

Field trip in Greece



Hosting University - ALBA Graduate Business School at The American College of Greece

ALBA Graduate Business School is a fast growing graduate business school. Founded in 1992, it is a non-state, not-for-profit, research-driven institution. The School maintains very close links with the industry, as it operates under the auspices of Hellenic Federation of Enterprises (ΣΕΒ), the Hellenic Management Association (ΕΕΔΕ), and the Athens Chamber of Commerce and Industry (ΕΒΕΑ). In addition, ALBA is an association of corporations and institutional organizations, currently numbering 88 members. As of January 2012, ALBA Graduate Business School operates under the umbrella of The American College of Greece.

Accreditations/rankings/milestones

- All ALBA MBA programs have been granted re-accreditation for 5 years, from the Association of MBAs (AMBA) in March 2017.
- The MSc in Finance and MSc in SHRM program have gained EPAS re-accreditation in January 2017.
- All ALBA Academic programs have NEASC (New England Association of Schools and Colleges) accreditation since 2014, through our Strategic Alliance with The American College of Greece.
- ALBA is a CFA partner school since 2010, while in January 2013 we have been re-evaluated and re-accredited as CFA partners in Greece.
- ALBA Graduate Business School at The American College of Greece is **listed** in the **2017 QS Global 250 Business Schools Ranking list**.
- ALBA won the **AMBA Innovation Award** for 2015/2016
- ALBA MSc in Strategic HRM ranked **31st** among the top HR programs of the **Eduuniversal Rankings 2017**.
- ALBA has hosted 25 [field trips](#) of graduate students the last 4 years.

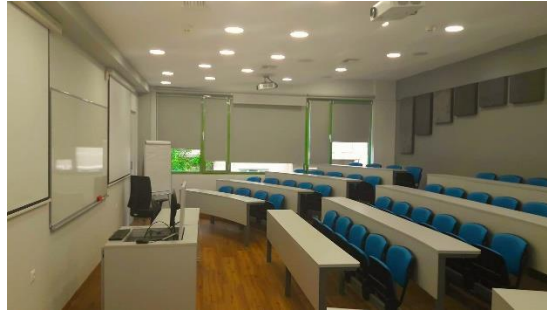
 	<p>accreditations</p>    <p>Europe-Top MBA Global 250 Business Schools 2017</p>	 <p>DISTINGUISHED FACULTY</p>
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ALBA Facilities

ALBA is located in the center of Athens close to the US Embassy at 6-8, Xenias street. The School's facilities cover a total of 5,750 square meters and include:

- **16 classrooms** (fully equipped with audio visual equipment)
- **4 amphitheaters**
- **2 Computer laboratories, Group-study rooms**
- **Library** (with reading room)
- **Student lounge / Cafeteria with vending machines**
- **Faculty / Administration offices**

Photos of ALBA Facilities



Photos from Field Trip experiences



Field Trip Experience: “Greece: entrepreneurship in a transitioning economy”

8th to 12th of July 2018 – 5 nights

The aim of this international field trip experience is to offer students a true understanding about Greece, its social and business dimensions, threats and opportunities and the challenge of doing business in Greece. The course will provide an experiential learning activity that would fit well within the curriculum of an MBA. **Students, working as consultants for real life companies will build skills in:**

- ✓ Innovative thinking and entrepreneurship.
- ✓ Consulting (organizational diagnosis, action planning, social interaction, presentation).
- ✓ Project management.
- ✓ Cultural and emotional intelligence.
- ✓ Data collection, market, and operations research.

Step 1: ALBA identifies 2-3 Greek SMEs and Start-ups depending on the number of students. (End of March 2018) and provides a short paragraph per case.

Step 2: Students are divided to teams. (April 2018)

Step 3: ALBA sends start-up/SME cases and the SILC Business School coordinates the communication of teams with the Greek companies’ representatives. (April-June 2018)

Step 4: All teams meet the companies via skype (they coordinate own meeting) – once per week

Step 5: Teams work on their cases/field consulting projects with companies for 2.5 months. Students contact companies mostly by e-mail. SILC Business School checks communication and team progress.

