



IMBA CAPSTONE

VIRTUAL PROGRAM
COLOMBIA - MARCH 2024

I ILLINOIS

VIRTUAL INTERNATIONAL EXPERIENCES

Campus b has been offering top-notch international education experiences since 2010. Over 4,000 students from over 80 universities have already been part of our experiential learning programs. From the beginning of our history, we have offered a hybrid customized program (virtual + in-person), allowing students to start working from home and get the best preparation for their time abroad. Since 2020, we have launched our full online programs, allowing students in any part of the world to connect and work together to exchange and explore international realities.

The following international virtual program have been developed in partnership with University of Illinois and will count with students from Colombia and from the University of Illinois Urbana-Champaign working on a case competition with indicated companies.



PROGRAM OVERVIEW

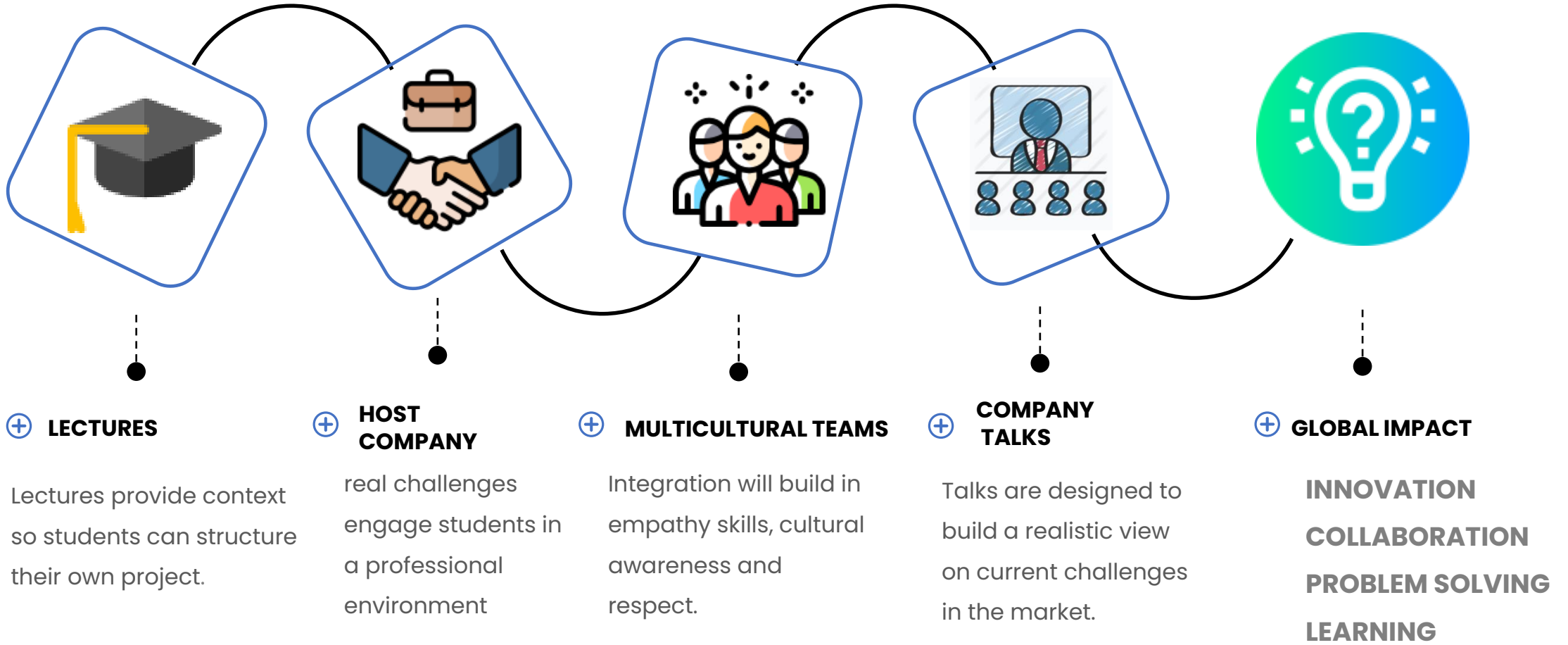
This capstone course will immerse the participants in an international experience by inviting graduation students (posgrado) from the University of Illinois and Colombian Universities to participate in a case competition hosted by a company based in Colombia. The participants will be challenged to solve a real issue in a non-conventional ecosystem, with people from other cultures.

