

Dear EMBA Students,

We are happy to announce the opening of the enrolment for **Study Visit to INTERNATIONAL BUSINESS IMMERSION PROGRAMME USA 2020**". We invite interested students to enrol by sending email to agnieszka.czarnocka@biznes.edu.pl by **February 3rd, 2020**.

This Programme will be offered by Baruch College's Division of Continuing and Professional Studies The City University of New York in partnership with the Warsaw University of Technology Business School. The five-day International Business Immersion Programme will provide visiting students from Poland exposure to the academic instruction and campus life of Baruch College, immersion in New York City's business world, and cultural visits to landmarks around the city. Details of the Study Visit will be included in the agreement and shared with the students who enrol for the trip.

DATES:

11-15 May 2020 (5 days of classes at Baruch College)

COST ESTIMATION (based on assumption that there will be 25 participants) per Participant is 4 500 PLN, the cost comprises of:

- Welcome Ceremony and Breakfast, Orientation and Campus Tour
- 5 Seminars (including lunch and coffee breaks)
- Business Site Visits
- Entrepreneurship Panel Discussion with Business Owners and Selected Start-Ups&Networking
- NYC World Trade Week Event
- Program Completion & Farewell Lunch
- Weekly unlimited MetroCard

Detailed information about International Business Immersion Programme can be found in the attached brochure.

Other costs not included in the programme fee:

- **Airfare:**

WAW-JFK-WAW

10-16 May 2020

Estimated ticket price: Economy standard (incl. carry on and 23 kg check-in luggage) roundtrip 2,600 PLN

- **Visa**
- **Insurance**
- **Accommodation**
- **Entrance fees to tourist sites in NYC (e.g. Circle Line Cruise around the Island Of Manhattan, Broadway Show, other activities and events)**

For more information regarding the Study Visit in the USA please contact Agnieszka Czarnocka at Agnieszka.Czarnocka@biznes.edu.pl or +48 (22) 234 70 89.



INTERNATIONAL BUSINESS IMMERSION PROGRAM

Baruch
COLLEGE

CONTINUING
AND PROFESSIONAL
STUDIES

**CU
NY** THE CITY
UNIVERSITY
OF
NEW YORK

In partnership with



**Business
School**

WARSAW UNIVERSITY OF TECHNOLOGY

ABOUT [BARUCH COLLEGE](#)

Bernard M. Baruch College is a public research university in the Manhattan borough of New York City. It is a constituent college of the City University of New York system. Named for financier and statesman Bernard M. Baruch, the college offers undergraduate, graduate, and non-credit courses of study in a wide range of disciplines in its four schools: Zicklin School of Business, Weissman School of Arts and Sciences, Marxe School of Public and International Affairs and the Division of Continuing and Professional Studies. Baruch College is ranked among the region's and nation's top colleges by U.S. News and World Report, Forbes, Princeton Review, and others. The campus is located in the center of Manhattan, within easy reach of the global headquarters of major companies and non-profit and cultural organizations, giving students unparalleled internship, career, and networking opportunities. The College's more than 20,000 students, who speak more than 130 languages and trace their heritage to more than 170 countries, has been repeatedly named one of the most ethnically diverse student bodies in the United States.

INTERNATIONAL BUSINESS STUDIES

International business students are especially attracted to Baruch College's outstanding academics, affordability, and a convenient location in a safe, vibrant New York City neighbourhood. The academic coursework supports intellectual development and engagement with multicultural business practices in one of the most dynamic business hubs in the world.

The Baruch College approach emphasizes the practical application of classroom skills with frequent incorporation of real-world case studies into the curriculum. Beyond the acquisition of a global business education, we strive to provide international students with opportunities to interact with business professionals outside the classroom environment.

ABOUT THE INTERNATIONAL BUSINESS IMMERSION PROGRAM

This Program will be offered by Baruch College's Division of Continuing and Professional Studies in partnership with the Warsaw University of Technology Business School. The five-day International Business Immersion Program will provide visiting students from Poland exposure to the academic instruction and campus life of Baruch, immersion in New York City's business world, and cultural visits to landmarks around the city.

PROPOSED SCHEDULE: MAY 11-15, 2020

ACADEMIC PROGRAM

The proposed academic programme will include 3-hour interactive seminars with a focus on practical topics to be demonstrated through case studies and project-based approach. Seminar instructors will be industry professionals who will incorporate their real-world perspective and industry experts into the curriculum.

In the [SURVEY](#) we ask you to select 5 seminar topics that you are interested in. The seminars with the biggest number of interested students will be included in the programme.

