

JULY 2011																														
SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	
2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
MADRID								BARCELONA								PARIS								BUDAPEST						
F	F	C	V	C	C	T	F	F	C	V	C	C	T	F	F	C	V	C	C	T	F	F	C	V	C	C	T	F	F	
F	F	V	C	T	V	T	F	F	V	C	T	V	T	F	F	V	C	T	V	T	F	F	V	C	T	V	T	F	F	
F	F	S	F	F	F	S	F	F	F	F	F	F	S	F	F	S	F	F	F	F	F	F	S	F	F	F	S	F	F	













C	CLASS/LECTURE
F	FREE TIME
S	SOCIAL ACTIVITY
T	TOURISTIC/CULTURAL TRIP
V	COMPANY VISIT

Every one-week session in Madrid, Barcelona, Budapest and Paris* consists of:




- 4 lectures/sessions (8 hours per week and city)*
- 3 Visits to relevant companies in the region*
- 2 Social activities (a welcome and a farewell dinner)
- 1 short touristic/cultural trip
- 1 All day touristic/cultural trip

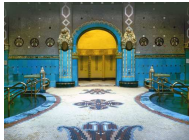









* currently Paris is setup with 2 visits and 5 lectures/classes to increase the time available in the city of Paris, after an already action-packed two weeks in Madrid and Barcelona.

This itinerary can be subject to changes, but the overall integrity of the programme will be respected.

JULY	2011 EUROSUMMER SESSION				MADRID WEEK												
	SAT	SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY									
	2	3	4	5	6	7	8	9									
09h00-09h30	Arrival in Madrid 	Free Time	Welcome Session Introduction to Eurosummer Programme /General Overview on Spain & Madrid	VISIT: Guided visit to Telefonica Corporate City 	CLASS: "The importance of Protocol and Etiquette in Business. Crossing Cultures in Business"	CLASS: "Sustainability and CSR in Big Corporations Agenda"	CULTURAL TRIP: Guided Tour of Toledo   	TRIP: High Speed Train from Madrid to Barcelona   Free Time									
09h30-10h30			CLASS: "International Banking in a Financial Crisis Context"						CLASS: "Teléfono Movistar Case Study; The Success of a Spanish Multinational Corporation"	CULTURAL TRIP: Guided visit to Madrid Royal Palace and Cathedral and tour in the old city. 	VISIT: Guided visit to REPSOL headquarters 	ESCCA/EAE Programme Debrief	SOCIAL ACTIVITY: Farewell dinner and Flamenco show at Café de Chinitas 				
10h30-11h00			CLASS: Break											Free Time	Free time	Free time	Free time
11h00-12h00			VISIT: Guided visit to Ciudad Financiera Banco Santander 														
12h00-13h00			CLASS: "Sustainability and CSR in Big Corporations Agenda"														
13h00-14h00			VISIT: Guided visit to REPSOL headquarters														
14h00-15h00			ESCCA/EAE Programme Debrief														
15h00-16h00			SOCIAL ACTIVITY: Walking tour around Plaza Mayor and Tapas dinner at Taberna Los Austrias 														
16h00-17h00			Free Time														
17h00-18h00			Free Time														
18h00-19h00	Free Time																
19h00-20h00	Free Time																
20h00-00h00	Free Time																