- **Partner university:** University of Illinois
- **Dates:** From Feb 28th to March 19th
- **Focus:** Case competition
- **Field:** Business, management, accountancy and correlated areas
- **Scholarship to Colombian students:** 25



OUR METHODOLOGY: IPBL

In *International Project Based Learning (IPBL)*, the project is the vehicle for teaching and learning. Every project will be based on a real demand from a local organization and will require critical thinking, problem solving and collaboration in a multicultural environment.



LEARNING OUTCOMES

All of our programs are built around **five learning objectives**, which aims to assist participants in building the necessary skill set for the **future leaders of our generation**.



Intercultural Communication

Understanding that the world is an entanglement of different people and communication is the key to the exchange of ideas, teamwork and conflict resolution.



Personal Development

Expand your personal and professional life through experiential activities, interactions with local students, case competitions and challenges.



Critical Thinking

Develop the ability to gather information and analyze situations/problems in a neutral way, in order to propose conciliatory solutions;



Global Awareness

Learn about the different challenges, environments and rules of another country, and collaborate in the design of solutions to create a more just and peaceful society.



Adaptability

Getting you out of your comfort zone, to expose yourself to new cultures, knowledge, tastes and sounds, so that you can know more about the other and consequently yourself.





IMPORTANT INFORMATION

- **Certificate:** All the participants will receive a certificate issued and signed by our partner University (subjected to a minimum participation of 75% in the virtual sessions)
- **Groups:** Each participant will be engaged in groups from 5-7 people
- **Virtual:** All the activities, classes and group meetings will happen virtually
- **Requirements:** All the Colombian students interested in joining the program need to be registered in a recognized university on a graduation program (especialización, maestría, MBA y doctorado). After the application, the candidates will go on a curriculum and video analysis – this last one needs to be in English (the participant is required to have an intermediate / advanced level, between B2 and C2).

WEEK 0

**February 28th
Wednesday**

5:00 PM – 6:30 PM
(CST)
6:00 PM – 7:30 PM
(COL)

- **INTRODUCTORY SESSION ABOUT THE PROGRAM**
- **ICE BREAKING ACTIVITIES:** Among the teams, in breakout rooms
- **CULTURAL INTELLIGENCE DYNAMIC:** Students should complete a pre-work assignment – Cultural Intelligence Assessment – prior to the session.

WEEK 1

**March 6th
Wednesday**

5:00 PM – 6:30 PM
(CST)
6:00 PM – 7:30 PM
(COL)

- **TEAM DYNAMICS LECTURE & DISCUSSION**
- **BREAKOUT ROOM ACTIVITY – TEAM CHARTER**
- **QUICK PANORAMA OF THE CASE**
- **MEETING WITH THE HOST COMPANY #1:** Company Presentation + Project introduction.

**March 7th
Thursday**

5:00 PM – 6:30 PM
(CST)
6:00 PM – 7:30 PM
(COL)

- **LECTURE ON DOING BUSINESS IN COLOMBIA – OVERVIEW:** 1h lecture to provide students with an overview of the Colombian market and its challenges.
- **CASE COMPETITION METHODOLOGY AND 5 C'S:** 30 minutes of tips on how to develop and present a solution for the case competition.

