

# GLOBAL IMMERSION EXPERIENCE ITINERARY

## Madrid, Spain

Led by: NYU Faculty & EMBA Associate Director of Global Immersion Experiences

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>
Arrival in Madrid	<b>IESE Business School</b> Post-Franco Spanish Economic History Lecture  <b>Historian/Author</b> Cultural Lecture	<b>AFI Introduction and Tour</b> Finance, Economics, & Technology Consulting Firm and University  <b>AFI</b> European Financial Crisis and Spanish Economy Lecture	<b>LOCAL MARKET IMMERSION BRIEFING</b>  <b>LOCAL MARKET IMMERSION</b>	<b>IESE Business School</b> Firm Purpose/Stakeholder Management from the Perspective of Family Business Lecture  <b>IESE Business School</b> Sustainable Cities Lecture	<b>Local Expert</b> Venture and Tech Startup Lecture  <b>IESE Business School</b> Success and Happiness Lecture	Global Immersion Experience Ends  Independent Departures
<b>Lunch on your own</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch during LMI</b>	<b>Lunch &amp; Flamenco Class/Show</b>	<b>Lunch</b>	
Optional Sightseeing Tour of Madrid  <b>PROGRAM ORIENTATION</b>	<b>Indra Sistemas</b> Technology & Defense Company	<b>IE University</b> Multinationals Lecture  <b>NYU AD</b> Political Economy Lecture	<b>LOCAL MARKET IMMERSION DEBRIEF</b>	<b>Central Bank</b> Financial Institution	<b>Dive Tech</b> Machine Learning Company  <b>HR Ratings</b> Credit Rating Agency  <b>Wrap Up &amp; Closing Reception</b>	
<b>Orientation Dinner</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	