



INTERNATIONAL BUSINESS *experience*

 **ESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

10 reasons

why to boost your study experience:

- 1.** Get a multicultural and global mindset.
- 2.** Learning new languages.
- 3.** Enrich your CV and get new professional skills.
- 4.** Experiential growing.
- 5.** Expand your mind and lead the way.
- 6.** Boost your creativity.
- 7.** Challenge yourself.
- 8.** Knowing new cultures, meeting new people.
- 9.** Enhance your professional networking.
- 10.** Change your life with an international experience, enjoy it and you will not regret it!



London



Collaborative Innovation from the Marketing Perspective

About us:

CIM (The Chartered Institute of Marketing) is the leading international professional marketing body.

Your Program*:

| Monday | Tuesday | Wednesday | Thursday |
|---|--|---|---|
| INTRODUCTION TO CIM & TOUR Introduction to CIM, tour, welcome by CEO or Director. | NEW INNOVATION IDEAS AND CAPABILITY Using tools and techniques for spotting new innovation ideas and develop them. | MORNING Visit to 3M Innovation Centre hosted by CIM and 3M. | BUILDING THE CASE FOR INNOVATION Ensuring that new innovations are tested and screened for their success potential, according to customer insights captured by Marketing Departments. |
| HOW (CURRENT THEME) Impacts CIM. | Building the skills and capabilities for effective innovation. | AFTERNOON Visit to London hosted by ESIC. | Prepare a business case to support the development and launch of a new innovation, considering off and on line marketing activities. |
| INNOVATION IN CONTEXT Understanding what Innovation is and how it relates to business and marketing strategy. Identifying the key types of innovation found in business and how they translate into marketing programs. Identifying and addressing the key challenges to successful innovation. | BUSINESS MODEL INNOVATION Using business model innovation to secure business growth, considering based behaviour and business intelligence. Business model innovation exercise. | | BUSINESS MODEL INNOVATION PRESENTATIONS Prepare business model presentations. Team presentations. |

Summary and close

- Your Company visit and activity.
- Explore the world of 3M innovation in one place: people, expertise and technologies developing new opportunities to drive your business forward at the same time that you understand how they are performed from a marketing standpoint.
- You'll get to visit The Queen's Weekend Home! Windsor Castle is the oldest and largest inhabited castle in the world.

*Schedule is subject to change

Shanghai



The determinant role of China in today's globalised business environment

Your Program:*

| | Sunday | Monday | Tuesday | Wednesday |
|-----------|------------------------|---|---|--|
| Morning | | Introduction to the Chinese Business Environment. | The Road Belt Initiative. New policies from the Chinese government. | How to do business in China, Cultural aspects. |
| Afternoon | Arrival into Shanghai. | Company visit (tbd). | Company visit (tbd). | Company visit (tbd). |
| Evening | Hotel Check in. | Free time. | Networking activity with IMBA and MBA students. | Cultural business activity. |

| | Thursday | Friday | Saturday | Sunday |
|-----------|---|-------------------|------------------------|-------------------|
| Morning | Business Communication in China. | Visit to Nanjing. | Free time in Shanghai. | Leaving to Spain. |
| Afternoon | Visit one of the Free Trade Zones or any other interesting government-led initiative such as an innovation park (Suzhou Industrial Park). | | | |
| Evening | | | | |

Institution

Shanghai International Studies University (SISU)

*Schedule is subject to change

Digital Business Innovation in US

Your Program:*

| Monday | Tuesday | Wednesday | Thursday |
|--|---|---|--|
| 8:30 AM Arrive at FIU MMC | 8:45 AM Arrive at FIU MMC | 8:45 AM Arrive at FIU MMC | 8:45 AM Arrive at FIU MMC |
| 8:45 – 9:00 AM Welcome & Opening Remarks Dr. Jerry Haar | 9:00 – 10:30 AM Session 5 “Innovation Trends in Digital and Social Media” Brian Burlingame The Jeffrey Group | 9:00 – 10:30 AM Session 7 “The Role of Innovation in Structuring New Business Models” Edgardo Pappacena FIU | 9:00 – 10:15 AM Session 8 “The Future is Now: Business Data Analytics” Deanne Butchey FIU |
| 9:00 AM – 10:15 PM Session 1 “Accelerating and Incubating High-Impact Start-ups” Alex Jimenez-Ness Welwaze Medical Inc. | | | |
| 10:15 – 10:30 AM Break | | | |
| 10:30 AM – 12:15 PM Session 2 “The Innovation Prowess of Emerging Markets” Jerry Haar FIU | 10:45 AM – 12:15 PM Session 2 “The Digitalization of Cross-Border Trade” Rakesh Shalia FedEx | 10:45 AM – 12:15 PM Session 7 “The Role of Innovation in Implementing New Business Models” Edgardo Pappacena FIU | 10:30 AM – 11:45 AM Session 9 “The Future is Now: Artificial Intelligence, Block Chain, and The Cloud” Mariana Saintive Sousa IBM |
| 12:15 – 1:30 PM Group Picture & Lunch | 12:15 – 1:15 PM Lunch on Their Own | 12:15 – 1:15 PM Lunch on Their Own | 11:45 – 12:00 PM Certificate Ceremony and Wrap-Up |
| 2:00 – 3:30 PM Session 3 “Fintech as a Driver of Financial Services” Ray Ruga Founder, Fintech Americas | 1:15 pm – 2:00 pm Travel to Company Visit 2:00 – 5:00 PM Company Visit #1 | 1:15 pm – 2:00 pm Travel to Company Visit 2:00 – 5:00 PM Company Visit #2 | Adjournment (Participants are free to have lunch on their own and travel) |
| 3:30 – 3:45 PM Break | | | |
| 3:45 – 5:00 PM Session 4 “Innovative Technologies and Corporate Performance” Jordi Botifoll CISCO | | | |