



GIE ARCHIVES

Global Immersion Experience Stories: A 2025 Collection

2025 RECAP:

India

Students explored India's dynamic business landscape, rich cultural heritage, and vibrant local traditions.

South Korea

South Korea provided insights into leadership, global markets, and the evolving intersection of technology and culture.

Where to Next?

Discover where in the world our GIE students are heading in January of 2026.

REACH NEW HEIGHTS WITH BRYANT'S GLOBAL MBA

At Bryant University, we believe that the best education happens when theory meets practice.

Each January, our MBA students embark on an adventure abroad to tackle international business challenges, develop cross-cultural competencies, and gain a global perspective that sets them apart. The Global Immersion Experience (GIE) is more than just a trip; it's a transformative journey that broadens horizons and deepens understanding.

In 2025, our graduate students embarked on enriching GIE trips to India and South Korea, immersing themselves in the vibrant cultures and dynamic business environments of these two nations. These experiences are designed to challenge students, encouraging them to apply their academic knowledge in real-world settings and fostering a global perspective that is essential in today's interconnected world.

In India, students explored the bustling cities of Mumbai and Bangalore, where they engaged with local businesses and industry leaders. The trip provided a firsthand look at India's rapidly growing economy and its role as a global technology hub. Students visited tech giants and startups alike, gaining insights into the innovative strategies that drive success in this competitive market. The cultural immersion was equally profound, as students participated in traditional festivals and explored historical landmarks, enriching their understanding of India's rich heritage and diverse society.

Meanwhile, in South Korea, students delved into the heart of Seoul's thriving business landscape. They visited leading corporations and engaged in discussions with executives, learning about South Korea's economic resilience and technological advancements. The experience was further enhanced by cultural exchanges, where students participated in traditional Korean activities and explored the country's historical sites. This trip not only broadened their business acumen but also deepened their appreciation for South Korea's unique blend of tradition and modernity.

These GIE trips to India and South Korea exemplify Bryant University's commitment to experiential learning and global engagement. By stepping outside the classroom and into the world, our students gain invaluable skills and perspectives that prepare them to lead and innovate in a global context. As they return to campus, they bring with them a wealth of knowledge and experiences that enrich our academic community and inspire their peers. At Bryant, we believe that such global experiences are crucial in shaping the leaders of tomorrow, equipping them with the vision and adaptability needed to thrive in an ever-evolving world.



EXPLORING INDIA'S BUSINESS, CULTURE, AND TRADITION

As part of Bryant University's MBA Global Immersion Program, I had the incredible opportunity to travel across India, exploring its dynamic business landscape, rich cultural heritage, and vibrant local traditions. From historic landmarks to innovative corporations, each experience provided valuable insights into leadership, innovation, and global business operations.

Our journey began in Delhi, India's bustling capital, where we explored the city's unique blend of history and modern business. A visit to Connaught Place showcased the city's commercial pulse, while Gurdwara Bangla Sahib, Akshardham Temple and Sacred Heart Cathedral Church offered moments of reflection on mindfulness, community, and the power of servant leadership.

A visit to Panorama Exports, a garment factory, provided an inside look into India's thriving textile industry, emphasizing the precision, teamwork, and innovation driving its global success. Our time in Delhi set the

stage for understanding the country's dynamic economic and cultural fabric.

Our next stop was Agra, home to two of India's most breathtaking monuments—the Taj Mahal and Agra Fort. Seeing these iconic structures in person was a surreal experience. Beyond their architectural brilliance, they tell a story of vision, perseverance, and legacy, themes that resonate deeply with leadership and business strategy. Moments like these reinforced the importance of thinking long-term and ensuring that what we build - whether companies or careers - stands the test of time.



In Jaipur, the Pink City, we explored the city's rich heritage through architectural marvels like Hawa Mahal, Amber Fort, and City Palace. Each of these sites was a testament to strategic vision, blending artistry with functionality.

A highlight of our visit was experiencing the intricate art of block printing, where skilled artisans create beautiful textiles using traditional methods. This experience reinforced the importance of craftsmanship, attention to detail, and preserving cultural heritage while adapting to modern markets.

