

## Global Immersion Experience

The Global Immersion Experience offers students the possibility of short international academic experiences in some of the most dynamic cities in the world, including London, Shanghai, and San Francisco, to add a new dimension to the educational experience of the Master in Management at IE Business School.

Within the Global Immersion Experience there are two types of programs available:

### I. The Global Immersion Week\*

### II. Short Exchange\*

*\*Both programs are optional and carry no academic credit.*



San Francisco



Shanghai

## The Global Immersion Week

The Global Immersion Week is an optional week-long international field trip with several academic objectives. Students attend lectures at prestigious universities and academic institutes, visit world famous companies, interact with top executives, and also have the opportunity to explore new cultures and new places.

**Depending on your intake**, the Global Immersion Week usually is scheduled for San Francisco and Shanghai and takes place during the Specialization Period.

#### • San Francisco

The focus of the Global Immersion Week in San Francisco has been to connect with key executives in Silicon Valley that are transforming the way companies do business world-wide. This is achieved through a series of company visits, keynote conferences and conversations with business leaders. All sessions focus on innovation, entrepreneurship and the vision of industries in transformation.

#### • Shanghai

The Global Immersion Week to Shanghai focuses on achieving a working knowledge of local business practices through lectures from world-class professionals. Students have networking opportunities with managers from some of Asia's most innovative businesses and growing industries. Finally, students have the chance to explore Chinese culture firsthand, boosting their awareness and appreciation for cultural differences.

*"Everything in China is different; its traditions evoke unique characteristics to all my senses. Not only traditions but the way of doing business is also different, observing the behavior of the Chinese consumer is something many companies often forget when doing business here".*

**Manuel Gener Bago**  
Spain, Class of 2012  
Management Trainee, Burger King Corporation



## The Short Exchange

The Master in Management program offers students in the **September intake** the opportunity to take part in a Short Exchange program with London Business School (LBS). The exchange complements the program's academic experience, while providing the opportunity to network with peers and faculty from another reputed institution and to engage with prominent business leaders from the UK and from around the world.

- **IE @ LBS:** This program takes advantage of London as a 'Global City' with a key role in the global economic system, as the hub of a number of corporate headquarters for multinational corporations and international financial institutions. This program will foster an increase in global awareness and knowledge.
- **LBS @ IE:** The theme of this exchange is 'Entrepreneurship', where LBS students will participate in faculty-led workshops and company visits (exploring start-ups, business funding etc), as well as cultural visits, traditional Spanish dinners and city tours of Madrid. IE students participating in the exchange are invited to several evening networking events.



Google offices

*"The places we saw, the things we learned and the people we met during this exchange make it an unforgettable experience."*

*"In general I can say that the exchange provided all participants the possibility to get the best out of it. A glamorous chance for students of both business schools to network, to find friends for life and business partners for the future."*

**Aleksandar Stojanovic**  
Serbia, Class of 2012  
Junior Consultant Intern, Ces Mecon

**Hubertus Halmburger**  
Germany, Class of 2011  
Market Development Manager, Lightyears AG

Master in Management

Students pay for their own travel costs to and from Madrid, including flight and hotel. IE covers all lectures and seminars, ground transportation, lunches, guides and interpreters. IE offers a few partial scholarships for exceptional students.

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Shanghai



London