



## Welcoming session

The School of Economics is welcoming you to the **new edition** of the **International Master in Business Administration, iMBA**, through some introductory talks and seminars.

**Monday, October 3<sup>rd</sup>**, at the Faculty of Economics building, Villalonga room (first floor).

10:00 -10:45 Welcome by the Dean of the School of Economics, Enrique Bigné and Carmen Pérez Cabañero (co-chairs), & Verónica Rivero (program coordinator).

10:45- 11:15 Coffee break

11:15 – 12:00 Visit around campus: Carmen Pérez Cabañero, Associate professor of Marketing and co-chair of the IMBA

12:00-13:00 Student's life in Valencia. Aline Simonetti. Research Assistant in Marketing

**Tuesday, October 4<sup>th</sup>**, at the Faculty of Economics building, Villalonga room (first floor).

09:30 -10:30 Seminar: How to prepare your resume. By Isabel Gosálvez. Technical staff of UVempleo.

10:30- 11:30 Opening speech: Valencia: 2022 World Design Capital. By Eduardo J. Teixeira Alves. Partnerships & International Promotion Director World Design Capital Valencia 2022.

11:30-12:00 Coffee break

12:00-13:00 Seminar: Electronic resources at the University of Valencia. Carmen Pérez Cabañero, iMBA co-chair.

### **International Business School Alliance, IBSA:** members and specialization:

- Universitat de València (Spain): International Marketing.
- IGC Hochschule Bremen (Germany): International Logistics and Supply Chain Management.
- UNCW University of North Carolina Wilmington (USA): International Finance and Investments.
- University of Hertfordshire (UK): Human Resource Management.
- ESSCA – School of Management (France): International and Sustainable Management.