At IIHMR University, we played a friendly cricket match with students. It was a fantastic way to bond, build connections, and appreciate the role of teamwork and strategy. The hospitality of the university's faculty, staff, and students made this experience even more memorable.

The final leg of our journey took us to Hyderabad, a city that epitomizes the fusion of technology and tradition. We visited Global Capability Centers (GCCs), Google and Evernorth Health Services, where we gained valuable insights into global business operations, digital transformation, and leadership in a rapidly evolving world. A visit to Apollo Hospitals highlighted advancements in healthcare innovation and patient-centric solutions, highlighting India's role as a leader in the medical industry.

Shifting gears, we explored Hyderabad's cultural gems, including the Charminar and Chowmahalla Palace, two landmarks that encapsulate the city's rich history. We also indulged in local shopping, particularly Hyderabad's famous pearls, and, of course, savored the city's renowned cuisine.

This Global Immersion Experience was more than just a trip - it was a masterclass in leadership, adaptability, and global business strategy.

From boardrooms to historic monuments, from factory floors to cricket fields - every moment reinforced the value of embracing different perspectives, learning from diverse experiences, and staying open to new ways of thinking.

I am grateful for this journey, the friendships formed, and the opportunity to see the world through a broader lens.



Aman Sohi is an '25 MBA student at Bryant University



SOUTH KOREA: WHERE INNOVATION MEETS HERITAGE

From bustling cityscapes to centuries-old traditions, each experience during the GIE trip to South Korea in January of 2025 provided valuable insights into leadership, global markets, and the evolving intersection of technology and culture.

The plane touched down in Seoul, South Korea's vibrant capital, where we explored the city's unique fusion of historic monuments and modern business excellence.

We visited Gyeongbokgung Palace, a stunning representation of Korea's royal history, and strolled through Bukchon Hanok Village, a private neighborhood where we experienced the beauty of traditional hanok architecture.

A highlight of our time in Seoul was a workshop on the K-Entertainment industry, analyzing how global brands leverage Korea's cultural wave, such as K-Pop, to reach international markets. We also examined Seoul's city branding strategies at City Hall, gaining insights into how the city's global image was formed.

Visits to the Seoul Business Agency and CJ Cheiljedang provided an in-depth look into the country's booming startup ecosystem and its leadership in the global food industry.

Additionally, we explored Ikseon-dong and Gwangjang Market, two vibrant

districts that encapsulate Seoul's blend of history and contemporary culture, from artisan shops to the bustling street food scene.

The trip also included a visit to the Design Plaza (DDP), a hub for innovation and creativity in business, fashion, and urban development. This was one of our favorite moments as we explored their futuristic 'playground' containing innovations from many different industries.

From Seoul, we traveled to Busan, a coastal city known for its blend of industry and scenic landscapes. We explored Haeundae Beach and visited the historic Samjin Eomuk Bakery, where we participated in a hands-on workshop making traditional fish cakes, a local delicacy. This experience emphasized the importance of craftsmanship, adaptation, and sustaining cultural heritage in modern markets.



A key business visit was to KT&G Sangsangmadang Busan Startup Center, where we engaged with emerging entrepreneurs and explored Korea's startup ecosystem. The discussions shed light on innovation, investment strategies, and the challenges faced by Korean startups.

A particularly exciting moment of the trip was when my team and I had the opportunity to present our business strategy to executives at Samjin Fishcakes. Our presentation focused on strategies to expand their business globally to the United States, including market entry tactics, branding, and distribution. Engaging directly with leaders of Samjin Eomuk provided an invaluable experience in global business development and real-world strategic thinking.

Our final stop was Haedong Yonggungsa Temple, a breathtaking Buddhist temple perched on the rocky coastline. The serene atmosphere and ocean views provided a moment of reflection on Korea's deep-rooted spiritual traditions. This marked the perfect conclusion to our time in Busan before heading back to Seoul.

We continued our journey by heading back to Seoul. When we returned we analyzed global market strategies through a case study on KFC Korea, exploring how international brands localize their offerings to fit Korean consumer preferences. A visit to Seongsu-dong, Seoul's trendiest district, highlighted the intersection of creativity and commerce, as we explored pop-up stores, tech-driven businesses, and the growing influence of Korea's design and fashion industries.

