

# Business Program Portfolio

*Global Immersion & Consulting Abroad Programs*



## Overview

Today's global economy requires **leaders who are prepared for every challenge in the international business environment**. Global experience enables business students to enhance their career prospects, gain cross-cultural intelligence, obtain first-hand market knowledge, and broaden their networks. Emerging markets in Africa and Asia in particular offer invaluable learning and engagement opportunities.

We partner with business schools to develop **high-impact short-term travel programs** for their students that are implemented by our teams in East Africa, Southern Africa and Southeast Asia. Our clients include more than 35 universities and we have worked with ten of the top 30 U.S.-based MBA programs.

## Why choose GEI

Our exclusive focus on developing countries in Africa and Asia means that our partners can benefit from **unparalleled thematic expertise, regional networks and infrastructure**.

- Inspiring global program developers and meeting planners
- Experienced African and Asian in-country destination managers
- 24/7 logistics and emergency support
- Peace of mind - comprehensive liability insurance, proven safety and security protocols, optional personal travel insurance



## TESTIMONIALS

"Your company made my Consulting Abroad Program in Rwanda a great success. You connected me and my students with the important players in business, government, and non-governmental organizations."

*Prof. Reid Click, George Washington University School of Business*

"I will run out of adjectives trying to describe our trip to South Africa. I will just say that we are thrilled with it, and our experiences have been paradigm shifting."

*Jessica Rush, University of Washington Foster School of Business*

"The program allowed me to reflect and grow through constant challenges. I will leave a more mature person."

*Christina Zerfas, Indiana University Kelley School of Business*

### Global Immersion Programs (GIPs)

The goal of a GIP is to **gain in-depth understanding of an international business topic through experiential learning**. Content can range from high-level surveys of the economic, cultural and geopolitical drivers behind a destination (e.g. “doing business in...”) to specialized themes such as “mobile banking”, “maritime logistics and supply chain management” or “microfinance”.

Our global program developers engage with a business school’s program planners to develop unique GIP itineraries based on the program’s desired learning objectives. Typical elements include classroom learning, executive speakers, company and factory visits, enriching cultural activities and/or service-learning opportunities. Business schools can tap into our extensive regional networks of companies, NGOs, academic institutions and government agencies.

### Example Theme: Mobile Banking

More than a billion people in developing countries have a mobile phone but not a bank account. How to **give them access to banking services via their handsets** is much more than a question of improving their quality of life. In countries like South Africa, mobile banking has become a highly profitable business sector for a variety of mobile phone companies, banks and innovative tech start-ups. This GIP explores the mobile banking sector in all its facets. Meetings with key stakeholders range from industry leaders to regulators to consumers.

### Example Theme: Sustainable Social Impact

Many multinational corporations continue to **shy away from emerging markets**, citing the endemic risks associated with turbulent political settings and underperforming economies. Enterprising local entrepreneurs in regions like East Africa, however, have started to bring about meaningful social change by addressing challenges related to access to capital, distribution and supply of products and services, and the role of government. Their emergence exemplifies the large potential for growth that this GIP seeks to explore. Meetings with a diverse array of entrepreneurs are supplemented with factory visits and discussions with leading economists.

#### AT A GLANCE

- Destinations: Botswana, Burundi, Cambodia, Kenya, Lesotho, Malawi, Namibia, Rwanda, South Africa, Swaziland, Tanzania, Thailand, Uganda, Vietnam, Zambia, Zimbabwe
- Typical duration: 7-21 days
- Typical costs\*:
  - SA (12 days): \$1,950 (12 pax)
  - SA (12 days): \$1,700 (20 pax)
  - KE/RW (15 days): \$2,400 (12 pax)
  - KE/RW (15 days): \$2,200 (20 pax)

\* incl. mid-range hotel accommodation, in-country transportation, selected meals, activity/entrance fees, program development and meeting partner liaison, coordination/guiding, 24/7 emergency support



## Consulting Abroad Programs (CAPs)

CAPs are **transformational applied learning experiences** that enable business students to gain first-hand knowledge in building sustainable businesses, and to become agile and creative business leaders. The unique challenges and opportunities found in emerging markets in Africa and Asia demand new understandings and approaches that challenge students to think innovatively and act collaboratively. Working in small teams, they are connected to local entrepreneurs or civil society leaders in order to help create solutions for a specific business problem.

Our in-country program coordinators work with a business school's program planners to identify and approach the most suitable partner companies and organizations for a high-impact CAP experience. They help to determine concrete business problems and provide liaison services before, during and after a trip.

