



SSM[®]
Swiss School of Management



UC Leuven
Limburg
MOVING MINDS



INTERNATIONAL ENTREPRENEURIAL WEEK ROME

Swiss School of Management

Project concerning Entrepreneurship
A challenge for inventive students

Rome
15 May – 19 May 2023

Outline of the program

The main target of this week is to let students work in mixed international groups on a subject that interests them, which makes them communicate within a different spectrum of cultures. In this way, our target group of second year students pursuing higher education in the discipline of Business Management and Administration broaden their practical knowledge of their fields of expertise: various aspects of entrepreneurship, intercultural management and business planning are covered.

The students will visit a winery that challenges the students with an assignment they will have to carry out that week. The challenge will focus on different aspects of entrepreneurship. Guest lectures will provide students with the additional information linked to the challenge and will help them carry out the tasks and assignments on hand.

Groups of people with different backgrounds, coming from different educational disciplines, are formed to work on the project. The more nationalities involved, the more interesting it is for the students.

At the end of the week, the groups present their results in competitive fashion.

Communication Channel

A private platform will be used to share documents during the international business week. More information about the communication channel will be given in due time.



Presentation partner institutions & European Apero

Everyone is curious to know more about the country the others come from. Students from every institution have to prepare a short presentation about their country, their school and themselves.



International Exposure

One of the objectives of the International Entrepreneurial Week is to familiarise with the cultures of the different participants.


Company visit

We will visit the company that will provide a challenge for the students.



Accommodation

You'll be staying at Domus Aurelia Hotel, from Monday, May 15th, and check-out on Friday, May 19th, 2023.



**Program International Entrepreneurial Week
Rome, 15th-19th May, 2023**

Monday 15th May

Official Welcome
Presentations international
partners and international
reception
Hidden Rome Tour

Tuesday 16th May

Company Visit
Working session –
Part 1

Wednesday 4th May

Working sessions – Part 2
Guest Lecture
Working sessions – Part 3

Thursday 5th May

Working sessions – Part 4
Final pitches
Official dinner