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*Swiss School of Management*



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# INTERNATIONAL ENTREPRENEURIAL WEEK ROME

Swiss School of Management

Project concerning Entrepreneurship  
A challenge for inventive students

Rome  
2 May – 5 May 2022

## Outline of the program

The main target of this week is to let students work in mixed international groups on a subject that interests them, which makes them communicate within a different spectrum of cultures. In this way, our target group of second year students pursuing higher education in the discipline of Business Management and Administration broaden their practical knowledge of their fields of expertise: various aspects of entrepreneurship, intercultural management and business planning are covered.

The students will visit a company that challenges the students with an assignment they will have to carry out that week. The challenge will focus on different aspects of the company. Guest lectures will provide students with the additional information linked to the challenge and will help them carry out the tasks and assignments on hand.

Groups of people with different backgrounds and nationalities are formed to work on the project. The more nationalities involved, the more interesting it is for the students.

At the end of the week, the groups present their results in competitive fashion.

## Communication Channel

A private platform will be used to share documents during the international business week. More information about the communication channel will be given in due time.



## Presentation partner institutions

Everyone is curious to know more about the country the others come from. Students from every institution have to prepare a presentation about their country, their school and themselves.

## International reception

One of the objectives of the International Entrepreneurial Week is to familiarise with the cultures of the different participants.

## Company visit


We will visit the company that will provide a challenge for the students.

## Accommodation

You'll be staying at World Hotel Ripa Rome in the Trastevere neighbourhood, from Monday, May 2<sup>nd</sup>, and check-out on Friday, May 6<sup>th</sup>, 2022.







**Program International Entrepreneurial Week**  
**Rome, 2<sup>nd</sup>-5<sup>th</sup> May, 2022**

**Monday 2<sup>nd</sup> May**

Official Welcome  
Presentations international  
partners and international  
reception  
Guest Lecture  
Hidden Rome Tour

**Tuesday 3<sup>rd</sup> May**

Company Visit  
Working session –  
Part 1

**Wednesday 4<sup>th</sup> May**

Guest Lecture  
Working sessions – Part 2

**Thursday 5<sup>th</sup> May**

Preparation pitches  
Pitching results  
Official dinner