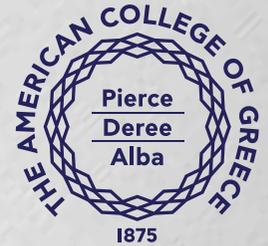




Business *unusual*



FIELD TRIPS

FOR BUSINESS STUDENTS AND PROFESSIONALS
IN ATHENS, GREECE



In a globalized market place, graduate students need to develop thorough understanding of the global economy and get the opportunity, through their graduate education, to manage real business challenges in diverse business environments

ALBA Graduate Business School is the top Business School in Greece offering accredited MBA & master programs (AMBA, EPAS), with a stellar record of activities focusing on entrepreneurial business education (Multiple times winners of the European Business Plan of The Year Competition), with extensive expertise in International events such as Conferences, Students' Competitions etc, and with strong links to the Greek Business Community (seminars to 1000 Greek companies, 90 corporate members, high alumni placement records)



FIELD TRIP **OPTION 1**

BE A CONSULTANT IN AN UNCERTAIN BUSINESS ENVIRONMENT

DURATION 10 DAYS

Before arrival to Greece:

- Greece-based companies provide real-case business challenges/projects for which they need consultation.
- Teams of up to 5 students/participants choose a project of their preference.
- Each team works with the sponsor-company liaison for some pre-arrival work and preparation.

During the Field Trip:

- A set of lectures/discussions help field trip participants to acquaint themselves with the current challenges in the European and Greek business environment.
- Each team works closely with the sponsor-company on the project and receives feedback on the project from an ALBA faculty.
- Teams prepare for a presentation of their consultation to the company.
- A set of cultural and touristic activities are also incorporated in the program.

Post Departure

- Within 1 month or so from their departure, field trip participants deliver their consultation to the sponsor company

FIELD TRIP **OPTION 2**

MANAGEMENT CHALLENGES IN EUROPE

DURATION 1 WEEK

- Students have the unique opportunity to familiarize themselves with the most recent developments and challenges in the European business environment, along with cutting edge management thinking and managerial insights. Lectures include among others:
 - Growth strategies in a stagnant market place
 - From family business to technology start-ups: An interactive journey through the entrepreneurship map of Greece
 - Leadership lessons from Classical Greece
 - Strategic flexibility in uncertain markets: lessons from jazz improvisation
- Company visits to Greek or multinational companies including co-working spaces for start-ups and Technology Parks. A set of cultural and touristic activities are also incorporated in the program.

OPTIONAL LEARNING EXPERIENCES OFFERED IN BOTH FIELD TRIP OPTIONS

- **Sailing Day:** Team building trip to Sounio - Collaboration skills development on board with a trained skipper and a facilitator - Sounio beach swimming - lunch - visit the archaeological temple of Poseidon
- **Wine tasting** in a traditional Greek family-owned Winery
- **Rock climbing experience**—Collaboration skills development with a trained facilitator
- **Visit Delfi Archaeological area**—transfer to **Galaxidi Traditional Village**—Lecture on Arts & Management — 2 days excursion
- Visit a **bee heaver** with special uniforms
- Visit Athens **Acropolis** and other archaeological sites
- Visit **Vouliagmeni**, the so-called Athens Riviera for a recreational day (swimming, food by the sea)
- Experience a **traditional Greek tavern** in a small village outside Athens
- Other learning and fun experiences may be organized depending on size of the group and weather conditions during the trip.

ACCOMMODATION

Single or double room according to preferences at
Other hotels close to the beach can be also selected

OTHER SERVICES

ALBA will provide the group with bus transportation (airport pick-up, company visits, tourist visits, daily excursions)

ALBA will offer all lunches during lectures and company visits

COST

Cost is based on group size, and learning experiences selected



ASK FOR MORE INFORMATION

Ms. Zoe Kourounakou
Director of International Relations



TESTIMONIAL



“The field trip hosted by ALBA in Athens was a highly rewarding experience for our participants as well as for me as accompanying faculty. Excellent and internationally experienced faculty gave both, structured and entertaining insights into the general topic of strategic management in changing environments. They enriched their discussions with enlightening reflections on the presently quite dynamic economic situation in Greece and successful strategies of companies in this context. ALBA created an ideal learning package for us, combining high level lectures and cultural experience with historic and present insights all in a perfect setting downtown Athens.”

Prof. Dr. Christian Schuchardt - Vice Dean
IGC International Graduate Center University o.A.S. - Hochschule Bremen

