

March 2026

#GoGlobal

GO GLOBAL 2026 SPRING SCHOOL

Switzerland

A week of learning, perspective, and unforgettable experiences.

Academic
Experience

Cultural
Immersion

Exploring
Switzerland



A NOTE

from the

EDITOR

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When I first boarded the plane from Manchester to Switzerland, I realised that most of us on the trip barely knew each other. We were all students from different degrees within the Faculty of Business and Law, each with our own interests and perspectives. At that point, it simply felt like the beginning of a university trip. Six days later, it felt like much more than that.

The GoGlobal Spring School in Lucerne turned out to be one of those experiences that I find difficult to summarise in just a few words. It was not only about the places we visited or the activities we took part in, but how the week brought together learning, new perspectives, and a group of people who gradually became much closer than we expected.

FIRST IMPRESSIONS OF LUCERNE

Our journey began with a flight from Manchester to Basel, followed by a coach ride into Lucerne. From the moment we arrived, the city already felt memorable — especially being welcomed by beautiful weather all week and staying right in the heart of Lucerne, close to its famous Chapel Bridge and historic landmarks.



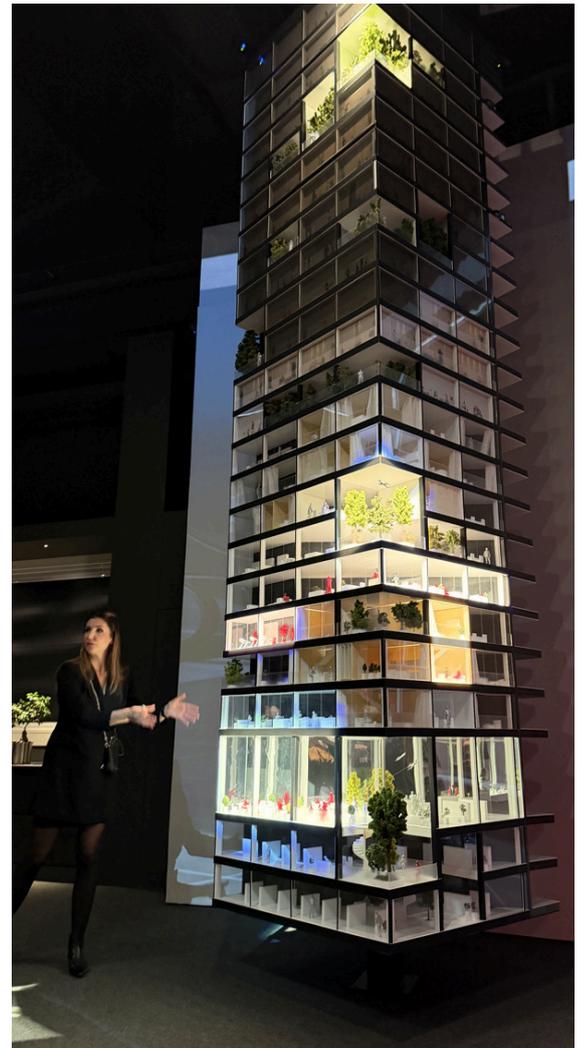
Our first day included a warm welcome from the BHMS staff and students at their city campus, followed by lunch and a guided tour of Lucerne.

Later, *Shaun Leonard*, Culinary Programme Leader and Executive Chef at BHMS Switzerland, toured us across the different campuses and shared insight into student life there. Hearing directly from the BHMS students who guided us around gave us a glimpse into what studying in a completely different academic environment is like. It was a great way to begin the week and set the tone for everything that followed.



One of the most interesting academic elements of the trip was our group project based on the [Schindler Group's 2035 vision](#). The challenge was to think about sustainability from several angles — climate and emissions, circular economy, and social responsibility.

Working alongside [Lily Harrison](#), [Rory O'Connor](#), and [Omar Omar](#), we decided to present our ideas in a slightly different way. Instead of relying solely on presentation slides, we filmed parts of our project around the scenic campus and incorporated them into our PowerPoint. The setting itself became part of the story we were telling, which made the project feel far more creative and memorable.



Later that day, we visited the [Schindler PORT Innovation Lab](#), where [Aniko Hornyak](#) introduced us to Schindler's innovations, including *MyPort*, a system designed to make building navigation more seamless through personalised lift calls, access, and visitor management.

What stood out to me was seeing a multinational enterprise not just as a case study in lectures, but as a real organisation constantly adapting to technological change. As an international business student, it was fascinating to see how a global leader continues to innovate in a rapidly evolving industry.

