

Global Immersion Programme in

EUROPE

Undergraduate Programmes



04 Countries	11 Days of Learning	25+ Students + Faculty	10+ Companies & Institutions Visited
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Europe as a Classroom

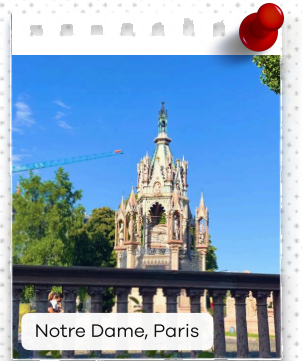


The Global Immersion Programme (GIP) at Masters' Union connects classroom learning with meaningful exposure to international business environments and cultures.

More than a study tour, it's a journey that brings students face-to-face with global leaders, broadens their perspective, and leaves them with insights that endure well beyond the trip.



Students with Mr. Théophile Choquet (Audience Pursuance & Media Trainer, ESGCI)



Notre Dame, Paris



Students at the Delhi Airport



UN Headquarters, Geneva



INDIA 

DAY 1

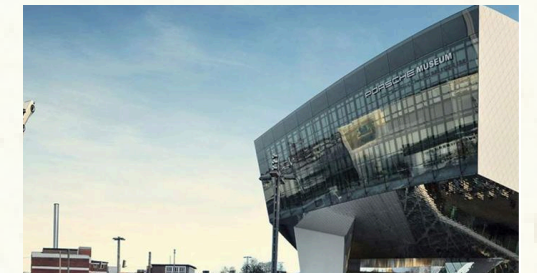
Departure from Delhi



INDIA 

DAY 11

Flight Back to Delhi



STUTTGART 

DAY 10

Mercedes Factory and Porsche Museum Visit



FRANKFURT 

DAY 9

Frankfurt Walking Tour and Cultural Activities



AMSTERDAM 

DAY 8

Visited Heineken, Robobank, Philips Healthcare and Networking Dinner



AMSTERDAM 

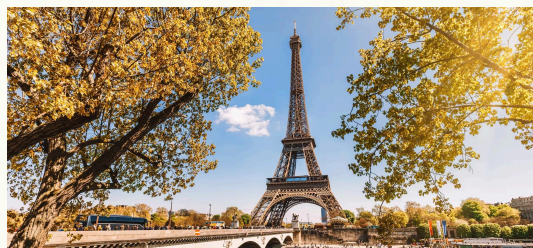
DAY 7

Zaanse Schans Windmill Village and NGO visit

PARIS 

DAY 3

Visit to Arc de Triomphe, Champs-Élysées, Notre Dame and Louvre Museum



GENEVA 

DAY 2

Arrival, UN Headquarters Visit and Networking Dinner



PARIS 

DAY 4

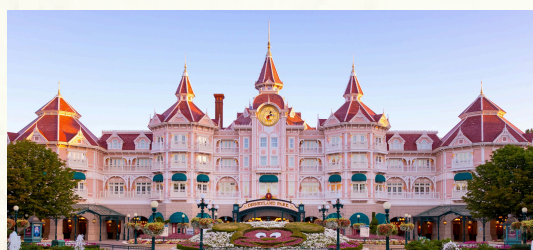
Visit to Eiffel Tower, World LPG association, Musée de Parfum and EDF Office



PARIS 

DAY 5

IESEG Campus Tour, Station F and Networking Dinner



PARIS 

DAY 6

Visit to Bordeaux Vineyards and Disneyland Paris

Exploring Europe, One Day at a Time



Switzerland - Geneva

UN Headquarters & Networking Dinner | Day 2

✦ UN Headquarters

- The programme opened in Geneva, placing students directly inside one of the **most influential diplomatic environments** in the world.
- Students toured the **Assembly Hall** and the **Human Rights Chamber** spaces, witnessing **diplomacy in motion**, watching how conversations between nations turn into **real policies** addressing **global peace, security and humanitarian challenges**.



Students at UN Headquarters, Geneva



✦ Networking Dinner



Networking Dinner in Geneva

Guest Speakers:



Simon Ford-Coron
Project Officer, Centre for Humanitarian Dialogue (HD)
Shared practical insights on **conflict resolution, peacebuilding, and multi-stakeholder diplomacy**



Bilal Hassan
Senior Lecturer, Les Roches
Discussed **how cross-border education and leadership models** foster international collaboration



Dr. Albion Albrahimi
Assistant Dean, Les Roches
Spoke in detail about **strategic decision-making** using data and powerful frameworks.



