

# BUSINESS AND ENTERPRISE IN GLOBALIZED WORLD



## SUMMER SCHOOL ON BUSINESS AND ENTERPRISE IN GLOBALIZED WORLD

Perspectives of European-Chinese Enterprises

*How to develop  
a win-win  
Europe-China  
cooperation*



### Info

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### Sponsored By



## THE POLYTECHNIC UNIVERSITY OF MARCHE

The Polytechnic University of Marche/UNI-VPM ranks among the top Italian universities in academic excellence. Up to now it provides education for 16400 students and counts more than 500 researchers. The education and research activities are developed within the following faculties: Faculty of Agriculture; Faculty of Economics; Faculty of Engineering, Faculty of Medicine and Surgery and Faculty of Science.



In addition to the university's two main missions of providing high level research and research-based education, UNIVPM has more recently been assigned a new, so-called "third mission", i.e. technology transfer.



THE ISTITUTO ADRIANO OLIVETTI/ISTAO

**ISTAO** is a centre for training graduate students and conduction advanced research for institutional partners (Region, Chamber of Commerce, Banks, etc.)

In order to meet the demand for more specialised figures in specific sectors, other Master’s degrees and post-graduate training courses has been established, on various topics: Human Resources, Internationalisation, Marketing, Finance, Technological Innovations and Ethics, following in the footsteps of classic Olivetti teaching methods.

ISTAO business school firmly believes in the value of international experience and encourages its students to participate in international programmes that enable the mobility of students.



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Location

Villa Favorita Via Zuccarini Ancona Italy

Period

25th July – 5th August 2016

Lecture Day

9 am – 12 am and 2 pm – 6 pm

Objectives

Given the international goal of the program, the business projects that students will carry out are usually related to the following fields:

- analysing foreign markets;
- analysing particular issues connected to foreign markets;
- finding useful contacts in foreign markets

Costs, services and full program

Participation fee: Euro 1.950  
Fees include: airport transfer; welcome dinner; bus transportation,one touristic trip; lessons and rooms of istao; teaching materials; field visits and company visits; lunches for lecture day; closing banquet  
Accommodation: Euro 300 (optional)  
Please visit [www.istao.it](http://www.istao.it)



PROGRAM

The project is a post-graduate high specialized course offering competencies and specific knowledge on “Globalization effects “, covering both economic and organization issues, affecting enterprises and business in domestic and international markets.

Date	Activity
25-Jul	Arrive at Ancona & Welcome Dinner
26-Jul	Visiting Ancona and University
27-Jul	Project Presentation (market analysis)
28-Jul	Workshop in company
29-Jul	Business Strategy
30-Jul	Out work-weekend
31-Jul	Out work-weekend
01-Aug	Workshop in company
02-Aug	Organization strategy in globalization era
03-Aug	Web marketing
04-Aug	Project Presentation and graduation ceremony
05-Aug	Return to China