume and value market size data for more than 330 consumer products in 52 countries, and 205 Euromonitor country profiles." Available only to faculty, staff, and currently enrolled students.



STAT-USA

Provides full text information about daily trade as well as daily procurement activity from the Defense Logistics Agency, the United Nations, and the Commerce Business Daily leads. Also provides full text to "Country Commercial Guides, Market Research reports, Best Market reports and other programs." State of the Nation covers U.S. while Globus/NTDP covers International information

Pre-departure Meetings & Assignments

Date	Topic	Assignment
<p>T, April 4</p> <p>4:45-5:45 pm, MH209. All meetings will be at the same time and place</p>	<ul style="list-style-type: none"> • Review, Requirements & Expectations • The second payment in the amount of \$1,500 is due. Make checks payable to Basil Janavaras and bring it to my office (MH235) or the meeting. • Learn Greek! 	<p>Pre-departure paper on Greece</p> <p>Project Introduction:</p> <p>Group A: The Wine Industry:</p> <ul style="list-style-type: none"> • The Wine Industry • Group B: The Olive Oil Industry
<p>T, May 4</p>	<ul style="list-style-type: none"> • Greece • Practice your Greek! • The third and final payment in the amount of \$1,395 is due. Make checks payable to Basil Janavaras and bring it to my office (MH235) or the meeting 	<p>Project Part I & II are due.</p> <ul style="list-style-type: none"> • Submit your group to D2L drop box • Discuss a summary in class
<p>T, June 11</p>	<ul style="list-style-type: none"> • GREECE • Practice your Greek! • Final plans 	<p>Paper on Greece is due</p> <ul style="list-style-type: none"> • Profile of Greece and places we plan to visit • (Maximum # of pages 10, including Bibliography)
<p>F, July 23</p>		<p>Submit Journal and Project</p>

You should become familiar with Greece along the Wine and Oil Industry by visiting the web site(s) shown below and other sources.

NOTE: The above schedule is subject to change.

Tentative Itinerary

June 20 – July 2, 2010

DATE	ACTIVITIES	COMMENTS
S, 6/20	Depart MPLS at TBA Arrive at the MPLS airport by...TBA for check in purposes	
S, 6/21	Arrive in Athens at ...TBA	Hotel Austria, ATHENS www.austriahotel.com 7, Mousson str. GR11742 Makrigianni, Acropolis T. +30 2109235151 F. +30 2109247350
M, 6/22	Visit : Athens, Acropolis and museums	http://greatbuildings.com/buildings/the_parthenon.html
T, 6/23	Saronic Gulf Cruise (Islands of Aegina, Poros & Hydra)	
W, 6/24	Visit Delphi and go to Loutraki	Hotel MANTAS , http://www.mantashotels.gr ; 1 Damaskinoy Street, 20300 Loutraki, Greece Phone: +30 27440 22575, 22479, 69191-2 Fax: +30 27440 22791 http://www.city-of-loutraki.gr/index.htm
R, 6/25	Free Day!	
F, 6/26	Visit and Lecture: Union of Agricultural Co-ops of Corinthia, Lafkiotis Winery, Skouras Winery.	http://www.eask.gr http://www.lafkiotis.gr/ ; http://www.skouras.gr/ ;
S, 6/27	Visit Olympia	

S, 6/28	Free Day	
M, 6/29	Visit Epidaurus and Nafplion	http://en.wikipedia.org/wiki/Epidaurus ; http://en.wikipedia.org/wiki/nafplion
T, 6/30	Climb the Castle of Acrocorinth , Cape Hereaon and swim in Lake Vouliagmeni,	http://en.wikipedia.org/wiki/Corinth%2C_Greece ;
W, 7/1	Free Day	
R, 7/2	Depart from the Hotel at TBA for the Airport in Athens. Arrive at the MPLS airport by TBA...	
R, 7/24	Submit Journal & the Project	
	NOTE: The above schedule is subject to change!	