

Anderson University | South Carolina, USA

12-Day Global Summer Immersion Program

Program Duration: July 2 – 13, 2026

Housing: Anderson University Campus

Transportation: Group transportation provided

Airport: Greenville-Spartanburg International Airport (GSP)

Day 1 — Arrival & Welcome – **July 2nd**

Morning/Afternoon

- ✓ Arrival at GSP Airport
- ✓ Group transfer to Anderson University
- ✓ Campus housing check-in and orientation

Evening

- ✓ Welcome dinner
- ✓ Program overview, expectations, safety briefing



Day 2 — Greenville Cultural Experience – **July 3rd**

Morning

- ✓ Downtown Greenville walking tour
- ✓ Falls Park on the Reedy & Liberty Bridge

Afternoon

- ✓ Museum visit (Upcountry History Museum or Greenville County Museum of Art)

Evening

- ✓ American cultural experience (Independence Day celebration or community event)
- ✓ Reflection discussion



Day 3 — Academic Lecture & Business Visit— July 4th

Morning

- ✓ Lecture 1: Global Business & Supply Chain Strategy
- ✓ Interactive discussion and case analysis

Afternoon

- ✓ Business Site Visit #1 – Sargent Metal or Bosch
- ✓ Leadership and operations briefing

Evening

- ✓ Group reflection and journaling
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Day 4 — American Cultural Immersion – Sunday July 5th

Morning

- ✓ Church cultural experience (optional)

Afternoon

- ✓ Lake cookout and boat ride
- ✓ Team-building activities

Evening

- ✓ Cultural dialogue session
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Day 5 — Leadership & Corporate Visit – Monday July 6th

Morning

- ✓ Lecture 2: Ethical Leadership & Organizational Culture

Afternoon

- ✓ Business Site Visit #2 (Corporate Operations Experience) – Walgreens distribution center

Evening

- ✓ Project work and study time
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Day 6 — Innovation & Manufacturing

Morning

- ✓ Lecture 3: Innovation & Entrepreneurship in the U.S.

Afternoon

- ✓ Business Site Visit #3 (Manufacturing/Operations Facility)

Evening

- ✓ Case study discussion
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Day 7 — BMW Experience & Human Resources

Morning

- ✓ BMW Zentrum Manufacturing & Museum Tour



Afternoon

- ✓ Lecture 4: Human Resource Management in Global Firms
- ✓ Business Site Visit #4



Evening

- ✓ Reflection: Talent Systems & Organizational Culture
-

Day 8 — Regional History & Community Development

Morning

- ✓ Greenville Cultural Immersion Day

Afternoon

- ✓ Upcountry History Museum visit
- ✓ Downtown exploration

Evening

- ✓ Group discussion on regional identity and development
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Day 9 — Technology & Future of Work

Morning

- ✓ Lecture 5: Technology, AI & the Future of Work

Afternoon

- ✓ Business Site Visit #5

Evening

- ✓ Final presentation preparation
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Day 10 — Atlanta Area Business & Retail Immersion

Morning

- ✓ Travel to Atlanta area

Afternoon

- ✓ Mall of Georgia visit
- ✓ Retail strategy and consumer culture analysis

Evening

- ✓ Return to campus
- ✓ Debrief session



Day 11 — Leadership Workshop & Presentations – Sunday 12th

Morning

- ✓ Leadership Reflection & Global Learning Workshop

Afternoon

- ✓ Student team presentations
- ✓ Faculty feedback

Evening

- ✓ Closing dinner and celebration

Day 12 — Certificate Ceremony & Departure

Morning

- ✓ Certificate ceremony
- ✓ Group photos

Afternoon

- ✓ Campus checkout
- ✓ Transfer to GSP Airport for departure

COST; The cost per student is **INR 2,80,000**, which includes:

- Twin-sharing accommodation
- Insurance
- Meals during the stay at Anderson University
- Excursions and academic sessions
- Travel as per the scheduled program
- VISA fees

The cost **does not include**:

- Meals during excursions
- Travel expenses for VISA interviews
- Personal expenses of any nature

Last date to apply -> **12th March 2026** to the Office of international Affairs.