



State University of New York
Department of Romance Languages and Literatures
UE 496: Global Cities of Ireland: Economic Development through Entrepreneurship and
Innovation
Summer Study Abroad 2017

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COURSE PREREQUISITES

This program is open to all undergraduates and graduate students in good academic standing. Students must apply and be accepted through UB's Study Abroad Office. All students must have a valid passport. International students must have appropriate visas for travel between the United States and Ireland. Attendance at the Orientation arranged by the Office of Study Abroad is mandatory, as is attendance at two Orientation meetings specific to our group. Dates for orientation will be chosen via Doodle poll, once students are selected.

REQUIRED TEXTS

All materials will be made available on UBLearns.

COURSE DESCRIPTION

This study abroad experience is designed to introduce you to the entrepreneurial community in Ireland—especially County Cork--, where they are leveraging the tourist industry into new opportunities for business and economic growth. We tend to be more observant when we are in a new environment, while we take the things around us for granted when we are at home. Parting from that assumption, you will be invited to reflect on the growing tourist industry in Western New York, *based on* what you learn and experience in Ireland. **Students who choose to do so may pursue an Independent Study for credit upon return from Ireland in which they leverage what they learn there to establish a contact in the Buffalo-Niagara business community. (Credit for the independent study will be awarded in the Fall semester, unless different arrangements are made in advance.)**

During our time in Ireland, you will learn about the tourist industry as a force of globalization and learn to make well-informed decisions as a consumer. You will see first-hand and reflect on different business models for tourist attractions. You will meet with community and business leaders who focus on waterfront development in the context of tourism (much like what we're seeing in WNY), and

think about how entrepreneurship is inextricable from geographic and cultural contexts. You will collaborate with students from three other LaunchPad programs (Trinity College Dublin, University College Cork, and the University of Montana, Missoula) on a week-long start-up simulation. You will visit and independently evaluate a tourist attraction of your choice in County Cork. And of course, you'll get to know beautiful, wonderful, friendly, Ireland!

LEARNING OUTCOMES

During or as a result of this study abroad experience, students will . . .

- Reflect on our position as visitors/tourists, our inevitable participation in an industry, our ability to impact that industry through informed decision making.
- Observe the central role that waterfronts and ports play in the global marketplace
- Recognize the opportunities & challenges presented by the tourist industry in County Cork, Ireland and be able to compare them to the opportunities & challenges faced by the WNY region.
- Acquire a knowledge base and confidence to travel independently in County Cork (and by extension, other places!)
- Understand the steps required to develop a start-up
- Practice collaboration and creative problem-solving
- Enjoy, but also analyze critically, different kinds of tourist attraction
- (Optionally) Leverage the experience abroad into an internship or employment opportunity in WNY

REQUIREMENTS

Your success is your responsibility. If you're have questions about requirements or assignments, or if you're having trouble meeting expectations, you should contact the professor right away. If a health problem or personal emergency is preventing you from meeting course requirements, please let us know, so we can make arrangements that will work for you.

I. READING AND REFLECTION (20%)

You will be provided with a complete reading list at orientation. You may choose to do all the reading before we travel, or read as we go along. You're expected to read well enough to be able to discuss the readings throughout the trip, on occasions indicated in the syllabus, and to apply what you read to what we encounter abroad. You'll demonstrate sufficient preparation during group discussions.

II. PRODUCTIVE PARTICIPATION AND GLOBAL CITIZENSHIP (20%)

Travel almost always requires that you step outside your comfort zone. As a member of our learning community and a representative of UB, you're expected to participate actively in all assigned activities, engage respectfully with hosts, guest speakers, students from other institutions, and each other. NOTE: Excessive or inappropriate use of electronic devices can have a negative impact on this component of your grade.

III. START-UP SIMULATION (30%)

You will work with a team of students from other institutions on a start-up simulation organized by Blackstone Cork. Details will be provided onsite. The grade will be based on the final product.

