

PROGRAMMA SUMMER SCHOOL MONTANA 2014

Lun	Mar	Mer	Gio	Ven	Sab	Dom
02/06/2014	03/06/2014	04/06/2014	05/06/2014	06/06/2014	07/06/2014	08/06/2014
09:00-11:00 aula D3	09:00-11:00 aula D5	09:00-11:00 aula D5	09:00-11:00 aula D5	09:00-11:00 aula D5		altre attività
	Beretta	Web 2.0 and consumer behavior - advanced I (M. Bonera)	Developing and Implementing Global Marketing Strategies, part 1 (E. Plant)	Team Bulding Iseo Lake		
11:00-13:00 aula D3	11:00-13:00 aula D5	11:00-13:00 aula D5	11:00-13:00 aula D5	11:00-13:00 aula D5		
	Beretta	Advertising and Marketing (E. Plant)	Clustering of firms within regions and countries (S.Tilleman)	<u>Team Building Iseo lake</u>		
14:30-17:00	14:30-17:00 aula D5	14:30-17:00	14:30-16:30 aula D5	14:30-17:00		
City visit	Ca del Bosco	Pratorosso	Strategy Analysis I - Technology management in international perspective (R. Ferrata)	Team Building Iseo Lake		
09/06/2014	10/06/2014	11/06/2014	12/06/2014	13/06/2014	14/06/2014	15/06/2014
09:00-11:00 aula D5	09:00-11:00 Lab 3	09:00-11:00 aula D5	09:00-11:00 aula D5	09:00-11:00 aula D5	altre attività	altre attività
Strategy Analysis II - Assessing the value of innovation (R. Ferrata)	Logistics and operations management I (L.Bertazzi) in lab. 3	Web 2.0 and consumer behavior - advanced II (M. Bonera)	Differences in career paths for Italy in comparison to the United States (S. Tilleman)	Exporting as part of supply chains (S. Tilleman)		
11:00-13:00 aula D5	11:00-13:00 Lab3	11:00-13:00 aula D5	11:00-13:00 aula D5	11:00-13:00 aula D5		
The Scope and Challenge of International Marketing (E. Plant)	Logistics and operations management II (L.Bertazzi) in lab 3	Risk management and financial crises I (F.Menoncin)	Supply chains for manufacturing (S. Tilleman)	Risk management and financial crises II (F. Menoncin)		
14:30-16:30 aula D5	14:30-17:00	14:30-17:00	14:30-17:00	14:30-17:00		
The Cultural Environment of Global Markets (E. Plant)	Lonati			Presentations		