



# 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!



# Washington



**GEORGETOWN  
UNIVERSITY**

CENTER FOR INTERCULTURAL  
EDUCATION AND DEVELOPMENT

## Understanding today's Business Environment

**HOST:** Georgetown University is one of the world's leading academic and research institutions, offering a unique educational experience that prepares the next generation of global citizens to lead and make a difference in the world.

### Your Program\*:

Monday	Tuesday	Wednesday	Thursday	Friday
<p>9:00 <b>MEET CIED REPRESENTATIVE AT THE CAMPUS MAIN GATES</b> 37th and O Street, N.W. Washington, D.C. 20057</p> <p>9:00 – 9:45 <b>CAMPUS TOUR</b> With CIED Representative</p> <p>9:45 – 10:00 <b>PROGRAM OPENING &amp; ORIENTATION</b></p> <p>10:00 – 12:00 LECTURE: <b>AMERICAN CULTURE AND MANAGEMENT</b></p> <p>12:15 – 13:45 <i>Lunch at Faculty Club Restaurant</i></p> <p>14:00 – 17:00 LECTURE: <b>EXPLORING ARTIFICIAL INTELLIGENCE &amp; INTERNATIONAL BUSINESS</b></p>	<p>10:00 – 13:00 LECTURE: <b>CHALLENGES IN TIMES OF GLOBALIZATION</b></p> <p>13:00 – 14:00 <i>Lunch at Faculty Club Restaurant</i></p> <p>14:00 – 17:00 LECTURE: <b>CHALLENGES IN INTERNATIONAL BUSINESS – A BIG DATA APPROACH</b></p>	<p>10:00 – 12:00 LECTURE: <b>INTERNATIONAL BUSINESS NEGOTIATIONS</b></p> <p>12:00 – 14:30 <i>Lunch at Faculty Club Restaurant</i></p> <p>14:45 <b>MEET AT THE CAMPUS MAIN GATES FOR</b></p> <p>15:30 – 17:00 PROFESSIONAL BRIEFING: <b>INFORMATION TECHNOLOGY &amp; INNOVATION FOUNDATION (ITIF)</b></p> <p>Briefing with Stephen Ezell, Vice President, Global Innovation Policy 1101 K Street NW, Suite 610 Washington, DC 20005</p> <p>17:00 <b>RETURN BY BUS TO CAMPUS</b></p>	<p>10:00 – 12:00 LECTURE: <b>GLOBAL MARKETING</b></p> <p>12:00 – 14:00 <i>Lunch at Faculty Club Restaurant</i></p> <p>14:00 – 17:00 LECTURE: <b>CASE PRESENTATION AND CORPORATE SOCIAL RESPONSIBILITY</b></p>	<p>10:00 – 12:00 LECTURE: <b>PRESENTATION SKILLS WORKSHOP: CREDIBILITY AND NON VERBAL BEHAVIOR</b></p> <p>12:00 – 12:30 <b>EVALUATION AND CLOSING CEREMONY</b> Program Director, Prof. José Luis Guerrero-Cusumano and CIED Representatives</p> <p>12:30 – 13:30 <i>Lunch at Faculty Club Restaurant</i></p>

\*Schedule is subject to change

## Digital Business Innovation in US

**HOST:** Chapman Graduate School, Florida International University, among the top 5% of elite business schools worldwide accredited by the AACSB.

### Your Program:\*

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

# London

## Collaborative Innovation from the Marketing Perspective

**HOST:** The Chartered Institute of Marketing, the world's leading professional marketing body.

### Your Program\*:

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

### 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.

# Shanghai



上海外国语大学  
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

## Internationalization and Global Mindset

**HOST:** Shanghai International Studies University (SISU). "Integrity, Vision and Academic Excellence."

### 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)

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