South Korea's ability to blend deep-rooted traditions with cutting-edge advancements serves as an inspiring model for global businesses.



Taylor D'Anna is a '25 MBA student at Bryant University



ONWARD AND UPWARD

2024 GIE STUDENTS EXPERIENCE INTERNATIONAL TRAVEL, PERSONAL TRANSFORMATION

There are 287 steps to the top of St. Vitus Cathedral's Great South Tower in Prague. Syeda Zaidi '19, '24MBA can confirm because, amid the bitter Czech cold, her group counted every single one. The climb was tough, she admits, but from the top, the reward is a spectacular view of the entire city — and that change in perspective is worth the extra work.

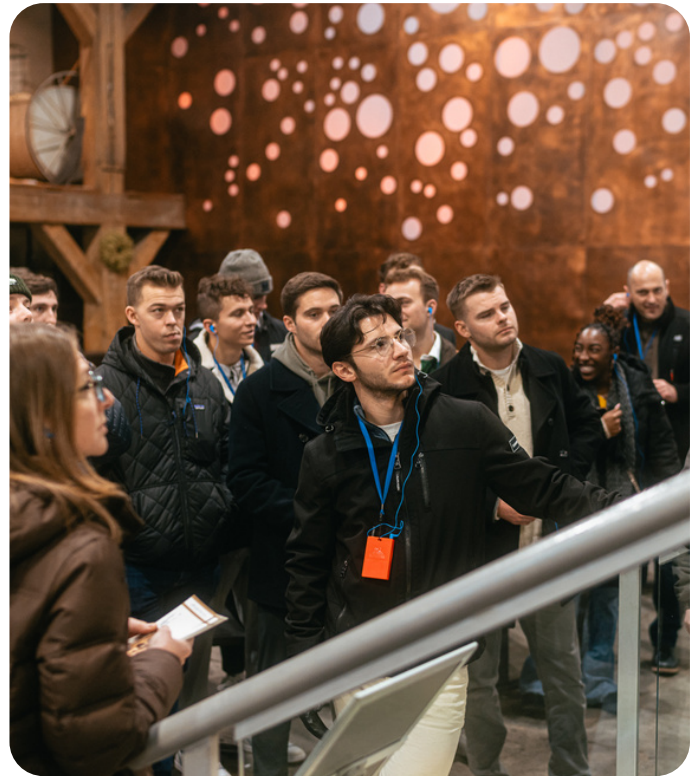
In January 2024, Zaidi and 70 other students from Bryant's One-Year and Two-Year MBA programs, accompanied by faculty and staff, traveled to Prague and Berlin for 10 days through the Global Immersion Experience, (GIE), an important cornerstone of both programs where students explore other countries and learn about international business. In recent years, the program has also visited Chile, Panama, China, Germany, Iceland, and Dubai.

The 2024 expedition is the third led by Professor of Marketing Srdan Zdravkovic, Ph.D. An international business expert, he notes that having the chance to examine another country firsthand gives students an important advantage in the professional world, as well as an

opportunity to see what they've learned in a new light.

But the GIE's benefits, he says, extend far beyond the bottom line and even beyond the curriculum. "It is always wonderful to see the transformation in the students at the end of the trip," Zdravkovic states. "They learn a lot and have a lot of fun, but they also feel more confident and worldly. This trip is something they're going to be thinking about and turning over in their heads for a long time. They'll be asking themselves:

'What comes next? What's my next big adventure, and how am I going to use this experience to move forward?'



That philosophy defines how Zaidi, an assistant store director for Shaw's Supermarkets who one day aims to be president of the company, and her traveling companions are approaching the trip. Her group spends much of their free time exploring, from touring Prague Castle to visiting the John Lennon Wall to sampling the local cuisine.

Plus, it's a chance to test their adaptability in a new but supportive environment. Zaidi's group is an eclectic bunch — including a farmer, an IT consultant, and a manufacturing executive — but, together, they are forming bonds that will last throughout their time in the MBA program and their careers. By working together, reckons Evan Urban '24MBA, they can handle anything, in Prague and beyond.

Their mission to study the intersection of business and culture includes a deep dive into the Pilsner Urquell brewery — literally. From the aged catacombs beneath the brewery to the modern production facilities, the students receive an education in the time-honored process used to create pilsner since its invention in the Czech Republic in 1842.