Seminar Topics:

- E-Commerce
- From Manager to coach: Achieving Team Excellence Through Coaching
- International Trade: Embarking on the Global Marketplace
- Competitive Intelligence
- Direct Marketing
- Interactive Marketing
- Content Marketing and SEO
- Target Marketing

PROPOSED ACTIVITIES

Welcome Ceremony and Breakfast, Orientation, and Campus Tour

The Baruch College Continuing and Professional Studies staff will welcome the group from the Warsaw University of Technology Business School and provide an orientation for the program and introduce students to the Baruch campus. Breakfast will be included.

Business Site Visits

Students will participate in faculty-guided site visits to companies in New York City that will correspond to their seminar topics. Students will participate in one site visit with a marketing focus and a second site visit with an entrepreneurship focus.

Entrepreneurship Panel Discussion with Business Owners and Select Start-Ups & Networking

Along with other business students from the Baruch College community, students will participate in a panel discussion on the topic of entrepreneurship presented by select business owners and start-ups followed by a networking session.

NYC World Trade Week Event

Students will have the opportunity to participate in an event during the annual New York City World Trade Week that occurs during the month of May each year. World Trade Week is a collaboration of more than 40 New York City organizations to promote and underscore the importance of international trade, logistics, and port operations that are fundamental to the economy of the region.

Other New York City Events (optional, self-funded)

In New York City there is a large variety of professional, cultural, and other types of events open to the public that are hosted by different kinds of organizations from non-profits to large corporations. These events feature prominent figures speaking about interesting topics related to their work. Some events

are free and others have a small fee. Closer to the program start date, we will provide a list of events that will be happening during the program that students can participate in.

Circle Line Cruise around the Island of Manhattan (optional, self-funded)

Students have the option to participate in a guided evening cruise around the island of Manhattan where they can see and learn about some of New York City's major landmarks.

Broadway Show (optional, self-funded)

Students have the option to attend one of New York City's famous Broadway theatre shows.

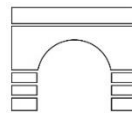
Program Completion & Farewell Lunch

During the program completion ceremony, students will receive their program completion certificates and have the opportunity to celebrate their achievements with program staff. Lunch will be included.

More precise details about the content and scheduling of the proposed activities will be provided closer to the program start date and as schedules of outside events become available.

SAMPLE SCHEDULE

Sunday	Arrival in New York	
Monday	9:00am to 11:30am 11:30am to 1:00pm 1:00pm to 4:00pm 6:30pm	Welcome Ceremony and Breakfast, Orientation, and Campus Tour Lunch Break Seminar #1 Circle Line Cruise around the Island of Manhattan
Tuesday	10:00am to 1:00pm 1:00pm to 2:00pm 2:00pm to 5:00pm 6:00 to 8:00pm	Business Site Visit – Marketing Focus Lunch Break Seminar #2 Entrepreneurship Panel Discussion with Business Owners and Select Start-Ups & Networking
Wednesday	10:00am to 1:00pm 1:00pm to 2:00pm Afternoon 7:30pm to 9:30pm	Seminar #3 Lunch Break NYC World Trade Week Event Broadway Show
Thursday	10:00am to 1:00pm 1:30pm to 2:30pm 3:00pm to 5:00pm Evening	Seminar #4 Lunch Break Business Site Visit – Entrepreneurship Focus New York City Professional Event
Friday	10:00am to 1:00pm 1:00pm to 2:30pm	Seminar #5 Program Completion & Farewell Lunch



SUGGESTED HOUSING OPTIONS

The below list includes suggested potential housing options for participants from the Warsaw University of Technology Business School. All suggested options are third-party housing vendors and Baruch College Continuing and Professional Studies does not endorse any particular option. Reservations, communications, and payment should be handled directly between the housing vendor and the Warsaw University of Technology Business School.

Options listed below are in Manhattan ONLY. Baruch College is located close to multiple subways lines and can be easily accessed from the nearby boroughs of Queens and Brooklyn, which may offer more affordable housing options.

Nearby hotel options

- [Hotel 31](#)
- [Freehand Hotel](#)
- [Lex Hotel](#)
- [Hampton Inn Manhattan-Chelsea](#)
- [DoubleTree by Hilton Hotel New York Times Square West](#)

Nearby budget-friendly options

- [Carlton Arms Hotel](#)
- [American Dream Bed and Breakfast](#)

Other Manhattan options

- [Pod 39](#)
- [Wolcott Hotel](#)
- [Fairfield Inn and Suites](#)

Shared Apartments

- [Airbnb](#)