Freeman hosts Peruvian Executive MBAs

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Executive MBA students from Lima, Peru, spent two weeks at the Freeman School in January as part of the Tulane-Centrum Executive MBA, a joint degree program offered in partnership by the Freeman School and Centrum PUCP Business School.

In January, the Freeman School welcomed to campus 22 executives from Centrum PUCP Business School in Lima, Peru.

The executives were part of the Tulane-Centrum Executive MBA, a joint-degree program offered in partnership with Centrum that enables Peruvian students to access the faculty and curriculum of Freeman's internationally recognized MBA program. The program is taught primarily in Peru by a combination of Centrum and visiting Freeman faculty, but the executives travel to New Orleans at the program's midpoint for a two-week residency at Freeman.

This year, the students completed three intensive courses during their residency, including two classes in collaboration with students from the Freeman School's Executive MBA program and ESCP Business School in Europe, and one on their own, Global Environment of Business.

"Bringing together executive students from different parts of the world at the Freeman School is a transformative part of these graduate degree programs," said Alissa Bilfield, professor of practice and instructor in Global Environment of Business. "Not only are the participants engaged in rigorous, intensive coursework, but they also have this incredible opportunity generate insights about the importance of international business through conversations with each other, while engaging in experiential site visits."

In addition to the coursework, the students took part in social and networking events, visited GNO Inc. and Caesars New Orleans Casino, and ventured to Avery Island, Louisiana, to tour Tabasco's manufacturing plant.



A Centrum student smells the potent red pepper mash Tabasco uses to make its iconic pepper sauce during a tour of the company's manufacturing facility in January.

Mariella Pinedo, a relationship manager with Scotiabank Peru, said the trip, in particular the joint classes with Freeman and ESCP students, was an invaluable experience.

“It reinforced the importance of a leadership approach based on active listening and building strong relationships with the people you work with, which I consider essential for effective and sustainable leadership,” Pinedo said. “Sharing the experience with top-level professionals — not only in an academic setting but also in a social and cultural context—allowed me to gain a deeper understanding of different perspectives, cultures and ways of thinking. It confirmed the value of diversity in professional environments and contributed directly to my career goals by strengthening my leadership mindset, global perspective, and ability to collaborate in international and diverse teams.”

Outside the classroom, Pinedo says she enjoyed seeing Tulane and experiencing the city’s legendary hospitality.

“Tulane is a top-tier university, and as for New Orleans, I particularly enjoyed its cultural diversity, outstanding food and the warmth of its people, who make the experience feel welcoming and truly unique.”