On one section of the tour, the scent of beer ingredients hangs in the air, a sour miasma so strong that it seems to carry weight. "That's the smell of business," one of the students jokes to a cluster of laughs from his companions.

And then there are moments of transcendence. During one cold evening, the students gather to attend a classical music concert in the historic St. Nicholas's Church. With a few heat lamps and a sound system as concessions to modernity, the students listen in silence as they are immersed in Bach's Toccata and Fugue in D minor and transported back in time.

Bryce Antoch '24MBA is a classical music aficionado, a trait he picked up from his grandfather, who recently passed away. But he's never been to a performance like this, he admits. For the entire concert, he sits with his head down in contemplation and remembrance. When it finishes, the corners of his eyes are wet. Hearing this music here, in this environment, truly carries a different resonance, he reflects. "You begin to understand what it meant to them," he notes quietly.

The GIE trip has been carefully planned to the last detail, and the students have spent the previous semester learning about local customs, regional economics, politics, and history. But there are some things you can't prepare for.

On a day trip to Dresden en route to Berlin, the group is beset by tractors.

At first just one — seemingly innocuous — then a second — merely a coincidence — and then another and another, until a swarm of them clog the road. The German government has recently ended an important farming subsidy, and the people have taken to the streets.

Once the bus finds a place to park, the students take some time to explore — and discover more than they imagined. Upon turning a seemingly quiet corner, Diego Rodriguez '24MBA and Gustavo Rodriguez '24MBA (no relation) find themselves in the city's historical center at the edge of a sweeping demonstration. As they take in the humongous crowds waving flags and signs and hear impassioned speeches in another language, Zdravkovic, also watching at the edge of the crowd, is there to offer context.

The duo finds the scene fascinating, and lingers for a while just to take it all in. But they also resolve to learn more. "This is what immersion truly means," reflects Gustavo. "To be out there with the people, to see how they lead their lives, and to understand what is truly important to them."

A guided tour through Berlin further drives that message home. If classical music is the soundtrack to Prague, Berlin carries a punk vibe. The city is young and built on a history of conflict and division that has left its mark on society here, and on the people as well.

Tour guide Pip brings students to the historic Brandenburg Gate, the Reichstag, Checkpoint Charlie, and the remains of the Berlin Wall — familiar sites come to new life when viewed in person. But she also takes care to show them "Trabi World," a garish tribute to the Trabant,

the small, largely unimpressive East German produced car that opened up travel to the citizens of Soviet Berlin. This is history as well, Pip reminds her charges: the hopes and joys and struggles of everyday people — the pieces of our lives that don't end up as headings in history books.

That same day, the GIE group turns its sights from the past to something akin to science fiction at the state-of-the-art BMW Motorradwerk. There, they witness firsthand the motorcycle production process — from the automated warehouse to a new engine production line that just opened in November.

As they make their way through the production facility, the students observe the complex dance between man and machine as robots and mechanics work together to build up to 900 motorcycles a day.



"It's like looking at the future," notes James Galleher '23, '24MBA.

It's not the only amazing sight the students will witness, nor the last that will leave its mark on them. Simi Bakare '24MBA plays football for the Bryant Bulldogs, but soccer was always his first love. As he stares out at the Olympiastadion Berlin, he finds himself speechless.

A few minutes from now, he'll be given an all-access, behind-the-scenes tour of the stadium, including the press and locker rooms, where the professional soccer team Hertha BSC plays. He'll sit in the very same seats as the prime minister outside of the Hall of Honor. He'll hear about the stadium's history, from Jesse Owens winning four gold medals at the 1936 Olympic Games to Usain Bolt shattering his own 100-meter record to win the World Championship title in 2019. And he and his teammates will exchange information and questions with their tour guide, comparing their very different brands of football.

Right now, though, he's overwhelmed, day dreaming about the glory he knows was won on the field before him. Suddenly, he cups his hands around his mouth and calls out a soccer chant down to the pitch. He can't explain why he did it, he admits, it just felt like the right thing to do at the time — only to have his answer a second later as someone down on the field echoes the chant back to him, causing him to break into a wide grin.