Monsieur Andreas Hitzig
Board Member, AISA
Shared thoughts on **ethical practices, and tech-driven solutions** for corporate initiatives.



France - Paris

Louvre Museum, Arc de Triomphe & Champs-Élysées & Notre Dame | Day 3

Students saw how Paris converts culture into influence, with **100+ museums, 2,000+ monuments, and 30M+ yearly visitors** shaping France's global identity.

✦ Louvre Museum:

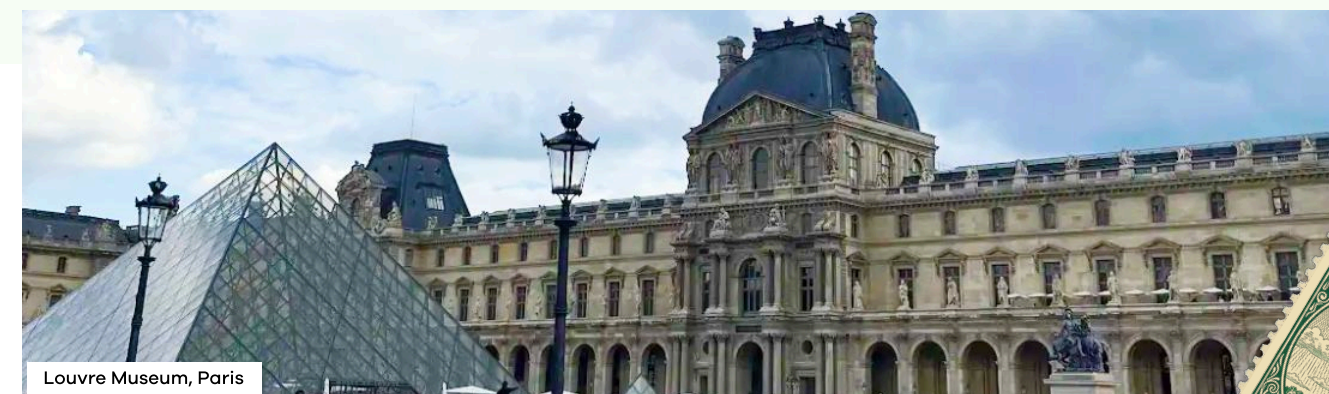
- With over **35,000 artworks**, including the world-famous **Mona Lisa** painting, the Louvre illustrated how a museum becomes a cultural institution with global influence.
- Students learned how the Louvre operates as a cultural asset for France, drawing **9+ million visitors each year**.

✦ Arc de Triomphe & Champs-Élysées:

- At the Arc de Triomphe, students stood beneath the **660+ engraved names** and the **eternal flame**, experiencing firsthand how France turns its military memory into National identity.
- On the **1.9 km Champs-Élysées**, they tracked how the luxury stores, cafés, and constant tourist flow creates one of the world's most powerful commercial corridors.

✦ Notre Dame:

- Students watched the **post-fire restoration** up close, seeing how France rebuilds a **National icon** while **preserving its cultural legacy**.
- The visit offered a frontline view of the craftsmanship and heritage efforts behind a site that draws **13+ million visitors** a year.



Louvre Museum, Paris



Eiffel Tower, World LPG Association & EDF | Day 4

Students examined France’s approach to energy systems, clean transition models, and infrastructure designed for long-term sustainability.

✦ Eiffel Tower:

- From the observation decks, students saw how a **135-year-old** structure adapts to modern needs handling **7M+ visitors** annually through smart engineering and crowd logistics.
- The visit provided an insight on how France maintains an **iconic landmark**, from **structural optimisation** to **energy-efficient operations**.

✦ World LPG Association:

- **Mr. James Rockall** (CEO, WLGA) and **Ms. Alison Abott** (Communications Officer, WLGA) explained about clean **fuel strategies** and **global energy transition frameworks**.
- They learnt how **policy, regulation, and innovation** influence mass-scale implementation.

✦ EDF (Électricité de France), La Défense Office:

- **Ms. Prathipa Pal** (International Business Developer, EDF Paris) discussed **nuclear projects and large-scale energy planning** with our students.
- They also examined **Indo-French collaboration models**, grid transformation, and climate-forward policy design.



IESEG Campus, Station F & Jamini Paris | Day 5

Students gained exposure to how **heritage, entrepreneurship, and policy fuel an economy** contributing over **€2.6 trillion** to the EU.

