GLOBAL IMMERSION (GABELLI) (GLGB)

GLGB 7410. Global Immersion: UK. (3 Credits)
This intensive 3-credit course is designed to provide students with important historical insights into Brexit as well as its impact on Fintech, financial services and entrepreneurial Finance as well as the overall British Economy.

GLGB 7411. Global Immersion Malaysia. (3 Credits)
The course will provide students with the opportunity to travel to Galway, Ireland, and participate in a week-long study program that will focus on global business from an Irish perspective. The objectives of the course include understanding the business environment in Ireland; understanding the role of multinational versus start-up organizations within Ireland; and identifying benefits to investing in Ireland.

GLGB 7510. Global Immersion Poland. (3 Credits)
Media and technology industries in Poland and Central Europe are the focus of this study tour course in Krakow, Poland, for graduate business students.

GLGB 7511. Global Immersion Galway. (3 Credits)
This course provides students with the opportunity to travel to Galway, Ireland, and participate in a week-long study program that will focus on global business from an Irish perspective. The objectives of the course include understanding the business environment in Ireland; understanding the role of multinational versus start-up organizations within Ireland; and identifying benefits to investing in Ireland.

GLGB 7710. Global Immersion: UK. (3 Credits)
This intensive course examines Brexit and its impact on Britain's influencer status in consumer markets. We will explore the implications of Brexit for Cool Britannia, which fueled pride in the contemporary culture of the United Kingdom and helped propel iconic brands like Burberry and Paddington Bear to the forefront of contemporary culture in Britain and around the world. We will also discuss the current struggle of iconic British retailers and the meaning of that struggle for the future of British retailing. By the end of this course, students will not only have gained historical, political, and social insight into Brexit and its impact but also the impact of socio-political phenomena on marketing strategy more generally.

GLGB 7711. Global Immersion Antwerp. (1.5 Credits)
This elective course aims to introduce students to current marketing and business practices in Europe. With in-class lectures, company visits, and cultural tours, different business related topics will be covered with an emphasis on the regulatory environment of the European Union. Students will learn about similarities and differences between U.S. and European business practices.

GLGB 7712. Global Immersion: London. (3 Credits)
This elective course aims to introduce students to current business practices in London and the UK. With in-class lectures, company visits and cultural tours, a range of topics related to various business fields will be covered with an emphasis on the differences between the U.S. and the U.K. and the implications of such differences for global business in the post-Brexit and post-pandemic era.

GLGB 7713. Global Immersion: Madrid. (3 Credits)
This elective course aims to introduce students to current marketing and business transformation in the fast-changing and evolving European Union (EU) context. Students will have an opportunity to have an immersive experience in Madrid, one of the most dynamic and cosmopolitan cities in Europe. With in-class lectures, company visits, and cultural tours, a range of topics will be covered— with an emphasis on the technological and structural transformation in business practice in the EU as a result of the sociocultural, economic, and geopolitical changes.

GLGB 7714. Global Immersion: Berlin. (3 Credits)
This elective course aims to introduce students to current marketing and business transformation in the fast-changing and evolving business context. Students will have an opportunity to have an immersive experience in Berlin, one of the most dynamic and cosmopolitan cities in Europe. With expert speakers, company visits, and cultural tours, a range of topics will be covered with an emphasis on recent economic, social, and business transformations.

GLGB 7910. Global Immersion: Germany. (3 Credits)
This Global Immersion to Germany will allow student to learn about the business environment in Germany and the European Union.