**March 8th
Friday**

5:00 PM – 6:30 PM
(CST)
6:00 PM – 7:30 PM
(COL)

- **COMPANY Q&A SESSION WITH ALL GROUPS TOGETHER:** All in the same room, the groups will have time to address the first questions to the company to help developing the case. Each group can ask 2 questions.
- **TIPS FOR EFFECTIVE PRESENTATIONS**



WEEK 2

<p>March 11th Monday 5:00 PM – 6:30 PM (CST) 5:00 PM – 6:30 PM (COL)</p>	<p>- VIRTUAL TOUR: Comuna 13 Virtual Tour with local guide – by Campus b</p>
<p>March 12th Tuesday 5:00 PM – 6:30 PM (CST) 5:00 PM – 6:30 PM (COL)</p>	<p>- BUSINESS PANEL: Roundtable with guests and specialists connected with the main subject of the case. – By campus b</p>
<p>March 14th Thursday 5:00 PM – 7:00 PM (CST) 5:00 PM – 7:00 PM (COL)</p>	<p>- PROJECT CHECK-IN – GROUP SESSION WITH COMPANY: Each team will have a 15-minute session with a Company representative to validate ideas, present questions and check in on project development. Another 15-minute session will be dedicated to a meeting with an academic advisor.</p>
<p>March 15th Friday 5:00 PM – 6:30 PM (CST) 5:00 PM – 6:30 PM (COL)</p>	<p>- CULTURAL WORKSHOP: Virtual and interactive cooking class – By campus b</p>

WEEK 3

<p>March 19th Tuesday 5:00 PM – 7:00 PM (CST) 5:00 PM – 7:00 PM (COL)</p>	<ul style="list-style-type: none"> • FINAL PRESENTATION TO THE HOST COMPANY AND ANNOUNCEMENT OF WINNER GROUP • PROGRAM WRAP UP SESSION: Opportunity to reflect about the program gains and give feedback on the experiences lived during the program, ideas on the final presentation and intercultural analysis
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PLEASE NOTE:

1- On February 23rd all the Colombian students need to participate in our info session (12:00 PM).

2- Students will need to reserve time to meet with their teams outside classtime described above and have an active participation in the final project development.





UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN (UIUC)

The University of Illinois is dedicated to building upon its tradition of excellence in education, research, public engagement and economic development. More than 3,000 faculty members discover and create new knowledge. Their work is an economic engine for the state and is recognized with many of the world's top academic and creative awards.



A low-angle, upward-looking photograph of several modern skyscrapers against a bright blue sky with scattered white clouds. In the center of the frame, a commercial airplane is captured in flight, flying towards the viewer. The buildings are dark and feature various architectural details like windows and balconies. The overall composition is dynamic and emphasizes the height and scale of the urban environment.

**HOST COMPANIES:
PREVIOUS EDITIONS**

PAST EDITION CLIENT:

ALPINA

Colombian multinational company that produces dairy-based products. The company has operations in Colombia, Ecuador, Venezuela and the United States.





PAST EDITION CLIENT:

BANCOLOMBIA

The bank is part of Grupo Empresarial Antioqueño, which is considered the largest business conglomerate in Colombia and one of the largest in Latin America, with operations throughout Colombia and in several Central American countries.

PAST EDITION CLIENT:

B2W

B2W is an online retail company in Latin America,

The company had a market share of about 50% of the online sales industry in Brazil

B2W main competitors in the country are Amazon, and Mercado Libre.





**HOST COMPANY
QUESTIONS:
PREVIOUS
EDITIONS**

QUESTIONS FROM PREVIOUS EDITIONS

The list below provides questions that past participants have encountered while working with client companies in Latin America. These examples are here to give you an idea of the type of question you may have to work on and to get you inspired to participate on the program.

How to expand our operations to USA?

What can our Company learn from American brands and consumers and how would it be adapted & applied in Latin America?

How could we establish an open innovation process within my organization?

How can we extend and make more effective our e-commerce sales, given the supply chain difficulties ?

How can we prepare ourselves for the post-digital era customer experience?

How can we create a more efficient Process Management?

How to attract new partners and create a network of channels engaged enough to make a significant growth in sales?

**TO ACCESS THE ENROLLMENT FORM PLEASE CLICK ON THE
FOLLOWING LINK:**

<https://campusb.typeform.com/imbacol2024>

HOW TO ENROLL?



Questions?

Talk to us!

 scholarship@campusb.org

Program website: <https://campusb.org/imba-capstone-colombia-2024/>

