



## Executive MBA: Prague & Lisbon *Sample Itinerary\**

The Executive MBA in Prague & Lisbon Program offers participants a first-hand glimpse into the complex business landscapes of these two European nations. These distinct capitals have rich cultural and historical legacies and, today, both represent modern centers of business and commerce. Participants will have exclusive access to influential business leaders across several key industries including: Consulting, Media, Automotive, Investment Banking, Construction Management, Health, IT, and Venture Capital. During presentations and facility tours, cohorts will gain powerful insights into both the global and regional business climates. The group will also absorb the fascinating local culture, art, architecture, and history during guided tours with local experts and cultural activities.

- ✓ **Program Length**  
8 days
- ✓ **Visits Arranged**  
8 Companies
- ✓ **Program Type**  
Executive MBA
- ✓ **Program Topic**  
European Business
- ✓ **Cities Visited**  
Prague & Lisbon

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# Executive MBA in Prague & Lisbon *Itinerary at a Glance\**

- DAY 1** ● **DEPART U.S. FOR THE CZECH REPUBLIC**
- DAY 2** ● **PRAGUE: ARRIVE & GUIDED CITY TOUR**  
Arrive Prague and transfer to hotel. Afternoon visits to Prague Castle, Old Town, Charles Bridge. Welcome Dinner
- DAY 3** ● **BUSINESS VISITS IN PRAGUE: Automotive & Social Media**  
Visit Skoda Automotive Factory; Visit Social Sharks Social Media Firm
- DAY 4** ● **BUSINESS VISITS & CULTURAL ACTIVITY IN PRAGUE: Media, Investment Banking, International Glass Manufacturer**  
Visit Radio Free Europe; Visit WOOD & Co; Preciosa Crystal Workshop. Evening fly from Prague to Lisbon. Upon arrival, transfer to hotel.
- DAY 5** ● **LISBON: GUIDED CITY TOUR**  
Praça do Comércio, Rua Augusta Arch, Alfama, Belém Tower, São Jorge
- DAY 6** ● **BUSINESS VISITS IN LISBON: Business Organization & Construction**  
Visit American Chamber of Commerce; Visit Mota-Engil Group
- DAY 7** ● **BUSINESS VISITS IN LISBON: Consulting & Venture Capital**  
Visit McKinsey & Co; Visit Portugal Ventures; Farewell Dinner
- DAY 8** ● **DEPART PORTUGAL FOR U.S.**  
Transfer to Lisbon Portela Airport. Arrive U.S. the same day

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# Executive MBA in Prague & Lisbon

## Sample Detailed Itinerary\*



DAY 1

### DEPART U.S. FOR CZECH REPUBLIC

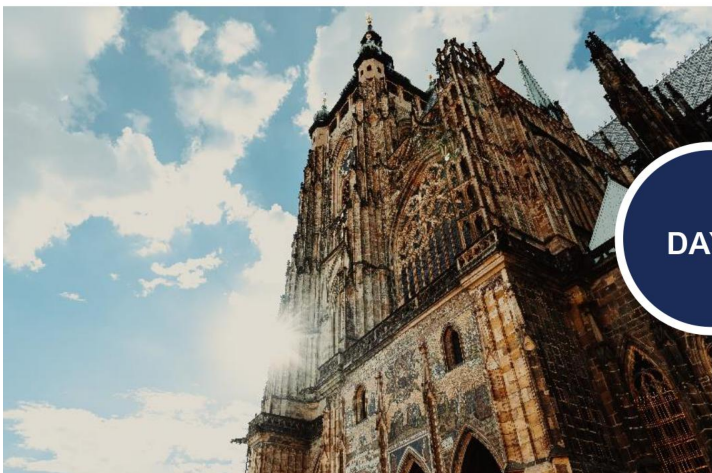
Depart on overnight flight from U.S. for Prague's Václav Havel Airport. Arrive Prague the next day.



DAY 2

### ARRIVE & PRAGUE CULTURAL TOUR

Upon arrival at Prague's Airport, transfer to hotel. Depart on a city sightseeing tour with English-speaking guide that includes panoramic city views from Petrin Hill. Next is Prague Castle, the largest castle complex in the world, the world-famous Charles Bridge, and complete the tour in Old Town with sights such as Old Town Square with Astronomical Clock,. Finally, the group will freshen up before for the group Welcome Dinner at a local restaurant with unforgettable views.



DAY 3

### PRAGUE BUSINESS VISITS: Automotive & Social Media

The morning, the group visits the Skoda Auto Factory. The first vehicle was produced here in 1905 and production has continued for more than 100 years. Following a facility tour, a company executive will offer insights during a Q&A session. After lunch, you'll visit a social media firm, Social Sharks. Company leaders will discuss this critical industry, including regional impacts, key channels, content creation, and distribution strategies.

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## Sample Detailed Itinerary\*



DAY 4

### PRAGUE BUSINESS VISITS: Media, Investment Banking & Cultural Activity

The first visit is to Radio Free Europe (RFE), a U.S. non-profit organization, which reports in 22 countries, providing uncensored news that many cannot access locally. After lunch, the group visits WOOD & Company, a leading investment bank in Emerging Europe, where you'll gain insights from key leaders. The final visit is to the Preciosa Crystal Workshop. After a company presentation, you'll create a unique piece of jewelry as a souvenir. This evening, depart on your non-stop flight to Lisbon.