✦ IESEG Campus:

- **IESEG is a school built on industry DNA**, powered by **15,000+ alumni**, where learning is driven by real-world partnerships rather than lectures.
- **Ms. Farah H** (Head, Short-Term Programs & Middle East Development, IESEG) talked about the **importance of cultural sensitivity** in global business contexts.

✦ Station F:

- **This is a retail success story operating in 10+ global markets**, showing how Indian craftsmanship can be repositioned and sold as European luxury.
- With insights from **Mr. Walid Ait Mokhtar** (Partnerships Coordinator, Station F) and **Mr. Pavel Afanasiev** (Co-Founder & CEO, Northern Lights Entertainment), students learnt how Station F scales startups and how cultural storytelling enables **pricing 3-6× higher** than the mainstream retail.

✦ Jamini Paris:

- Students studied a retail success story exporting to **10+ global markets**, demonstrating how the Indian craftsmanship is repositioned as European luxury.
- **Mr. Khalid Yousafzai** (Senior Analyst, S&P) spoke about the trends in the **European energy markets and global pricing** whereas **Mr. Devansh** (IT Entrepreneur) shared insights on scaling **cross- border ventures** and merging Indian craftsmanship with European markets.

✦ Networking Dinner



Speakers:

	Khalid Yousafzai Senior Analyst, S&P Global (Energy Markets, Africa)
	Prathipa Pal International Business Developer, EDF Paris France India Young Talent 2023
	Théophile Choquet Audience Pursuance & Media Trainer, ESGCI Ex-Télécom Paris
	Devansh Parnami Founder, Vidurta Founder & Consultant, Kyto Consulting



Bordeaux Vineyards & Disneyland Paris | Day 6

Students experienced contrasting operational ecosystems - from heritage agriculture to large-scale entertainment, highlighting how design, efficiency, and strategy vary across industries.

✦ Bordeaux Vineyards:

- This is a €11B wine ecosystem, where students saw how precision farming and sustainable practices directly elevate the production quality.
- This is an industry where heritage and craftsmanship define global luxury, helping shape Bordeaux's branding and export strategy.

✦ Disneyland Paris:

- A destination built to serve 15M+ visitors annually, where students saw how design, technology, and operations come together to create seamless guest experiences.
- Students learnt about the tightly integrated operational system, gaining insights into how strategic foresight, efficient resource use, and rigorous processes support the smooth functioning of Disneyland Paris on an exceptional scale.



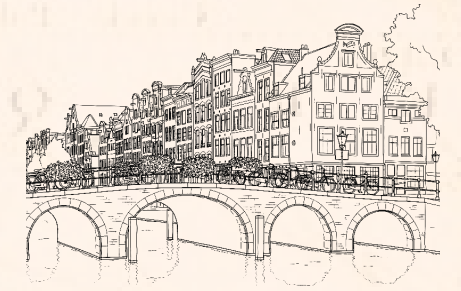
Students at Disneyland Paris



Bordeaux Vineyards, Paris

Netherlands - Amsterdam

Zaanse Schans, Amsterdam | Day 7



✦ Zaanse Schans:

- Zaanse Schans draws over 2.6 million visitors per year, making it Netherlands' one of the most visited heritage sites despite having only around 100 permanent residents.
- Students saw Dutch policy in practice - where environmental planning, renewable systems, and centuries-old heritage coexist by design.



Students at Zaanse Schans Windmill Village, Amsterdam



Zaanse Schans, Amsterdam



Students at Zaanse Schans Windmill Village, Amsterdam

Heineken Experience, Canal Tour, Rabobank & Philips Healthcare | Day 8

The Amsterdam segment offered insights into the intersection of finance, innovation, and heritage-driven branding.

✦ Heineken Experience & Canal Tour:

- Students studied **Heineken's branding and global strategy**, understanding how heritage drives storytelling across **190+ countries**.
- Explored Amsterdam's **17th-century trade legacy** on a canal tour, seeing how **1,500 bridges** connect historical designs with modern city planning.

✦ Rabobank Headquarters + Networking Session:

- Students visited **Rabobank**, a leading cooperative bank financing **€100B+ in sustainable agriculture projects**, to understand how banking supports environmental and social goals.
- They engaged with global professionals to see how **Dutch finance combines innovation, ethical practice, and impact-driven decision-making**.