## Impact for Humanity Projects (undergrad & MBA)

### - Example Destination: Vietnam

Delegations team up with students from Hoa Sen University to work on joint projects. Partners include organizations like Center for Disability Research & Capacity Development, Tinh Than AIDS Program or Nhat Hong Center for the Blind & Visually Impaired. Teams carry out market analyses, prepare business plans, design websites, create apps, plan and organize job fairs, create promotional materials, and prepare marketing and awareness plans for income-generating projects and social enterprises.

### - Example Destination: Rwanda

Delegations work with entrepreneurs - primarily women - who are members of partner organizations such as Junior Chamber International, Chamber of Women Entrepreneurs or Never Again Rwanda. Team projects are designed to respond to current needs.

## Corporate CAPs (MBA)

### - Sample: Vietnam

CAP opportunities for MBA students are available at major national and multinational companies in various industries, ranging from finance & banking to food processing, to electronics and logistics.

### AT A GLANCE

- Destinations: Kenya, Rwanda, South Africa, Vietnam
- Typical duration: 10-28 days
- Typical costs\*:
  - VN (15 days): \$1,850 (12 pax)
  - VN (15 days): \$1,800 (20 pax)
  - RW (15 days): \$2,100 (12 pax)
  - RW (15 days): \$2,000 (20 pax)

\* incl. hostel accommodation, in-country transportation, selected meals, activity/entrance fees, program development and project partner liaison, coordination/guiding, 24/7 emergency support



### Spotlight: Rwanda

The 'African Gorilla' is seen by many as **one of the great success stories in the developing world**. A land-locked country, lacking in natural endowments and situated in a challenging neighborhood, Rwanda enjoys strong economic growth, high rankings in the World Bank's Ease of Doing Business Index and a reputation for low corruption. Poverty levels reduced by a remarkable 10% over the 2005-2010 period. Rwanda's success is owed to an exemplary implementation of Development 101, combined with the unique approach of blending traditional institutions and programs into modern development theory and practice.

Highlights: Tech start-ups, agricultural transformation, methane gas, women's leadership, social entrepreneurship, microfinance, coffee

### Spotlight: Vietnam

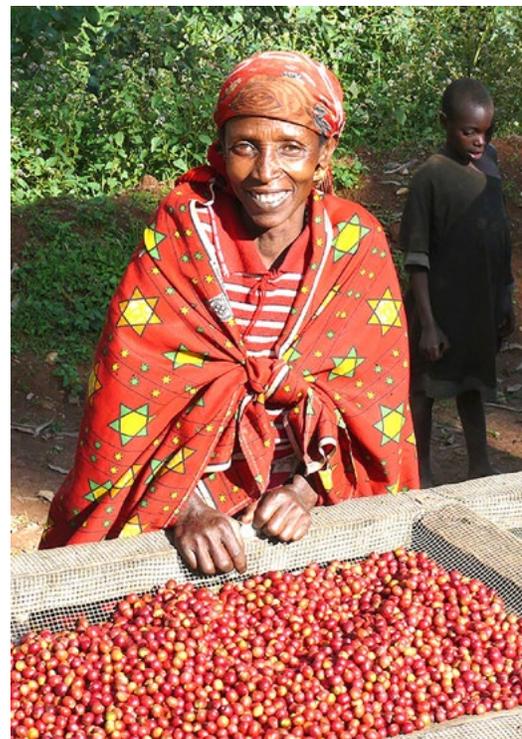
Today's Vietnam is undergoing some of the **fastest socio-economic changes** any country in the world has seen. The 'Asian Dragon' is a major development success story that has experienced remarkable rates of economic growth since the start of massive political and economic reforms called *doi moi* in 1986. It is now a middle-income country with a poverty rate of less than 10%, massive influx of foreign investment, and booming modern cities that swallow up many of the surrounding villages.

Highlights: Textiles, electronics, logistics, agriculture, finance & banking, food processing, coffee, tourism

### Spotlight: South Africa

In recent decades, the 'Rainbow Nation' has emerged from its troubled and turbulent past into a **healthy democratic state and the economic powerhouse of the African continent**. Boasting a first-world infrastructure, it is an easy place to visit with technology, roads, telecommunications, banking and commercial sectors all highly developed. At the same time, South Africa is a great place to witness a society going through dynamic changes. The country forges a new identity, moving from its apartheid past and strongly embracing its unique multicultural character, which is now integral to its national identity.

Highlights: Automotive, mining, winemaking, agriprocessing, ICT & electronics, mobile banking, social entrepreneurship, tourism



### Global Engagement Institute

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**GEI is a private institute** that provides international students and professionals with high-impact education and engagement programs in Africa and Asia. We inspire and empower participants to apply their passion and skills to create positive change in the world.