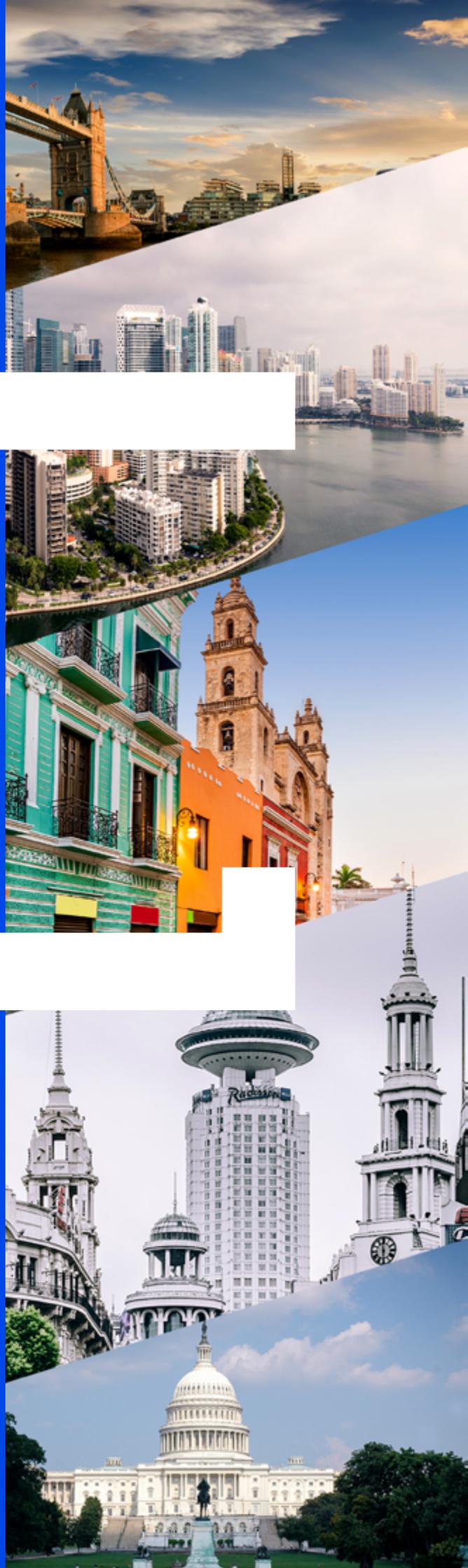


INTERNATIONAL BUSINESS EXPERIENCE

esic



10 REASONS WHY TO BOOST YOUR STUDY EXPERIENCE:



1. Challenge yourself



2. Enhance your cross-cultural ability



3. Improve your language skills



4. Enrich your CV by gaining new professional competencies



5. Grow through experience



6. Expand your mind and lead the way



7. Boost your creativity



8. Build new relationships



9. Broaden your professional network



10. Enjoy a transforming adventure



WASHINGTON



Understanding today's Business Environment

THE 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.



THE PROGRAM

The one-week program includes academic sessions led by Georgetown University faculty and experts that are centered around the **deeper understanding of business and society in the United States**. It is made up of sessions ranging from the challenges in times of globalizations, through international business negotiations all the way to global marketing. As well as site visits to a business, organization, association, or government entity which provides an opportunity to network internationally.

Students that complete the program will be given a certificate of completion issued by the host.

MIAMI

**FIU** | FLORIDA
INTERNATIONAL
UNIVERSITY

Digital Business Innovation in US

THE HOST

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



THE PROGRAM

The theme of the program is “**Digital Business Innovation**” and it is centered around a **deeper understanding of business and innovation within the digital context, in the United States.**

The one-week program includes academic sessions led by FIU faculty and experts, that range from innovation trends in Digital and Social Media, digitalization in a cross-border context, emerging markets and their prowess all the way to the role of innovation in implementing new Business Models. The program also includes company visits and workshops.

Students that complete the program will be given a certificate of completion issued by the host.

MAIDENHEAD

 The Chartered
Institute of Marketing

Collaborative Innovation from the Marketing Perspective

THE HOST

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



THE PROGRAM

By attending UK's Chartered Institute of Marketing, students will delve into Understanding what professional challenges are affecting and transforming the digital marketing profession, based on a holistic analysis of key factors: ethics, politics, technology, story telling, ... through business model innovation ideas and capability assessment, understanding different business contexts and cross-cultural environments.

Interesting fact: CIM is the only marketing body allowed to award Chartered Marketer status internationally.

Students that complete the program will be given a certificate of completion issued by the host.

MÉRIDA



Innovación y sostenibilidad en los negocios

THE HOST

Universidad Anáhuac Mayab, actualmente posicionada dentro del 2 % de las mejores universidades del mundo y en el top 3 de universidades privadas de México además de ser una de las 3 universidades con mejor empleabilidad del país.



EL PROGRAMA

Según las Naciones Unidas, para 2050 muchos países de todo el mundo afrontarán importantes retos no sólo en el ámbito económico sino también en su estructura social. La necesidad de trabajar por una cooperación sostenible exige un compromiso internacional y una respuesta rápida a los problemas actuales que cada una nación y región económica viven actualmente.

Las empresas tienen una oportunidad única de ofrecer nuevos modelos de negocio que proporcionan un mayor valor a sus clientes, pero también para dar un cambio positivo a la sociedad en el corto, mediano y largo plazo. El programa proporcionará a los participantes un profundo conocimiento en el uso de tecnología, simuladores, modelos de negocio y negociaciones en América del Norte y América Latina.

Los estudiantes que completen el programa recibirán un certificado de finalización por la universidad.

SHANGHAI



上海外国语大学
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

Internationalization and Global Mindset

THE HOST

Upholding the motto of “Integrity, Vision and Academic Excellence”, Shanghai International Studies University (SISU) is an internationally recognized, prestigious academic institution distinctive for its multidisciplinary and multicultural nature, committed to preparing innovative professionals and future global leaders for a wide range of international expertise to address the critical challenges of our times.



THE PROGRAM

The one-week program includes academic sessions led by SISU faculty and experts that are centered around the **deeper understanding of internationalization and having a global mindset**. It incorporates sessions ranging from an introduction to the Chinese business environment, business communication in China all the way to how to do business in a Chinese context and successfully face the cultural aspects.

Students that complete the program will be given a certificate of completion issued by the host.