Step 6: Teams come to Athens and follow a 5 days Field Experience in July. A set of lectures and discussions by ALBA Graduate Business School, The American College of Greece Faculty help field trip participants to acquaint themselves with the current challenges in the European and Greek business environment. On Day 3 they present their consulting project results to the companies. A company visit and a couple of lectures are also incorporated in the program.

Step 7: Students are evaluated by the SILC Business School faculty.

Athens program:

Lecture & Workshop

Lecture 1.

- Lecture 1: “Greece: Fiscal adjustment & Growth drivers”, Dr. [George Xirogiannis](#), Director of Industry. Growth and Infrastructure, Hellenic Federation of Enterprises (tbc)
- Lecture 2. "Review of European and Greek Credit Markets", Prof. [Panos Avramidis](#), Assistant Professor of Finance and Quantitative Methods
- Lecture 3. "Doing Business in Greece: history, relevance and practical implications of Greek culture", Dr. [Katerina Voutsina](#), Assistant Professor and Area Coordinator of Entrepreneurship Management at the School of Business, American College of Greece
- Lecture 4. “From Family Business to Tech Startups: a journey through the entrepreneurship map of Greece”: [Alexis Komselis](#), Director of AHEAD
- Workshop: Networking for a lifetime - workshop with ALBA students, [Maria Moragiannis](#), Director of ALBA Career Office

Visits

- Visit to a collaborative workspace - Meet the Greek Start-ups - presentations by start-ups/SMEs - interactive workshop with start-up companies
- Winery [Papagiannakos](#), Family Business story telling - Wine tasting session and presentation on wine varieties by a Greek Wine journalist
- [APIVITA](#) company visit

Cultural learning experience

- Acropolis hill and [Acropolis museum](#) visit (3-4 hours)
- Visit to [Sounio Poseidon Archaeological temple](#) (2nd famous sunset after Santorini)

Field Trip Schedule

	Monday 9 th of July	Tuesday 10 th of July	Wednesday 11 th of July	Thursday 12 th of July	Friday 13 th of July
10.00 –	Acropolis hill and Acropolis museum visit	Lecture 3 (1.5 h) Lecture 4 (1 h)	Presentations of the consulting projects to the clients - Q & A	Company visit APIVITA	Free Day – Departure from hotel
	Lunch at a Greek Tavern	Lunch break at ALBA	Lunch break at ALBA	Lunch break	
19.00	Lecture 1 (1.5 h) Lecture 2 (1.5 h)	Visit to a collaborative workspace - Meet the Greek Start-ups	Workshop: Networking for a lifetime	Company Visit: Winery, Family Business story telling - Wine tasting session by a Greek Wine journalist Sounio sunset visit	

Total Participation Fee: 18,200 Euro (1400 Euro per person – for 12 students and 1 faculty participant)

Participation fee includes:	Does NOT include:
<ul style="list-style-type: none"> • Hotel expenses in Athens (6 twin shared rooms for 5 nights and one single) / BB 	<ul style="list-style-type: none"> • Remaining lunches and dinners in Athens
<ul style="list-style-type: none"> • Professors fees and accompanying ALBA staff 	<ul style="list-style-type: none"> • Air tickets
<ul style="list-style-type: none"> • Administration fee of the school 	<ul style="list-style-type: none"> • Taxi, metro or local bus expenses
<ul style="list-style-type: none"> • Coffee/tea breaks at ALBA 	<ul style="list-style-type: none"> • Extra expenses at hotel
<ul style="list-style-type: none"> • Bus transfer (Athens) & airport pick-up 	<ul style="list-style-type: none"> • Drinks and cocktails at Bars
<ul style="list-style-type: none"> • Wine tasting session 	<ul style="list-style-type: none"> • Personal expenses
<ul style="list-style-type: none"> • Guided tour to Acropolis, and Acropolis museum 	<ul style="list-style-type: none"> • Airport drop off
<ul style="list-style-type: none"> • Entrance fee to all archaeological sites for 13 participants 	
<ul style="list-style-type: none"> • 4 lunches in Athens (Greek taverns/restaurants and ALBA catering) 	

Advance payment 30% by the end of March – 5460 Euro

70% remaining payment at the end of the program (15th of July) – 12740 Euro

I accept the offer:

Name:

Title: