

Programme Student Business Week, Holland

21-25 September 2009

Date	Programme
Monday 21.09.09	Arrival of Czech students, accommodation "Ice-breakers" from Dutch students "Ice-breakers" from Czech students GO scan, Characteristics of an entrepreneur
Tuesday 22.09.09	09.15 Introduction to Business Game Day 1 09.30 Motivation Talk 10.15 <i>Decide Roles & Idea</i> 11.00 Break 11.15 <i>Partnership Details, Product Plan</i> 11.45 Marketing Tutorial 12.00 <i>Marketing Plan, Promotional Plan</i> 13.00 Lunch 14.00 Advertising Tutorial 14.10 <i>Websites, News Release</i> 15.00 Operations and Environment Tutorial 15.15 Break 15.30 <i>Production Plan, Environmental Audit</i> 16.30 Close
Wednesday 23.09.09	09.15 Introduction to Business Game Day 2 09.25 Entrepreneurial Talk 09.50 <i>Group Work</i> 10.45 Cash Flow Tutorial 11.00 Break 11.15 <i>Cash Flow</i> 12.45 Presentation / Communication skills Tutorial 13.00 Lunch 14.00 <i>Business Plan, Prepare Presentations</i> 15.15 Break 15.30 <i>Prepare Presentation & Visual Materials</i> 16.30 Close
Thursday 24.09.09	09.15 Introduction to Business Game Day 3 09.30 <i>Preparing of presentation</i> 12.00 Lunch 12.30 <i>Student Presentations, Decision about winner</i> 15.00 Evaluation, comparison, requirements for common transnational certification, discussion Evening Diner and celebration of Czech and Dutch culture
Friday 25.09.09	Sightseeing in Hoorn Departure of Czech students