

# MICROSOFT AND GOOGLE VISIT

EXECUTIVE EDUCATION PROGRAM

Oct 26-27, 2022

DUBLIN

*Are you interested in what turned Google and Microsoft into the tech giants they are today? What is their secret strategy? How does their company culture foster innovation? In October, we are heading to Dublin to visit the headquarters of these internationals and learn about their secrets.*

On the 26 of October, we are warmly welcomed to the **Google headquarters** for a guided tour. The session is closed by a **Google business case discussion** facilitated by Prof. Dr. Fred van Eenennaam. The full session offers insights into their history, innovation strategy, and company culture.



On the 27th of October, we take a tour of the **Microsoft headquarters**. During the visit, we receive special insight into Microsoft's history and structure. Prof. Dr. Fred Van Eenennaam also discusses Microsoft's Harvard Business Case giving insight into the **transformation at Microsoft** facilitating its international growth and success.

## GET IN TOUCH

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