

Summer school "International and Cross-cultural Communication in Business and Management"

Lun	Mar	Mer	Gio
20 MAGGIO 2024	21 MAGGIO 2024	22 MAGGIO 2024	23 MAGGIO 2024
09:00-11:00 aula A5	09:00-11:00 aula A1	09:00-11:00	09:00-11:00 aula A5
Welcome address (rappresentanza Banca Valsabbina, Zanola), and information (Doerr)	Pontarollo (Companies, Countries and International Markets: Current Trends and Future Challenges)	Travel to Venice	-
11:00-13:00 aula A5	11:00-13:00	11:30 - 13:00	11:00-13:00 aula A5
Floyd I (Cultural Differences)	Scavenger Hunt (Experiential exercise)	Company Visit (Orsoni 1888) (mandatory)	Floyd II (Human Resources Practices and Corporate Social Responsibility)
14:30-17:00	14:30-17:00	14:00 - 17:00	14:30-17:00
Guided tour of city centre (optional)	Company Visit (Brescia Infrastrutture) (mandatory)	Cultural visits in Venice	Guided tour of the Castle of Brescia (optional)
SUMMER SCHOOL WELCOME PARTY			
27 MAGGIO 2024	28 MAGGIO 2024	29 MAGGIO 2024	30 MAGGIO 2024
09:00-11:00 aula A1	09:00-11:00	09:00-11:00 aula A1	09:00-11:00 aula A1
Dalle Nogare (Heritage as an	Travel to Mantua; Franzoni		

economic asset - are US and Italian cultural policies similar?)	(A journey into the world of Made in Italy. Destination Mantua) Experiential Day visit (mandatory)	-	Morandi (Advances in goods and people transportation)
11:00-13:00 aula A1	11:00-13:00	11:00-13:00 aula A1	11:00-13:00 aula A1
Floyd III (Work on Group Project) (mandatory)	Greetings from the Mayor; visit to Palazzo Te and city of Mantua; Lunch with company visit (Cantine Virgili srl)	Plant II (The Cultural Environment of Global Markets)	Plant III (Work on Group Project) (mandatory)
14:30-17:00	14:30-17:00	14:30-17:00	14:30-17:00
Company Visit (Santa Giulia) (mandatory)	Experiential company visit (Motonave Negrini)	Unibs interviews (optional)	-

d Economics" (University of Montana) A.A. 2023/2024

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24 MAGGIO 2024	25 MAGGIO 2024	26 MAGGIO 2024
09:00-11:00 aula A1		
Zanola (Language for Professional Communication: where "Professional" makes the difference)	Travel to Verona	
11:00-13:00 aula A1	11:00-13:00	
Plant I (The Scope and Challenge of International Marketing)	Company Visit (4Design Sas Verona) (mandatory)	Free day for cultural visits
14:30-17:00	14:30-17:00	
-	Cultural visits in Verona	
31 MAGGIO 2024	1 GIUGNO 2024	
09:00-11:00 aula A1		
Bonera (Mastering Digital		

Market Dynamics: Advanced Online Consumer Behavior Analysis)	Departure UM students
11:00-13:00 aula A1	
International group activity (Final presentations) (mandatory)	
CLOSING SUMMER SCHOOL LUNCH	
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Il Proponente della summer

Roxanne Barbara Doerr

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