And so the adventures continue, too many to share but each leaving a lasting impression.

On the second to last day of the trip — which is really the last, as the following day will be consumed by travel — Jihad Edmond '23, '24MBA sits quietly in the booth of a restaurant near the group's Berlin hotel. He's tired, the result of more than a week of adventures, but he has a gleam in his eye. He's also taken so many pictures throughout the trip, and sent so many home to New Jersey, that he needed to purchase a bigger data plan.

In a little more than a day, he'll be back in Smithfield, but the young man who's never been overseas before is already thinking about his next international trip. For now, though, he's in a reflective mood.

So much of what he saw and did, he says, will linger with him long after he touches down in the United States: from the old-world beauty of Prague to the futuristic BMW factory to the taste of the new foods he's sampled and knows his mouth will water for back home.

What will stay with him longer than the pictures, Edmond says, is the opportunity he's had to explore and grow, to discover new things about himself and the world around him. After traveling more than 4,000 miles over the course of the trip, he says that he feels like he's on top of the world.

And the view is phenomenal.



Stephen Kostzewa is a Brand Journalist for Bryant University

Photos courtesy of Tobias Ritz

WHERE TO NEXT?

IN 2026, STUDENTS WILL VISIT SINGAPORE AND HONG KONG



Bryant's Global Immersion Experience expands to two of Asia's most dynamic business hubs.

At Bryant University, the Global Immersion Experience (GIE) is more than a passport stamp—it's a launchpad for future leaders. Each year, our MBA students embark on journeys that challenge their perspectives, connect them with global business practices, and deepen their cultural understanding. In 2026, this transformational experience takes a bold step forward, bringing students to two of Asia's most influential economic powerhouses: Singapore and Hong Kong.

These cities are more than iconic skylines—they're gateways to the future of international business. With thriving finance sectors, strategic locations, and diverse populations, both Singapore and Hong Kong serve as critical nodes in the global economy. For our students, they represent unparalleled opportunities to learn, engage, and grow in fast-paced, innovation-driven environments.

In Singapore, students will explore a city-state that has earned its reputation as a global leader in innovation, sustainability, and business-friendly governance. From multinational headquarters in Marina Bay to cutting-edge startups in the heart of the city, Singapore offers a front-row seat to the convergence of Eastern and Western business practices. Through site visits, corporate engagements, and cultural immersion, students will witness how Singapore balances its rich cultural heritage with a forward-looking mindset that fuels continuous reinvention.

Hong Kong, a vibrant crossroads of commerce and culture, presents a unique perspective on global trade, finance, and entrepreneurship. Students will meet with business leaders navigating Hong Kong's dynamic post-pandemic landscape and learn about the region's resilience and adaptability. From major banks and logistics firms to innovative tech startups, the city's business ecosystem provides invaluable lessons on agility and global strategy. Cultural experiences—from traditional Cantonese cuisine to historic temples—will complement academic insights, deepening students' understanding of the interplay between culture and commerce.

Together, Singapore and Hong Kong offer a dual lens into the forces shaping business in the Asia-Pacific region and beyond. The 2026 GIE will challenge students to apply their classroom knowledge in unfamiliar, real-world settings and adapt quickly to different cultural and corporate norms—skills that are vital in today's interconnected world.

This next chapter of GIE underscores Bryant's unwavering commitment to experiential learning, global fluency, and professional excellence. Our students return not just with global insights, but with the confidence to lead in any corner of the world.

In 2026, the world awaits. And Bryant students will be ready to meet it.



GIE IS NOW AVAILABLE AS AN ELECTIVE FOR MSA STUDENTS, GENERAL TRACK

For the first time, general track MSA students have the opportunity to select MBA 528: Global Immersion Experience as an elective option within the MSA program!

If you're considering this experience, please ensure your passport is valid through at least August 31, 2026, as required by FAA guidelines.

If you would like to adjust your Fall registration to participate, contact Sam Cavanagh, Associate Director of Graduate Student Success: scavanagh@bryant.edu



HOW CAN YOU GET INVOLVED?

Support transformational learning through the GIE Fund on Bryant Giving Day.