✦ Philips Healthcare:

- At Philips Healthcare, students witnessed the journey of **medical innovations** from concept to market, understanding **cutting-edge R&D** in action.
- They examined **scalable healthcare solutions** tackling **accessibility, social impact, and real-world challenges**.



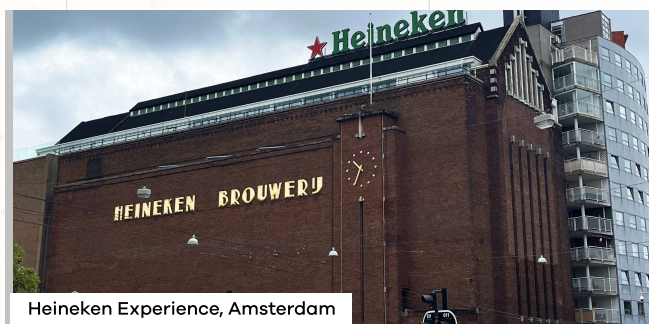
Rabobank HQ, Amsterdam



Students at Philips Healthcare, Amsterdam



Students at Rabobank Headquarters, Amsterdam



Heineken Experience, Amsterdam



Germany - Frankfurt, Stuttgart



Frankfurt Walking Tour

Frankfurt Walking Tour, Heidelberg Castle & Old Town | Day 9

Students explored Germany's cultural and historical landmarks, observing how heritage, architecture, and economic identity intersect.

✦ Frankfurt Walking Tour:

- During the **Frankfurt Walking Tour**, students visited landmarks such as **Iron Bridge** and **Römerberg**, observing how **medieval architecture coexists with the modern financial institutions**.
- They reflected on how **historical spaces shape urban identity and influence economic activity**, and support continuity amid rapid modernization.

✦ Heidelberg Castle and Old Town:

- The castle complex attracts **over 1 million visitors** annually. Heidelberg's Old Town spans **1.6 km** and includes landmarks such as the **Heiliggeistkirche** and **Marktplatz**.
- They studied how **cultural identity, architecture, and socio-political history** are preserved and celebrated in urban design, offering lessons on the evolution of the European society.



Porsche Museum, Stuttgart

DAY 10

Mercedes-Benz Truck Factory, Stuttgart City Walk & Porsche Museum | Day 10

The final day in Germany focused on **industrial precision**, **engineering excellence**, and the integration of **heritage** with modern **innovation**.

✦ Mercedes-Benz Truck Factory,:

- **At the Mercedes-Benz Truck Factory**, students **observed** advanced automation and Industry 4.0 workflows, seeing how technology drives modern manufacturing.
- **Lean production techniques** ensure precision and efficiency, maintaining consistently high-quality output.

✦ Stuttgart City Walk:

- **Stuttgart's industrial districts and innovation hubs** showcase the city's engineering excellence and strategic urban layout.
- **Urban planning and infrastructure** in Stuttgart support industrial growth and foster innovation.

✦ Porsche Museum:

- Porsche's collection of **80+ models traces** the brand's evolution from the **post-war engineering** to modern luxury innovation.
- Precision design, performance, and brand storytelling drive **Porsche's global presence in 120+ markets**, establishing it as a symbol of German excellence.



Students at the Mercedes-Benz Truck Factory, Stuttgart

Learning Beyond the Classrooms



"Geneva offered an up-close view of global diplomacy at the United Nations, while Paris enriched the experience with networking dinners, sessions at ISEG, and visits to iconic sites such as the Eiffel Tower and the Louvre. Amsterdam added its own depth through the Windmill Village, and Germany's automotive hubs showcased industry on a grand scale. From company interactions to cultural explorations, every moment broadened my perspective. It was a well-crafted blend of academics, discovery, and global insight."

Anav Jain

UG TBM 2029



"Walking through the United Nations in Geneva was particularly striking, while Paris opened doors to EDF and the World LPG Association. Amsterdam's Zaanse Schans windmill village added a layer of heritage to the mix. More than the academic and corporate exposure, it was about experiencing Europe - its culture, its history, and its people. The immersion offered perspective that stayed with me both in and beyond the classroom."

Heer Chauhan

UG TBM 2028



"Moving through Europe felt like learning in motion. Each experience pushed me to think beyond frameworks and case studies. Walking through places where history is preserved as part of everyday life made the learning feel human and grounded. What stayed with me was not just what I learned, but how these moments reshaped the way I observe, question, and connect ideas long after stepping out of the classroom."

Seerat Virk

UG TBM 2027





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