

Innovation and Entrepreneurship in Europe 08.07.2024-19.07.2024

Course Director: *Bart Toering*
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The day to day programme is subject to changes depending on the availability of the guest lecturers

Saturday and Sunday, 6-7 July 2024		
Time	Activity	Description
12.00-18.00	Key pick up	<i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>

Monday, 8 July		
Time	Activity	Description
9.30: -13:00	Welcome Overview program Introduction group assignment Innovation in Europe Speed dating groups	Prof. BP Toering
13.00-14.00	Lunch	
14:00-17:00	The Need for disruptive Innovation and Introduction assignment The Challenge	BP Toering

Tuesday, 9 July		
Time	Activity	Description
9.00-12:00	Dutch Clusters and diamond of Porter and Business models	Prof. BP Toering
12:00-13:00	Lunch	
13:00-17:00	Business case innovation m Moving Industry Roldorent	Prof. G. Geijtenbeek & BP Toering

Wednesday, 10 July		
Time	Activity	Description
9.30-12:00	Innovation Agribusiness location matters Case Agribusiness	Prof BP Toering

12:00-13:00	Lunch	
13:30-16:00	Brabant Dutch Provence Knowledge Hub	<i>Prof. Jos van den Broek, director Brabant Knowledge</i>

Thursday, 11 July		
Time	Activity	Description
9:30-12:00	Trends analysis for innovation and Strategy for Idea generation	<i>Prof. Bas Delmeé & prof. B.P. Toering</i>
12:00-13:00	Lunch	
13:00-17:00	Workshop Trends for Innovation	<i>Prof. Bas Delmeé & prof. B.P. Toering</i>

Friday, 12 July		
Time	Activity	Description
9:30-12:00	<i>Innovation and Branding</i>	<i>Bp Toering</i>
12:00-13:00	Lunch	
13.00-1700	Idea Generation/creativity workshop Hortus Botanicus and tour science Park Visit Rietveld House	<i>Bp Toering</i>

Week 2

Saturday and Sunday, 13-14 July		
Time	Activity	Description
Free time		

Monday, 15 July		
Time	Activity	Description
9:30-12:00	<i>Innovation supply chain and CSR workshop</i>	<i>B.P. Toering</i>
12:00-13:00	Lunch	
13:00-17:00	Entry models Europe <i>To make your idea work</i>	<i>BP Toering</i>

Tuesday, 16 July		
Time	Activity	Description
10:00-12:00	Scenario basics	<i>B. Delmeé & B.P. Toering</i>
12:00-13:00	Lunch	
13:00-17:00	<i>Scenario planning Students' deliverables</i>	<i>B. Delmeé & B.P. Toering</i>

Wednesday, 17 July

Time	Activity	Description
9:30-12:00	<i>Preparation final assignment and case</i>	BP Toering
12:00	Lunch	<i>Departure Food Valley Netherlands lunch to go</i>
14:00-18:00	Visit Food Valley Zaanstreek	BP Toering

Thursday, 18 July

Time	Activity	Description
9:30-13:00	Workshop Customer Value and innovation <i>in the business to business market</i>	Prof. R. Willemsen
13:00-14:00	Lunch	
13:00-17:00	<i>Innovation Retail</i> <i>Consultancy business proposal</i>	Prof R. Verschuur BP Toering

Friday, 19 July

Time	Activity	Description
10:00-13:00	Preparation innovation businessmodel	BP Toering & R. Verschuur
1300-13:03	Lunch	
13:30-15:30 15.30	presentation student deliverables and closing ceremony with jury <i>Drinks Basket</i>	Jury BP Toering & R. Verschuur