

## INTERNATIONAL WEEK 2023 | 11 -13 July

### Dear colleague,

We would like to invite you to our annual seminar for our executive level apprentices on the 11th, 12th and 13th of July 2023 (Tuesday to Thursday).

The event is targeted at the 4th year students of our Master in Management in:

- Strategic Business Management
- Marketing and Digital Business
- Human Resources, Digital and Business Partner
- Management and Engineering of Industrial Production
- Ethical Management of Biotechnical Innovations
- Management, Humanities and Innovation
- Expertise and Control

### Theme of the event:

Contributors are asked to suggest a theme focusing on a specific country or region of the globe which has direct practical relevance for the business world.

Some examples: Negotiating a business contract in China, Marketing your brand on Social Media in the Middle East, Female entrepreneurs in Eastern Europe, Geopolitics in the European Union and impacts for business, Blockchain in logistics of Netherlands, Cyber security, Gaming industry environment in Ireland, Gamification of business processes in Germany, etc.



## **Format:**

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Fully in English

The visit is authorized by the Erasmus + Scheme.

A theme should be developed for a three-hour long session.

Each participant will be asked to repeat the topic in front of different groups of students three (3) times, once a day, from 9:00 to 12:00 (morning) or from 1:30 to 4:30 (afternoon).

There will therefore be 9 hours of delivery in front of the students in total.

## **Other Activities:**

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- Dinner with participants
- Wine-tasting event

Classes will be organized in the morning and afternoon so there will be ample time to interact with ESDES faculty and staff on topics such as research, internationalization and teaching methods.

A dinner will also be organized for all contributors to the delivery of the seminar to meet.

## **Deadline for application:**

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March 10, 2023

## **For applications and enquiries:**

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To participate, please fill in the [FORM](#)

For questions contact Kevin PON, Associate Dean for International Development and Accreditations.

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