

Summer school "International and Cross-cultural Communication in Business and Economics" (University of Montana) A.A. 2025/2026						
Lun	Mar	Mer	Gio	Ven	Sab	Dom
18 MAGGIO 2026	19 MAGGIO 2026	20 MAGGIO 2026	21 MAGGIO 2026	22 MAGGIO 2026	23 MAGGIO 2026	24 MAGGIO 2026
09:00-11:00 aula A1	09:00-11:00 aula B3	09:00-11:00	09:00-11:00 aula A2	09:00-11:00 aula A1		
Welcome address (rappresentanza sponsor), and information (Doerr)	Doerr (Cultural Adaptability and Global Dexterity in International Business)	Travel to Mantua Franzoni (A Journey into the World of Made in Italy) Greetings and visit to Unibs Mantua (mandatory)	Bonera (Italians vs Americans: Contrasting Buyer Mindsets)	Plant I (The Scope and Challenge of International Marketing)	Travel to Verona	Free day for cultural visits
11:00-13:00 aula A1	11:00-13:00	11:30 - 13:00	11:00-13:00 aula A2	11:00-13:00 aula A1	11:00-13:00	
Robichaud I (Cultural Differences)	Scavenger Hunt (Experiential exercise)	Guided tour of Palazzo Ducale	Robichaud II (Human Resources Practices and Corporate Social Responsibility)	Dalle Nogare (Heritage as an Economic Asset - are US and Italian cultural policies similar?)	Company Visit: Palazzo Maffei (mandatory)	
14:30-17:00	14:30-17:00	14:00 - 17:00	14:30-17:00	14:30-17:00	14:30-17:00	
Guided tour of City Centre (optional)	Company Visit and Testimonial Interview: Brescia Infrastrutture srl (mandatory)	Cultural visits in Mantua	-	Guided Tour of Castle of Brescia (optional)	Cultural visits in Verona	
SUMMER SCHOOL WELCOME PARTY						
25 MAGGIO 2026	26 MAGGIO 2026	27 MAGGIO 2026	28 MAGGIO 2026	29 MAGGIO 2026	30 MAGGIO 2026	
09:00-11:00 aula A1	09:00-11:00 aula B3	09:00-11:00 aula A1	09:00-11:00	09:00-11:00 aula A1		
Entrepreneur Testimonial Interview: Matteo Bonomelli, Mars Microgreens srl (mandatory)	Zanola (Language for Professional Communication: where "Professional" makes the difference)	Morandi (Advances in Goods and People Transportation)	Travel to Venice	(Work on Group Project if necessary)	Departure UM students	
11:00-13:00 aula A1	11:00-13:00 aula B3	11:00-13:00 aula A1	11:00-13:00	11:00-13:00 aula A1		
Robichaud III (Work on Group Project) (mandatory)	Plant II (The Cultural Environment of Global Markets)	Plant III (Work on Group Project) (mandatory)	Company visit and Entrepreneur Testimonial Interview: Antonia Sautter (mandatory)	International group activity (Final presentations) (mandatory)		
14:30-17:00	14:30-17:00	14:30-17:00	14:30-17:00	CLOSING SUMMER SCHOOL LUNCH		
Guided tour of S. Maria delle Grazie (optional)	Company Visit with lesson on marketing at S. Giulia Museum (mandatory)	-	Cultural visits in Venice	-		

Il Proponente della summer

Roxanne Barbara Doerr

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