Each January, Bryant University graduate students pack their bags—not just for a trip abroad, but for an experience that will shape their careers, challenge their worldviews, and open doors to global opportunities. The Global Immersion Experience (GIE) is a cornerstone of our MBA program, blending academic rigor with real-world international exposure. But for some students, the cost of this transformative journey can be a barrier.

That's where you come in.

On **Bryant Giving Day—October 22**, we're rallying our community to **support the GIE Fund**, a vital resource that helps ensure every qualified student has access to this life-changing experience, regardless of financial circumstance. Your gift—no matter the size—can directly impact a student's ability to participate in GIE, making global education more inclusive and accessible.

The Impact of Your Support

Last year, thanks to the generosity of our alumni, faculty, staff, and friends, we raised enough money to **offset the cost of the mandatory travel fee for two students**. That support will make all the difference—empowering students to fully immerse themselves in their GIE destinations without the added burden of financial stress.

This year, we're aiming even higher. With your help, we can expand that impact and open doors for even more future leaders.

THE GIE SCHOLARSHIP: APPLY BY SEPTEMBER 8

Students who wish to be considered for assistance through the GIE Fund can apply for the GIE Scholarship now through midnight on September 8. The application is open to all eligible students and is designed to provide need-based support for the upcoming 2026 GIE to Singapore and Hong Kong.

This scholarship not only eases the financial commitment but also reaffirms our mission to make global learning experiences a shared opportunity—not a privilege.



SCAN TO APPLY
FOR THE **GIE SCHOLARSHIP**

BE A PART OF THE JOURNEY GIVE TO THE GIE FUND ON OCTOBER 22

Whether you're an alum who remembers the power of your own Bryant education, a parent who wants to invest in tomorrow's leaders, or a community member who believes in the value of global learning, you can help make a difference.

Mark your calendar for October 22 and join us in supporting the GIE Fund during Bryant Giving Day. Your gift has the power to unlock experiences, broaden horizons, and change the course of a student's life.

Global thinking starts with local giving. Let's go further—together.



SCAN TO RECEIVE A REMINDER
ON **BRYANT GIVING DAY**

A TOP-RANKED SUITE OF MBAS

Bryant University has been at the forefront of MBA education for more than half a century, launching its Master of Business Administration program in 1969. In 1994, Bryant achieved accreditation from the Association to Advance Collegiate Schools of Business (AACSB) International, solidifying its reputation for excellence. Notably, Bryant's Online MBA program was the first in Rhode Island to be offered entirely online by an AACSB-accredited institution.

Bryant's MBA programs continue to distinguish themselves in the rankings, underscoring the excellence of our programs in both ROI and ROE.

Bryant offers a range of MBA programs including: One-Year MBA, Two-Year MBA, Online MBA, or the Mini-MBA Graduate Certificate.

Whether you are—

- pursuing your MBA immediately after undergrad
- a working professional looking to take a couple evening classes a week
- looking for the flexibility of an online education

—Bryant can equip you with a tailored experience.

In 2025, our MBA programs were recognized across the board as top competitors nationally.

The Online MBA was ranked in the top 10% by U.S. News & World Report, and No. 16 by Poets and Quants.

Our One-Year and Two-Year MBAs were named Tier One Global MBAs by CEO Magazine.

Additionally, the One-Year MBA was ranked among the best in the nation (Top 22%) by the prestigious U.S. News & World Report.

THE ONE-YEAR MBA AT BRYANT: A PROFILE

What does a top-ranked MBA program look like? Here are some stand-out characteristics from our One-Year MBA that set us apart from the competition.

Our diverse cohort spans 13 countries, with students representing 11 sports, and 14 industries, including finance and healthcare, bringing a wealth of experience.

Our Global Immersion Experiences have taken us to 9 countries, setting our students apart as global leaders.

Impressively, 100% of our graduates accepted a job within 3 months after graduation, with an average salary of \$88,125.



13 Nationalities

(Fall 2023 and Fall 2024 Admitted Cohorts)



14 Industries

(Fall 2023 and Fall 2024 Admitted Cohorts)



100%

Employment Rate

Post Graduation (2024)



\$88,125

Starting Salary

On Average (2024)



23

Average Age

(2024)



9 Countries Visited

(2013-2025 GIE Trips)



11 Unique Sports

(2024)