

	TUE	WED	THU	FRI	SAT	SUN	MON
Week 1 July 5-11	5 ORIENTATION <i>Introduction to Sweden</i> Read: Syllabus	6 View: • Instructor intro Post: Comment on instructor intro	7 Read: Article 1 Article 2 View: • Sweden intro Post: • Comment to Sweden intro Self-introduction in discussion board (DB)	8 Post: -Respond to others' self-intros throughout the week	9	10	11 Read: -Project Description -Topic Selection
Week 2 July 12-18	12 Week 2 BEGINS <i>Healthcare System in Sweden</i> View: • Instructor Presentation on HC System Read: Client Information View: • Client Intro Post: -Project preference	13 Read: Project Milestone: -Team formation completed Read: Article 1 Article 2 View: • Video	14 <i>The Consulting Process</i> View: • International Consulting 101 Post: • Comment on HC System (DB)	15 Post: -Team intro and team best practices Post: -Respond to other students' posts... throughout the week (DB)	16 <i>The Research Process</i> View: • International Marketing Library Research	17 Post: --Draft Bibliography	18 Submit: • Input report by 11:59PM EDT Read: -Other Teams' input reports Post: -Comments on input reports (DB)
Week 3 July 19-25	19 Week 3 BEGINS <i>Healthcare Industry in Sweden</i> View: • Instructor Presentation on HC Industry Submit: • Group Memo by 11:59PM EDT	20 Read: Article 1 Article 2 View: • Video	21 <i>International Marketing Strategy</i> View: • International Marketing 101 Post: • Comment on HC Industry (DB)	22 Submit: • Game plan report by 11:59 PM EDT • Post: -Respond to other students' posts... throughout the week (DB)	23	24	25 Submit: • Peer Review of Game Plan by 11:59PM EDT
Week 4 July 26-Aug 1	26 Week 4 BEGINS <i>Healthcare Clustering in Sweden</i> View: • Instructor Presentation on HC Clustering Submit: • Group Memo by 11:59PM EDT	27 Read: Article 1 Article 2 View: • Video	28 Post: • Comment on HC Clustering (DB)	29 Post: -Respond to other students' posts... throughout the week (DB)	30	31 Submit: Draft Client Report	AUG 1
Week 5 Aug 2-8	2 Week 5 BEGINS <i>Sustainable Healthcare in Sweden</i> View: • Instructor Presentation on Sustainable HC Submit: • Group Memo by 11:59PM EDT	3 Read: Article 1 Article 2 View: • Video	4 Submit: Final Pre-Departure Draft Report to client Post: • Comment on Sustainable HC (DB)	5 Post: -Respond to other students' posts... throughout the week (DB)	6 Arrive in Sweden	7 CULTURAL SITE VISITS IN SWEDEN	8 CLIENT MEETINGS IN SWEDEN
Week 6 Aug 9-14	9 BUSINESS & CULTURAL SITE VISITS IN SWEDEN	10 BUSINESS & CULTURAL SITE VISITS IN SWEDEN	11 BUSINESS & CULTURAL SITE VISITS IN SWEDEN	12 Present: • Final Presentation to Client	13 CULTURAL SITE VISIT IN SWEDEN	14 Course End	15 Deliverables due upon return to the U.S. -Final Client Report -Fieldwork Log & Cultural Immersion Task