DAY 5

### LISBON CULTURAL TOUR

Today includes a sightseeing tour starting at the Praça do Comércio, the most impressive of Lisbon's plazas, with the Rua Augusta Arch as the focal point. Next is the Alfama neighborhood, the city's oldest, to take in the views of São Jorge Castle, then visit the Belém Tower, the 16th-century departure point for Portuguese explorers and the gateway to Lisbon. Next is a visit to the Bacalhôa Vinhos estate, including lunch, a vineyard tour, and discussion on wine production and export.



DAY 6

### LISBON BUSINESS VISITS: Business Organization & Construction

This morning you'll visit AmCham Portugal, the association that aims to develop and facilitate economic relations between Portugal and the U.S. Gain insights about the regional business environment and future outlook. After lunch, visit Mota-Engil, a multinational company focused on construction and infrastructure management. Learn how this leading construction group is making impacts in 22 countries, gain insights in Q&A with this key industry leader.

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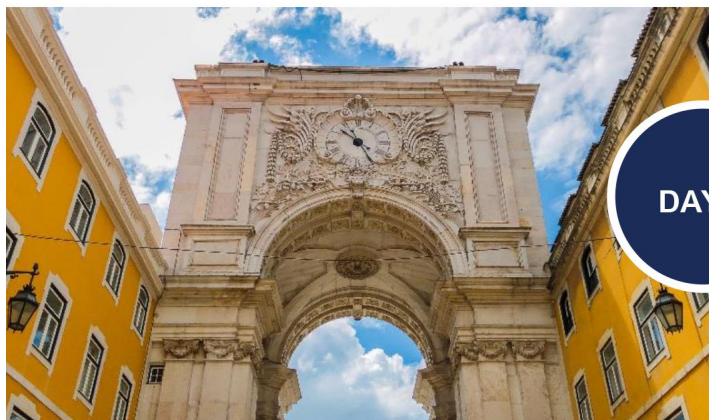
## Sample Detailed Itinerary\*



DAY 7

### LISBON BUSINESS VISITS: Consulting & Venture Capital

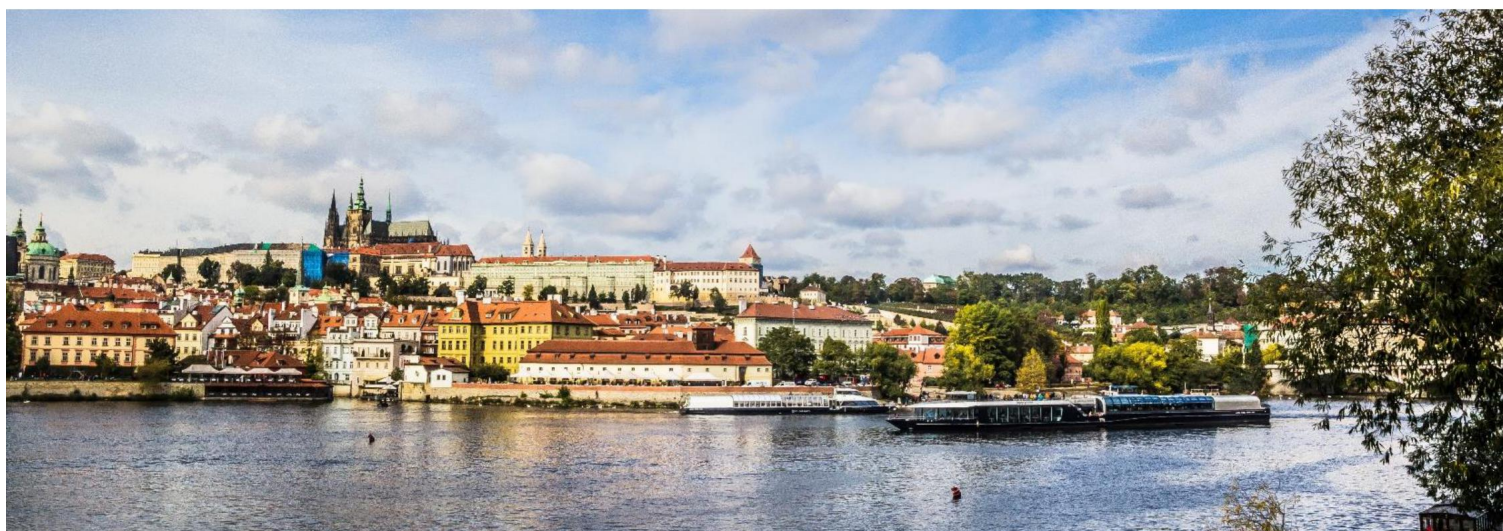
This morning you'll start at McKinsey & Company that serves 15 of the 20 largest companies that are driving Portugal's economic growth in both the public and private sectors. After lunch, visit the Venture Capital firm, Portugal Ventures. Learn from executives about their strategies to drive the global success of Portuguese companies. The evening concludes with an unforgettable Farewell Dinner.



DAY 8

### DEPART LISBON FOR U.S.

This morning, the group will be transferred to Lisbon Airport for the transatlantic flight to the U.S. Arrive U.S. the same day.



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# DISCOVER THE BEST OF BUSINESS & CULTURE IN PRAGUE & LISBON





Contact us, and our travel specialist would be happy to assist on your upcoming group trip.



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