IV. PRESENTATION (10%)

After you've become familiar with County Cork, you'll choose a small-scale, lesser known tourist destination to visit and evaluate independently, with a partner. You'll have one day to complete your visit. The next day you will deliver an oral report on your experience.

V. FINAL PAPER (20%)

After the end of the trip, you'll be asked to submit a research paper (7-8) pages that brings together material from readings and experiences abroad. Prompt questions will be provided in advance.

Academic Integrity

This class adheres to UB's guidelines for Academic Integrity (<http://undergrad-catalog.buffalo.edu/policies/course/integrity.shtml>). A violation of Academic Integrity may result in a grade of F on one assignment or in the entire course. If you're not sure if something you're doing represents a violation, you should check with the professor *before* submitting work. We are a learning community. We depend on one another. Please honor that.

Day-by-Day

Program content may be adjusted to meet the needs of the group and the availability of our hosts. Any changes will be made with as much advanced notice as possible.

Week	Trip Day	Date	Location	Event Description
		Orientation meet day/time tbd		
1	Day 1	Depart from US on 5/27/17 and arrive in Ireland 5/28/17	Identify meeting place on campus for residence check-in.	Welcome lunch in residence or other available space with discussion of assigned readings. 2-3 hours free time to settle in, shower, nap, etc. Late afternoon city bus tour. Dinner in the city near campus residence.
1	Day 2	Monday, May 29, 2017	Cork, Ireland	UCC - Startup Simulation
1	Day 3	Tuesday, May 30, 2017	Cork, Ireland	UCC - Startup Simulation
1	Day 4	Wednesday, May 31, 2017	Cork, Ireland	UCC - Startup Simulation
1	Day 5	Thursday, June 1, 2017	Cork, Ireland	UCC - Startup Simulation
1	Day 6	Friday, June 2, 2017	Cork, Ireland	UCC - Startup Simulation

1	Day 7	Saturday, June 3, 2017	Cork, Ireland	County Cork Director of Economic Development & Tourism- Louis Duffy to share the history of County Cork and the sectors that contribute to Economic Development (including tourism, food, agriculture, manufacturing). Lunch together. Free afternoon/evening. Port of Cork Tour and discussion with Captain Michael McCarthy, Commercial Manager
2	Day 8	Sunday, June 4, 2017	Cork, Ireland	Breakfast at residence. Explore the meaning of 'CRAIC' through a tour of County Cork. Explore Ireland's best foodie area. Lunch suggestions? Dinner in Kinsale. Return to Cork.
2	Day 9	Monday, June 5, 2017	Cobh, Ireland	Cobh Tour, Titanic Experience, Emigration Museum, Lunch at the Quays
2	Day 10	Tuesday, June 6, 2017	Cork, Ireland	One-day independent research on tourism in County Cork. Student reports over dinner.
2	Day 11	Wednesday, June 7, 2017	Travel to Blarney Castle	Experience Blarney Castle and surroundings. Students present on previous day's work on grounds over picnic lunch.

2	Day 12	Thursday, June 8, 2017	Travel to Dublin, Ireland	Travel Day / Discussion with Startup Dublin (Commissioner for Startups) Tour of accelerator/incubator space - with a panel discussion. Dinner near campus. Discuss lessons learned re. Free Night
2	Day 13	Friday, June 9, 2017	Dublin, Ireland	Visit Trinity College Dublin - LaunchPad Activity with Innovation Academy or LaunchBox Tour Book of Kells . Free time in the afternoon/evening.
2	Day 14	Saturday, June 10, 2017	Dublin, Ireland	Breakfast at residence. Visit Little Museum and Park. Ideally meet with museum leadership and learn about donations-based business model. Lunch in the city. Visit Guinness experience. Ideally meet with rep to talk about business model/cultural messaging. Dinner on campus/near campus with discussion of second assigned reading.
3	Day 15	Sunday, June 11, 2017	Dublin, Ireland	Depart Dublin

		Final paper to be submitted Monday, June `19.		
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