LEARNING ACROSS BORDERS



COLLABORATION AND DIFFERENT PERSPECTIVES

Another activity during the week involved designing a tourism offer for Lucerne. What made this task particularly enjoyable was how naturally everyone's different academic backgrounds came into play.



As we were all studying different areas within the Business and Law department, the collaboration felt genuinely dynamic. Business and marketing students brought fresh ideas around promotion and audience appeal, while others approached the task through management, innovation, or consumer experience. It was one of those moments where you realise how valuable diverse ways of thinking can be when working together.



The activity also gave us the opportunity to explore the city further while thinking creatively about how it could be experienced by tourists.



We spent an afternoon at the [Swiss Museum of Transport](#), exploring exhibitions covering planes, trains, automobiles and space exploration. The scale of the museum itself was impressive, and it offered a fascinating look at how innovation and mobility have shaped Switzerland's development.

Outside the classroom, the cultural side of the trip added another dimension to the experience.



Another highlight was sharing a traditional Swiss fondue dinner, a small but memorable way of experiencing local culture together.

Later in the week, we travelled across Lake Lucerne by boat to [Vitznau](#), before taking the cogwheel train up to [Rigi Kulm](#). Standing at the top and seeing the panoramic views across the Alps was one of those moments that makes you stop and take everything in. After several busy days of activities, it was nice to slow down, enjoy the scenery, and simply spend time together.

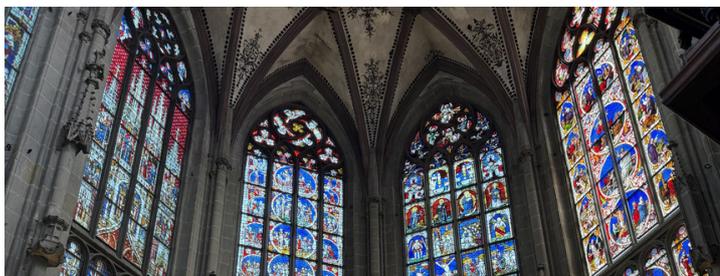


EXPERIENCING SWITZERLAND



'Swiss-tainable' spotted on the cogwheel train – a small detail that reflects how sustainability is integrated into daily systems in Switzerland.





By the time we took a day trip to [Zurich](#), the group dynamic had completely changed. What had started as a group of unfamiliar faces had become a group of friends who were comfortable travelling together.

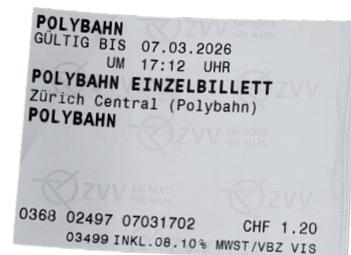
The following day we travelled to [Bern](#), Switzerland’s capital. At that point I found myself naturally stepping into the role of organising the route for the group, mapping out how we could visit the main landmarks without rushing.

We visited the [Bern Parliament](#), [Einstein’s House](#), [Bern Cathedral](#), [BearPark](#), and the [Rose Garden](#), but more importantly we simply enjoyed the last full day together as a group.

Zurich gave us a different view of Switzerland – busier streets, lively weekend crowds along the lake, and viewpoints such as the Polybahn funicular overlooking the city. We also visited the botanical gardens and walked along the lake, watching families spending time outdoors enjoying the weekend.



EXPLORING BEYOND LUCERNE



WHAT THE EXPERIENCE GAVE ME



Looking back, what made the week so meaningful was the way all the different experiences came together – the academic insights, the cultural experiences, and the connections between people who had started the trip as strangers.

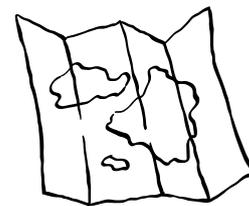
As a student, it reminded me that learning does not only happen within lecture theatres. Sometimes it happens through conversations with new people, through seeing how organisations operate in different environments, or simply through experiencing a place that is unfamiliar.

Personally, the trip also helped me discover a different side of myself – one that felt more open, more curious, and more comfortable stepping into new situations.

I am incredibly grateful to *Dr. Asia Alder, Magdalena Romaniuk, Stewart Morrell, Professor Liz Warren, Manchester Metropolitan University Business School, and BHMS Switzerland* for organising and guiding us through such a memorable experience.

Most of all, I am grateful for the people I shared the journey with.

What began as a university trip became something much more meaningful.



MY FAVOURITE *Film* PHOTOS

