



An MBA Abroad: Living and Learning in Switzerland

MBA student Bobby Enslow recounts his summer study abroad experience.

Week 1: European Economy and Competition

Monday, July 9, 2007

My first day in Europe was amazing! I rode a train for the first time to Lausanne, Switzerland. The city sits on the shores of Lake Geneva, but I learned very quickly that I should call it Lac Léman instead. We will be studying and living on campus at the Ecole Hôtelière de Lausanne (EHL), the world leader in hospitality management education. Despite the jet lag from the 17 hour trip, today has been one of the greatest days I've ever had, and the program hasn't even started yet. I still have some bags to unpack but I can't wait to start my classes and explore Switzerland.

Thursday, July 12, 2007

Classes have started, and they're very interesting. We spend most of our time discussing European commerce and competition. I've particularly enjoyed learning about the European Union and its effects on competition. Life here is so much different than in the United States. The European mentality was described to us as "working to live," instead of "living to work," like we do back in the States. I've already begun to notice that is the case. After today's class on European competition, we went to the restaurant here on campus for dinner. We talked about going to the Swiss Alps this weekend. Everyone is really excited to go.

Swiss Wine Country





Swiss Alps and Simplon Hospice



Lake Geneva

Weekend 1: The Swiss Alps

Saturday, July 14, 2007

I'm halfway through the weekend but still completely overwhelmed by the Swiss Alps. I can't even describe their beauty. Today we hiked to a glacier. I'd never seen one before—it was huge. After spending some time taking it all in, and taking pictures, we made our way back for dinner. We are staying at the Simplon Hospice, a monk monastery that doubles as a hotel. The food is served family-style and all of the guests eat at the same time in the same room. They also have game rooms with ping pong, foosball, and a climbing wall. After dinner, we all had a great time relaxing and playing games.

Week 2: The European Wine Industry

Tuesday, July 17, 2007

We started the European wine industry section of the program yesterday. We learned all about the vinification process, and it was very

interesting. Today our professor, **Renee Rogers**, had us see if we could identify different aromas found in wines. We were given a list of more than twenty different unidentified aromas like blackcurrant, cherry, oak, and vanilla, and the team who could correctly identify the most won. My team got first place! The whole experience showed me the amazing complexity of wine and the wine industry. I think this course will really help me in business social settings. Tomorrow, we are going to spend the day tasting wines from all over the region and the world.

Weekend 2: France

Sunday, July 22, 2007

The long weekend is wrapped up and I'm on the train back to EHL for class tomorrow. This last weekend was full of great memories. It started Friday with a bus ride to Côte de Beaune region in France to tour wine cellars and vineyards. What an incredible opportunity to see firsthand what we'd heard about in

the classroom. The wine was amazing and the food even more so. Afterward, we headed to Annecy, France. The smell of the street markets, the taste of great food, and the amazing architecture outmatched anything I'd experienced before. As a musician, I was really excited about the folk music we heard.

Week 3: A New Look At Entrepreneurship

Wednesday, July 25, 2007

Studying European views on entrepreneurship has been very interesting. Entrepreneurs in Europe are not as prevalent as they are in the States. Recently though, European governments and organizations have encouraged entrepreneurship in the younger generations. This summer program has definitely helped me take a new look at entrepreneurship. It's always been a dream of mine to start my own business someday. I know my time here will help me come up with an innovative idea for the WSU Business Plan Competition in the spring. I'm so glad that I participated in the summer program; this has been the trip of a lifetime. 🌍