

Week 2 International Entrepreneurship (5 ECTS), 19-23 August 2024

DAY 1 Monday, August 19, 2024 Room: D102 & D103, Tervahovi building		
9:30-9:40	Opening	Orientation Welcome speech for summer school week 2 Overview of the programme, Dr Selina Liang
9:40-12:00	Lecture/seminar	Session 1: Entrepreneurship across the world and cultures Prof Dirk Libaers
12:00-13:00	Lunch at campus restaurant Mathilda	Networking
13:00-15:00	IB Workshop	Setting up an international business plan-1 Dr Selina Liang, Prof Dirk Libaers, Dr Jules O'dor
15:00-16:00	Outdoor social activities/ simulation workshops (optional)	Social activities on campus; Marketplace simulation game Prof Dirk Libaers
Evening:	Free	

DAY 2 Tuesday, August 20, 2024 Room: D102 & D103, Tervahovi building		
9:30-12:00	Lecture	Session 2: Macro environment of global business opportunities for global entrepreneurs Prof Gary Knight
12:00-13:00	Lunch at campus restaurant Mathilda	Networking
13:00-15:00	IB Workshop	Setting up an international business plan-2 Prof Gary Knight & Dr Selina Liang Prof Dirk Libaers & Dr Jules O'dor
15:00-16:00	Outdoor social activities/ simulation workshops (Optional)	Social activities on campus; Marketplace simulation game Prof. Dirk Libaers
Evening:	Private visit at Vaasa Graffitilandia, (see separate brochure in your email and on the summer school web page under week two) 16- Get to the Graffitilandia as soon as possible by bike, scooter or local bus number 2 from front of the campus. Hop of on the bridge that goes over the railroad and walk couple of minutes from the bus stop to Graffitilandia. 16 - 18.00 Enjoy the master pieces and make your own more permanent mark in Vaasa. Some paints will be provided.	

DAY 3 Wednesday, August 21, 2024 Room: D102 & D103, Tervahovi building		
9:30-12:00	Lecture	Session 3: Emerging markets entry modes for global ventures Prof Gary Knight
12:00-13:00	Lunch at campus restaurant Mathilda	Networking
13:00-15:00	IB Workshop	Setting up an international business plan-3 Prof Gary Knight & Dr Selina Liang Prof Dirk Libaers & Dr Jules O'dor
15:00-16:00	Outdoor social activities/ simulation workshops (optional)	Social activities on campus; Marketplace simulation game Prof Dirk Libaers
Evening:	Free	

DAY 4 Thursday, August 22, 2024 Room: D102 & D103, Tervahovi building		
9:30-12:00	Lecture	Session 4: Business models and venture capital - a global perspective Prof Dirk Libaers
12:00-13:00	Lunch at campus restaurant Mathilda	Networking
13:00-15:00	IB Workshop	Get ready for the group assessment & competition game Prof Gary Knight & Dr Selina Liang Prof Dirk Libaers & Dr Jules O'dor
15:00-16:00	Outdoor social activities/ simulation workshops (optional)	Social activities on campus; Marketplace simulation game Prof Dirk Libaers
Evening:	Free	

DAY 5 Friday, August 23, 2024 Room: B209 & B211, Tervahovi building		
9:30-11:30	Startup Demo Day (group assessment)	Session 5: Contemporary issues in international entrepreneurship: strategic leadership, stakeholder engagement and AI adoption Dr Jules O'dor & Dr Selina Liang
11:30-12:30	Lunch at campus restaurant Mathilda	Networking
13:00-15:00	Pitching for financing your startup	
15:00-16:00	Closing/networking	Closing ceremony
Evening:	Trip to Raippaluoto (see separate brochure in your email and on the summer school web page under week two): 16:00 Charter bus leaves from campus to Svedjehamn 16:45 Take a 800m walk and climb the bird tower for some good pictures (see 360°) 17:45 Bus From Svedjehamn to Berny's 18:30 Dinner at Berny's 20:00 Bus leaves back to the city 20:30 Hop off the bus at campus, city center or Greenstar hotel	