

NATIONAL YANG MING CHIAO TUNG UNIVERSITY

SHORT PROGRAM 2024

10-12 April 2024

Global immersion for Post EMBA students

Tentative schedule and financial proposal



SCHEDULE



Wednesday		Thursday	Friday
	April 10th	April 11th	April 12th
MORNING	2.30 pm Arrival of the group in Dijon Check-in at the hotel Oceania Le Jura	9.00-10.00 Welcome Coffee at BSB and a short campus visit. <i>A BSB team member will meet the group at the hotel reception desk in the morning to accompany the group to the campus.</i>	9.00-11.00 Wine marketing lecture
LUNCHBREAK		10.00-12.00 French corporate culture lecture on campus	11.00-12.00 Departure from the campus by bus for Saulieu - Relais Bernard Loiseau
AFTERNOON	4.00-06.00 pm Guided visit of Dijon: meeting with the guide at the hotel lounge (TBC).	02.00-04.00 Luxury in France and in Burgundy lecture	2.00-4.00 Visit of Relais Bernard Loiseau and company presentation and meeting with the Director
EVENING	07.00-9.00 Welcome dinner in a gourmet restaurant (restaurant TBC)	04.30-10.00 pm Wine tasting and local gastronomy discovery activities followed by a dinner.	4.00-5.00 Return to Dijon. Freen evening for the participants