

# GLOBAL TECHNOLOGY MANAGEMENT

## EXPERIENTIAL LEARNING



### OVERVIEW

From energy to manufacturing, supply chain to software, industries around the world are relying on tech-enabled services to function efficiently in our rapidly-changing global economy. Markets around the world are changing, innovating, and restructuring to be at the forefront of this change, with more and more economies investing into industry 4.0, cloud services, and artificial intelligence. By looking at the markets leading this transition, students gain on-the-ground perspective into where this path may lead.

### TRENDING TECH MANAGEMENT DESTINATIONS

#### › Kuala Lumpur, Malaysia

- The Malaysian economy has benefitted from examples like China and Vietnam in terms of low-cost production. As the market has grown, however, Kuala Lumpur has become a hub for innovation in this area, and is well on its way to pioneering a new path.
  - › *Suggested City Pairing: Singapore, Singapore*

#### › Lisbon, Portugal

- As Lisbon slowly regained economic footing after their financial crisis abated in 2014, they made large shifts towards service sector growth and optimization. A well-educated workforce and a low cost of doing business (relative to Europe) has earned them extensive growth in tech industries.
  - › *Suggested City Pairing: Barcelona, Spain*

#### › Sofia, Bulgaria

- After the breakup of the former Soviet Union, Bulgaria wasted little time building an educated, English-speaking workforce. Now, Bulgaria is a key player in European shared services and cloud operations, as well as a relatively open, low cost market.
  - › *Suggested City Pairing: Berlin, Germany*



#### › **Tallinn, Estonia**

- Estonia boasts one of the most high-tech societies in the world. Leveraging inexpensive digital operations after their 1991 Soviet independence has led them to efficiencies foreign to other nations. Now, the Estonian government offers what the private sector traditionally provides.
  - › *Suggested City Pairing: Copenhagen, Denmark*

#### › **Buenos Aires, Argentina**

- For years, Buenos Aires has boasted the largest tech scene in Latin America. With a time zone convenient to dealing with the US, a massive push for offshoring has spurred some of the largest South American businesses to headquarter in Buenos Aires. A successful and inviting startup community keeps Buenos Aires brimming with innovation.
  - › *Suggested City Pairing: Santiago, Chile*

#### › **San Francisco, California**

- No surprise to anyone, one of the top tech destinations has its home as the startup capital of the US. Since the 20th century tech boom, the Bay Area has become a Mecca for innovators, ideas, and capital. This combination of resources has made it an international community focused on the next digital breakthrough.
  - › *Suggested City Pairing: Seattle, Washington*

### **SAMPLE ENGAGEMENT TOPICS**

- › Risk & Privacy in the Advent of Cloud Infrastructure
- › Value in Interaction: Workforce Diversification from Technological Expansion
- › Critical Role of AI in Data Security
- › IoT Applications Across Industries
- › To Buy, Build, or Partner: Strategic Decision Making for Tech Growth
- › Regulation & Ethics in the International Tech Advancement

### **TIME FRAME**

- › 7-10 days in country
- › 4-6 unique organizational meeting and experiential learning opportunities
- › 2-4 days of cultural engagements

### **HOW IT WORKS**

- › Each program has a dedicated Curriculum Coordinator to customize educational experiences to meet your learning objectives
- › During the months preceding your program, your Curriculum Coordinator works with you and company partners in-country to curate engagements within key destination industries
- › Engagements typically last 1.5 – 2 hours, encompassing a strategic presentation by the host organization, Q&A, discussion, and a tour (where possible)

*Our aim is to customize each and every program to your learning objectives, and we encourage you to discuss your specific destination and theme ideas with your Program Development Manager.*