

Week 1					Weekend	Week 2				
Mon 4/8/2025	Tue 5/8/2025	Wed 6/8/2025	Thu 7/8/2025	Fri 8/8/2025		Mon 11/8/2025	Tue 12/8/2025	Wed 13/8/2025	Thu 14/8/2025	Fri 15/8/2025
<b>Welcome &amp; Introduction:</b>	<b>Entrepreneurship Workshop:</b>	<b>Sustainability Workshop:</b>	<b>Marketing Workshop:</b>	<b>Design Thinking Workshop:</b>	Free Time	<b>Strategy Lecture:</b>	<b>Operations Workshop:</b>	<b>Finance Lecture:</b>	<b>Innovation Management Lecture:</b>	<b>Final Presentations and Certificate Ceremony</b>
Introduction, Team Building, The St.Gallen Management Model	Problem-based Idea Generation and Value Creation	How to ensure the UN Sustainable Development Goals?	Market Segmentation, Persona Development, 4 Customer Discovery Hacks	Product Development		Defining Competitive Advantages	Planning Demand and The Bullwhip Effect	Keeping Track of Cashflows	The Business Model Navigator and Magic Triangle	
Lunch	Lunch	Lunch	Lunch	Lunch		Lunch	Lunch	Lunch	Lunch	End of Course
<b>Welcoming Event</b>	<b>Company Visit</b>	<b>Company Visit</b>	<b>Company Visit</b>	<b>Interim Presentations</b>		<b>Group Work Session/ Time Off</b>	<b>Company Visit</b>	<b>Company Visit</b>	<b>Company Visit</b>	
<b>Welcome Dinner</b>	Free Time	Free Time	Free Time	<b>Group Dinner</b>		Free Time	<b>Group Dinner</b>	Free Time	<b>Farewell Dinner</b>	