

CASE STUDY

## Theory Into Practice

This is Sieka. Sieka started his first business in primary school, selling candy and chips to his schoolmates during lunch period. Several (very) small businesses later, Sieka is now studying at university, wondering just how useful all this theory really is.



While looking for a summer internship, Sieka hears about the AIESEC exchange program in his career office and decides to attend an information session. He learns that AIESEC is much more than just an exchange program, it also has numerous opportunities to develop practical leadership and business skills. It also looks like a good bit of fun.

He begins looking for an internship abroad through the AIESEC exchange program while attending local AIESEC meetings and supporting other members looking for an internship. He finds an internship with a medium-sized furniture company in Estonia. His role is to help them develop an expansion plan for North America.

Sieka has a fantastic time in Estonia, walking through the cobblestone streets of old town Tallin, relaxing in sauna in the evenings, and learning about business in one of the most open and fastest growing economies in Europe.

He returns home and gets more involved in AIESEC. As part of the executive board, Sieka gets to work on all aspects of running AIESEC, from human resources to planning, sales, marketing, public relations, team management. In fact, Sieka finds that running the local AIESEC chapter is a lot like running your own business.

Sieka stays involved in AIESEC, going from a team leader, to a local president, to the president of the national organization. Along the way, Sieka builds a network of cool people from all around the world, a lot of them with their own ideas on businesses they would like to start one day. His new business idea is to link up several of his friends from different countries to help small and medium businesses to expand their exports to new markets.

And, now after actually running an organization and getting ready to start a new one, Sieka thinks all that theory from class can be useful...well, at least once and while.

## Are you reading case studies or develop global strategies?

### What is AIESEC?

AIESEC is an international platform for young people to discover and develop their potential to have a positive impact in society.

### AIESEC in Numbers

- ✓ Since 1948
- ✓ 89 countries and territories
- ✓ Over 800 universities
- ✓ 18,000 members
- ✓ 5,000 leadership positions
- ✓ 3,500 exchanges
- ✓ 350 conferences

### What can I do in AIESEC?

- ✓ Develop your leadership
- ✓ Gain practical skills
- ✓ Work abroad
- ✓ Attend conferences
- ✓ Build a personal network
- ✓ Explore yourself and your future

And much more...

Learn more about AIESEC at [www.aiesec.org](http://www.aiesec.org)

*It's up to you!*