Global Immersion Experiences are offered to graduate level students in the Wake Forest University School of Business. This year, students can choose from three destinations: China, India, and Nicaragua. Each program is unique and provides an educational and enriching opportunity to

explore the intersection between business and culture around the world.

Each Global Immersion Experience functions as a 3-credit elective and consists of class time, required reading, travel to the region of focus, and graded assignments. Class meetings are coordinated to be as convenient as possible to students in all of our graduate programs. Specific requirements are course-dependent and vary by program. Previous course projects have included: cross-border entrepreneurial business plans; multinational sourcing and logistics challenges; new market entry or marketing plans; examining investment options; conducting M&A due diligence; and developing a business model canvas (BMC) for a local business or industry.

During the time abroad, students will make company visits, meet with local business and government leaders, tour significant cultural and historical sites, and take part in shared dining and entertainment experiences. Roommate pairings are assigned to optimize student learning and facilitate expansion of networks; however, students may request a single accommodation (at an additional charge).

Global Immersion Experiences help students understand how business is conducted in different parts of the world and how various cultures have dealt with common business challenges, often in ways that are unique to a culture.
The 2016 China Immersion Experience will travel to Beijing, Shanghai, Chengdu, Taipei (Taiwan) and environs.

Business visits will include a number of Chinese, U.S., and multinational companies in a wide range of industries. Examples of business visits include KGI (Financial Services), Baosteel (one of the largest state-owned enterprises), JD.com (Chinese equivalent of Amazon.com), Soho (a large real estate developer in China), PepsiCo, Prudential, United Family Healthcare, Grant Thornton, VF, and more. A number of hosts will share their personal experiences and insights with us as we travel through China. We will visit Taipei, the capital city of the Republic of China (ROC), to observe the economic, political, and social context in contrast with the People’s Republic of China (PRC). We will also visit facilities for semiconductor manufacturing, which is the flagship industry in the for the Taiwanese economy.

Important historic and cultural sites you may experience on the 2016 China Immersion Experience include the Forbidden City (the imperial palace for twenty-four emperors during the Ming and Qing dynasties), Temple of Heaven (the place where emperors worshipped heaven and prayed for good harvests), the Great Wall, Yu Garden, Jade Buddha Temple, as well as the National Palace Museum (in Taipei, Taiwan). We will also visit the famous Panda breeding and research center, along with the Leshan Giant Buddha (the tallest pre-modern stone sculpture in the world) when we are in Chengdu, Sichuan province. Several of these places are listed by UNESCO as the World Heritage Sites for their special cultural and physical significance.

This will be the first time for the Wake Forest Global Immersion Experience to visit both China (PRC) and Taiwan (ROC). China’s socialist market economy is the world’s second largest economy by both nominal GDP and purchasing power parity, whereas Taiwan has a developed capitalist economy and high standard of living. This experience will be unique and will give students an up-close perspective of what it’s like to conduct business in Greater China.
The 2016 India Immersion Experience will consist of visits to Mumbai (Bombay), Jaipur, Agra, Delhi/New Delhi and environs.

Business visits will include exposure to the Tata Group (one of the world’s largest conglomerates), Jones Lang LaSalle (JLL) commercial real estate, CAA KWAN Entertainment (“The Business of Bollywood”), IBM-India, New Delhi Television Ltd. (NDTV), and more. We will also see “Mumbai at Dawn” as we experience the Sassoon Dock fish market, flower market, vegetable and herb market, and the Mumbai newspaper distribution network. Students will also see first-hand the business of the Dabbawallas, a Mumbai tradition since 1890.

Important historic and cultural sites you will experience on the 2016 India Immersion Experience include the 1300-year old Elephanta Caves, Amber Fort, Jaipur City Palace, the deserted city of Fatehpur Sikri, Agra Fort, Tomb of Humayun, Qutab Minar, Jama Masjid (India’s largest mosque), along with the Mumbai and New Delhi homes of Mahatma Ghandi. Of course, a highlight of our cultural site tours will be our visit to the Taj Mahal.

There will also be visits to rural villages to experience traditional carpet weaving and block printing. At Bandhwari village outside of New Delhi, we will experience Pro Humanitate at work as foundation-supported education is provided to young girls who previously had to drop out of the education system. With an opportunity to complete high school and proceed on to the National Open School/University, these students are being given a chance to break the poverty cycle in India.