JULY	2011 EUROSUMMER SESSION							BARCELONA WEEK
	SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	10	11	12	13	14	15	16	
09h00-09h30	Free Time	Welcome Session Introduction to Barcelona Week					CULTURAL TRIP: Guided Tour of Salvador Dalí's places   	
09h30-10h30		CLASS: "Family owned Businesses in Spain"	VISIT: Guided Visit to Barcelona Turisme 	CLASS: "New challenges for traditional industries today: the Wine"	CLASS: "Social Entrepreneurship"			
10h30-11h00			VISIT: Guided visit to MANGO, an internationally successful family business 	CLASS: "Destination Branding: creating the unique destination proposition"		VISIT: Guided Visit to Caves Codorniu, oldest family business in Spain. Since 1551 		
11h00-12h00		Free time	Free time	Free time	VISIT: Guided Visit to La Fageda 	ESSCA/EAE Programme Debrief		
12h00-13h00					Free Time			Free time
13h00-14h00								
14h00-15h00								
15h00-16h00								
16h00-17h00								
17h00-18h00								
18h00-19h00	SOCIAL ACTIVITY: Return for Social Activity							
19h00-20h00		SOCIAL ACTIVITY: Farewell dinner in Port Vell/ Barceloneta at Restaurant Can Costa 						
20h00-00h00	SOCIAL ACTIVITY: Walking tour around Barrio Gótico, Cathedral and Old Town. Dinner at Restaurante Trobador 	Free time	Free time	Free time	Free time	Free Time		

JULY	2011 EUROSUMMER SESSION							PARIS WEEK
	SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	17	18	19	20	21	22	23	
09h00-09h30	 	Welcome Session Introduction to Paris Week 	CLASS: Transportation of specialised products - illustrated by the case of the multinational, St Gobain (Glass Industry)	CLASS: Disney – Marketing and Communication (at Disneyland Paris)	CLASS: Innovations in Medicine for the Twenty first Century – Medical Imaging Technologies: the business and the players	CULTURAL TRIP: Visit to the Chateau of Versailles and Gardens	Free time	
09h30-10h30		CLASS: The French Film Industry in a Cultural and Commercial Context	Free time	VISIT : Disneyland Paris	ESSCA/EAE Programme -Debrief			
10h30-11h00		Travel to La Cinémathèque Lunch						CLASS: French Automotive Industry - Adapting to future challenges
11h00-12h00		VISIT: La Cinémathèque Française - Musée du Cinéma	Travel to Montmartre	Free time to explore Paris				
12h00-13h00			Return for Social Activity		CULTURAL TRIP: Guided Walking Tour of Montmartre			
13h00-14h00		SOCIAL ACTIVITY: Welcome Dinner	Free time	Free time	Free time			
14h00-15h00								SOCIAL ACTIVITY: Farewell Dinner
15h00-16h00								
16h00-17h00								
17h00-18h00								
18h00-19h00								
19h00-20h00								
20h00-00h00								

JULY	2011 EUROSUMMER SESSION							BUDAPEST WEEK
	SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	24	25	26	27	28	29	30	
9:00 – 9:30	Free time	Arrival, Welcome	CLASS: Development in the Multi-faceted Tourism Industry of Hungary Visit: related to Tourism/Wellness 	CLASS: Inward investment into CEE countries: The development of the Automotive industry in Győr, NW Hungary - The case of Audi. Visit: Automotive manufacturing plant 	CLASS: Development of a value-added knowledge based economy: The Pharmaceutical Industry in Hungary taking Sanofi-Aventis as an example Visit: Pharmaceutical company 	CULTURAL TRIP: Guided excursion to the Danube Bend visiting Szentendre Visegrád Esztergom 		
9:30 – 12:30		CULTURAL TRIP: Guided bus tour by Budapest (Castle district, Heroes Square, Chain Bridge)   						CLASS: Development of Hungary as the logistics hub in Central and Eastern Europe (CEE) Visit: related to Logistics/supply chain 
12:30 – 14:00		Free time	Free time			OR CLASS: Development of Hungary as the logistics hub in Central and Eastern Europe (CEE) Visit: related to Logistics/supply chain 		
14:00 – 16:00		CLASS: Eurozone - development, inherent and current problems	Cultural trip: visit to the City Market Hall 					
16h00-17h00		Free time	Free time			ESSCA/EAE Programme - Debrief		ESSCA/EAE Programme - Debrief
17h00-18h00		Free time	Free time					
18:00 – 22:00		SOCIAL ACTIVITY: Welcome Dinner/Evening			Free time	Free time		Free time