Week 1					Weekend	Week 2				
Mon 17/7/2023	Tue 18/7/2023	Wed 19/7/2023	Thu 20/7/2023	Fri 21/7/2023	Free Time	Mon 24/7/2023	Tue 25/7/2023	Wed 26/7/2023	Thu 27/7/2023	Fri 28/7/2023
Welcome & Introduction: Introduction, Team Building, The St.Gallen Management Model	**Entrepreneurship Workshop:** Problem-based Idea Generation and Value Creation	**Finance Lecture:** Keeping Track of Cashflows	**Marketing Workshop:** Market Segmentation, Persona Development	**Design Thinking Workshop:** Product Development		**Sustainability Workshop:** How to Ensure the UN Sustainable Development Goals?	**Operations Workshop:** Planning Demand and The Bullwhip Effect	**Strategy Lecture:** Defining Competitive Advantages	**Innovation Management Lecture:** The Business Model Navigator and Magic Triangle	Final Presentations and Certificate Ceremony
Lunch	Lunch	Lunch	Lunch	Lunch		Lunch	Lunch	Lunch	Lunch	End of Course
Visit: Singapore City Gallery	**Visits:** SCOR HOPE Technik	**Visits:** UBS SMU Campus	**Visits:** StashAway Small Change	Interim Presentations		Group Work Session/ Time Off	**Intercultural Competence Seminar:** Learning to Engage other Cultures	**Visits:** Bühler KSB	**Visit:** WS Audiology	
Welcome BBQ at East Coast Park	Free Time	Group Dinner at Hand in Hand Beijing Restaurant	Free Time	Free Time		Free Time	Group Evening in Arab Street (Derwish)	Free Time	Farewell Dinner at Mr Stork	