

INTERNATIONAL GRADUATES

Buenos Aires, a destination of the Georgetown-ESADE Global MBA

Executives from 12 countries were in Buenos Aires to understand local business and culture. It is one of the 8 destinations of the course.

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Global business executives and international education. So, the Spanish business school ESADE and Georgetown University (USA) began in 2008 distributing its MBA classes in eight cities in six countries. One of the targets of the program is Buenos Aires, where ESADE has an office, and here returning for a third time, were 29 executives from 12 countries seeking to understand the logic of local businesses.

The master's program had started mid-year in Washington, home to Georgetown. The second module was developed in Barcelona and then in Buenos Aires, followed by Sao Paulo, Brazil. Between February and August 2011, the route will continue to Bangalore, a city considered the "Silicon Valley" of India, Madrid, Moscow and New York, closing at Washington.

Each module takes between 10 and 15 days divided into one or two cities and between modules is a period of six weeks in which students receive reading material. "All of our employers are supporting us in some way, because we have to travel every six weeks for over a year. To do so, there must be an agreement with the company," says Pamela Murphy, a specialist in Communication at the Inter-American Development Bank (IDB).

Pamela is the first Argentina to participate in the program while living in Washington since she became a student.

With a master's degree in marketing, her professional profile is not uncommon in these masters. "I wanted something in management of companies, but with a very global perspective. I also was attracted to having peers who would be people with experience from around the world. It's interesting that you create relationships," reflects Pamela.

More than tourism

The axis of the MBA is on learning to manage global businesses, with special emphasis on emerging markets. The tour aims to bring in students from other contexts so learning is not only theoretical but experiential.

"Traveling to different countries allows you to have a better connection with what actually happens," summarizes Erran Persley, who works for the city government of Washington and enrolled in the course to expand her knowledge to the global market.

That's the same opinion of Wade Knudson, one of the soldiers participating in the program. "We can see different cultures operating in the market. You can read about it or study, but it's different to come to the environment and experience it. It allows you to understand the challenges of each place," he said.

In many cases, these executives are looking to give a global spin to their business. Such is the case of Hernando Espinosa de los Monteros, a mining engineer and director general of the Spanish company Arvisa. "I'm interested to orient myself to new markets," he explains. "It's part of understanding how it is managed in a very particular way," says the director general of ESADE Buenos Aires, Alejandro Bernhardt. "The academics of the classroom, business contacts and cultural expressions, they manage to make contact with a different reality, which is enhanced further by the group itself, where representatives from 12 countries," says Bernhardt.

To bring to the students to a more comprehensive experience in every place they visit, in addition to lectures, case studies and company visits, the group participates in cultural activities. In the case of Buenos Aires, executives went to the racetrack, they saw a tango show and they were right to go onto the field to a Boca-River. They also had a visit from the owner of Luigi Bosca, which included, besides exposing the company's strategy, a wine tasting, and visited Clarín.

DATA

91,500 Euros is the total cost of global MBA for 2010-11. Includes stay and mobility, but not air. For 2011-12 the price will be \$135,000.

36 years is the average age of 2010 students in the program. They come from 12 countries and averaged 13 years of experience.

Admissions

To be admitted to GEMBA (Global Executive MBA) from ESADE and Georgetown, it is necessary to have an undergraduate degree, a minimum of 8 years of work experience and submit two letters of recommendation, one professional. Some applicants have to take the GMAT exam. You must present a letter of support from the employer and demonstrate knowledge of English. Applying to the program costs 125 Euros.