

PARIS Immersion Program

April 7th – April 11th

For MBA and DBA Students

Price per student: 2.500 EUR

Duration: 5 days

Focus: Combining academic excellence with cultural exploration to enhance leadership skills and global perspectives.

DAY WELCOME AND INTRODUCTION

01

Morning:

- **8:30–9:30** | Arrival and Registration at Partner Institution
- Croissants and Coffee served to welcome participants
- **9:30–10:00** | Welcome Speech by Program Director
- **10:00–12:00** | Keynote Lecture: "Global Leadership in a Digital World"

Lunch

- **12:00–13:30** | Lunch

Afternoon

- **13:30–15:30** | Workshop: "Strategic Innovation and Sustainability"

Evening:

- **16:00–18:00** | Explore La Défense district and see the Arc de Triomphe
- **Free time**



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DAY 02 ACADEMIC FOCUS AND CULTURAL INTEGRATION

Morning:

- **8:30–10:30** | Panel Discussion: "The Future of Finance and Global Markets" → *With industry experts and academics*
- **11:00–13:00** | Case Study: "Marketing Strategies in the Luxury Industry"

Lunch:

- **13:00–14:30** | Lunch

Afternoon

- **14:30–16:30** | Lecture: "Digital Transformation and Its Impact on Business Models"

Evening:

- **17:00–19:00** | Visit: "Eiffel Tower"
- **Free time**

DAY 03 BUSINESS INSIGHTS AND PARISIAN LIFE

Morning:

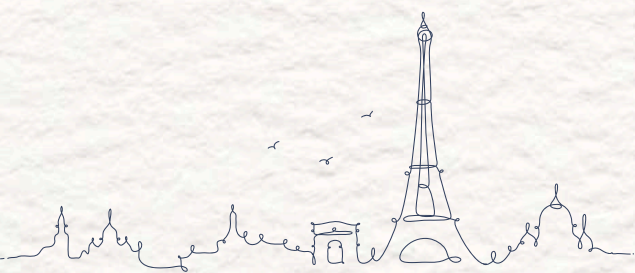
- **8:30–10:30** | Workshop: "Negotiation and Decision-Making in Cross-Cultural Environments"
- **11:00–13:00** | Leadership Simulation: "Crisis Management in International Teams"

Lunch:

- **13:00–14:30** | Lunch

Afternoon and Evening:

- **15:00–18:00** | Explore Champs-Élysées and Notre Dame
- **Free time**



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DAY EXCURSION

04

All Day Event:

- **Private visit to Luis Vuitton**

Lunch:

- **Visit to Chanel Workshops**

DAY VISION, STRATEGY, AND FAREWELL

05

Morning:

- **8:30-10:30 | Summary Session: "Key Takeaways and Action Plans"**
- **11:00-12:30 | Leadership Reflection: "Building Global Networks and Strategies"**

Lunch:

- **12:30-14:00 | Lunch**

Afternoon

- **14:00-16:00 | Closing Ceremony**

