

Week 1					Weekend	Week 2					
Mon 4/8/2025	Tue 5/8/2025	Wed 6/8/2025	Thu 7/8/2025	Fri 8/8/2025	Free Time	Mon 11/8/2025	Tue 12/8/2025	Wed 13/8/2025	Thu 14/8/2025	Fri 15/8/2025	
Welcome & Introduction: Introduction, Team Building, The St.Gallen Management Model	Entrepreneurship Workshop: Problem-based Idea Generation and Value Creation	Sustainability Workshop: How to ensure the UN Sustainable Development Goals?	Marketing Workshop: Market Segmentation, Persona Development, 4 Customer Discovery Hacks	Design Thinking Workshop: Product Development		Free Time	Strategy Lecture: Defining Competitive Advantages	Operations Workshop: Planning Demand and The Bullwhip Effect	Finance Lecture: Keeping Track of Cashflows	Innovation Management Lecture: The Business Model Navigator and Magic Triangle	Final Presentations and Certificate Ceremony
Lunch	Lunch	Lunch	Lunch	Lunch			Lunch	Lunch	Lunch	Lunch	End of Course
Welcoming Event	Company Visit	Company Visit	Company Visit	Interim Presentations			Group Work Session/ Time Off	Company Visit	Company Visit	Company Visit	
Welcome Dinner	Free Time	Free Time	Group Dinner	Free Time			Free Time	Group Dinner	Free Time	Farewell Dinner	