

BUSINESS AND ENTERPRISE IN GLOBALIZED WORLD



WINTER SCHOOL ON BUSINESS AND ENTERPRISE IN GLOBALIZED WORLD

Perspectives of European-Chinese Enterprises

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



Info

Sabrina Dubbini
sabrina.dubbini@istao.it

Xindong Zhang
danteduinteroffbj@163.com

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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

6th February – 16th February 2017

Lecture Day

9am – 12am 2 pm – 5 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



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
06-Feb	Arrive at Ancona & Welcome Dinner
07-Feb	Visiting of Ancona and University
08-Feb	Project work Presentation (market analysis)
09-Feb	workshop in company
10-Feb	Business Strategy
11-Feb	Out work-weekend
12-Feb	Out work-weekend
13-Feb	International sales and negotiation
14-Feb	Organization strategy in a globalization era
15-Feb	INTERNATIONAL business
16-Feb	Project work Presentation and graduation ceremony