



UPES Students visits BMW headquarters in Germany

Recently, UPES students undertook an industry visit across Europe. The students had the privilege of attending a session with the Microsoft France CEO, Olivier L, a Technology Strategist who actively engaged with the students and inspired them to consider entrepreneurship as a career path and also elaborated on the robust ecosystem and

support mechanisms provided by Microsoft to foster the growth of young entrepreneurs. In addition to this, the students also visited BMW in Munich, Germany, where they gained invaluable insights into the automotive industry. They were immersed in the intricacies of BMW's engineering marvels, and marketing strategies, offering students a comprehensive understanding of how a global automotive giant operates in the competitive market landscape. Global Immersion Program at UPES offers international exposure while emphasising leadership skills, creative thinking, and analytical abilities.