In 2016 we will also visit Dharavi – a bustling self-contained billion-dollar-a-year-economy within Mumbai, featured in the movie *Slumdog Millionaire* and which is also Asia’s largest slum. You will also have the opportunity to meet and socialize with students and faculty from the Birla Institute of Management Technology (BIMTECH) in the Delhi suburb of Noida. Another highlight of the past year’s trip which we look to repeat in 2016 is an in-home visit with Mr. Gurcharan Das, retired CEO of Procter & Gamble-India and now a well-known columnist for the *Times of India*. Mr. Das is author of our India immersion study book, *India Unbound*. 
Since the fall of 2006, the Wake Forest School of Business has partnered with small businesses in Nicaragua to find new ways to optimize their value through business skills seminars. Led by students, the business skills seminars include modules on operations, organizational behavior, marketing, and finance, and are completed sequentially by each participant.

Based in Managua, Project Nicaragua provides the opportunity for students to travel throughout the city and to neighboring towns to witness the various ways in which business is conducted, and to gain a deeper understanding of the impact of history, culture, and government in a developing economic system.

In preparation for the in-country experience, students will dedicate preparation time to developing skills required to conduct effective needs assessments, facilitate participant learning, and guide businesses through the application of key business concepts in a cross-cultural context.

**A business degree is about more than spreadsheets and cash flow analysis.**

_At its heart, business is about creating and capturing value._

Many students who participate in Project Nicaragua cite it as the most inspirational and motivational experience in their business school career.
Eligibility

Global Immersion Experiences are available to graduate students in the Wake Forest University School of Business. First and second year students in working professional programs (WPP) are permitted to apply for participation in any of the Global Immersion Experiences, with preference given to second year students. Space is limited and all travel groups will be capped at a number that optimizes student learning. Students applying for any program must be in good academic standing and are required to submit the following items for consideration:

- Completed application
- $700 nonrefundable deposit (per program) – due at the time of acceptance

Program Fees & Important Dates

**China Immersion Experience**

**May 7-21, 2016**

“Early Bird” Price - $4,000 (apply by December 15, 2015)
Standard Price - $4,100 (apply by January 15, 2016)
(airfare to destination country not included)

**India Immersion Experience**

**May 7-21, 2016**

“Early Bird” Price - $3,900 (apply by December 15, 2015)
Standard Price - $4,100 (apply by January 15, 2016)
(airfare to destination country not included)

**Project Nicaragua**

**January 2-9 or March 5-12, 2016**

Deadline for Application – September 21, 2015
Trip Cost - $2500
(airfare included)

Trip costs cover travel-related expenses including: accommodations while abroad, in-country transportation, guides/translators, some touring/tickets to cultural and historical visits, and trip insurance. Trip payments may be made in multiple installments. The full trip balance must be paid off before the trip departs.

The cost of course literature, visas and/or passports, meals other than those included in the trip itinerary, entertainment, and independent activities that are not part of the trip (as defined by the faculty lead) are not included in the program cost. Hotel rooms are priced for double occupancy; there is an additional charge ($1250) for single room requests (single accommodations not available for Project Nicaragua).

For participation in any program, please submit a $700 nonrefundable deposit, which is due at the time of acceptance.
Professional Code of Conduct

The time abroad is to be treated the same as a business trip. Students are expected to exude consummate professionalism at all times. Students will practice timeliness and punctuality, dress appropriately for the environment, communicate with thoughtful and considerate language, prepare in a thorough manner, and comport themselves with honor and integrity at all times. Behaviors to the contrary – including tardiness, loud or disorderly behavior in hotels, drunkenness, sleeping or being otherwise disengaged during meetings will be frowned upon and have the potential to adversely affect students' grades and may adversely impact the offerings for future students. We hope to promote students' development as world citizens and global business travelers; as such the Global Immersion Experience should be undertaken as a serious academic and professional development endeavor.

Financial Aid & Assistance

For the China and India Global Immersion Experiences, limited scholarships of up to $1000 are available to students who demonstrate academic merit and financial need.

To be considered for a scholarship, please submit a one-page essay outlining the following:

- Your financial need
- Whether your educational expenses are being covered or supplemented by a source other than yourself
- Your interest in the country/region to which you wish to travel
- The specific goals/desired result you hope to achieve through this experience
- Any other relevant information you deem appropriate

Because a scholarship award may impact a student's decision to travel abroad, requests for consideration (with completed application) must be received by January 2, 2016 at 5pm. A decision regarding scholarships will be rendered prior to the final deadline for applications. Please submit your scholarship essay and/or questions about scholarships for Global Immersion Experiences to Professor Amy Wallis. For questions about financial aid disbursed through the Office of Financial Aid, contact Jamie Childress.
Contact

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