

Field Trips in Action!



Arizona State University – W.P. Carey School of Business: Field Trip at ALBA in Athens

ALBA Graduate Business School at The American College of Greece hosted for a second time the **Executive MBA** students of **W.P. Carey School of Business of Arizona State University** last March. Students had the chance to learn in depth for the *Greek Debt Crisis*, the *European Dichotomous Model of Economic Growth*, the *Blue Ocean Strategy* for the wine industry (see photo of the lecture above), the *entrepreneurship map of Greece*, the *clash of cultures in negotiations* and the political situation in Greece. During the field trip, participants visited a collaborative workspace of Greek start-ups where they had the chance to *interview young Greek entrepreneurs*, visited one of the top *Greek Shipping Management* companies *THENAMARIS*, the Greek office of *PEPSICO*, and a *family owned winery*. At the winery some magnificent *story telling* took place from the owner and students learnt about the Greek wine varieties from a famous *Enologist* after their strategy class with ALBA Dean Prof. Axaroglou. Among the people who were invited to present to the group from the *Health and Banking sector*, ASU students were delighted to address questions to a *member of the Greek parliament*, Mr. *Theoharis* and the former CEO of *Greek Public Television*, Mr. *Prokopakis*. The debate on the Greek financial and political crisis was also followed by a closing dinner at one of the best restaurants at Athens Riviera. ALBA designed a 3 days customized intensive program for the EMBA 2016 International Practicum of Arizona State University and provided them with an exceptional learning experience.

ALBA Graduate Business School in Athens, Greece, offers a number of Learning Experiences (consulting projects, lectures, invited speakers from various industries, company visits, cultural experiences etc) for graduate students in the framework of their **Field Trips abroad**.

ALBA Field Experiences Partners

Indiana University, US
Arizona State University, US
University of San Diego, US
Loyola University, US
Virginia Commonwealth University, US
Northeastern University, US
Endicott College, US
University of Texas San Antonio, US
Lee University, US
North Central College, US
Oklahoma State University, US
IIM Raipur, India
University of Stellenbosch Business School, SA
CIIM, Cyprus
University of Applied Sciences in Bremen,
Germany
Thammasat Business School, Thailand
ESMT, Germany

*Oklahoma State University company visit at
APIVITA Multinational Cosmetics company*



*ESMT Young Executives Leadership program –
Graduation Dinner combined with a cooking class
from a top Greek Chef*



*Indiana University, Kelley School of Business, AGILE
2016 International Field Consulting projects with
Greek SMEs*