

Innovation and Entrepreneurship in Europe

07-07-2025 - 18-07-2025

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The day to day programme is subject to changes depending on the availability of the guest lecturers

Saturday and Sunday, 5-6 July 2025		
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, 7 July 2025		
Time	Activity	Description
9.30: -12.00	Welcome Overview program Personal Style Inventory peed dating groups	<i>Prof. B.P. Toering & Prof. R. Verschuur</i>
12.00-13.00	Lunch **	
13:00-17:00	The Need for disruptive innovation & Introduction assignment The Challenge	<i>Prof. B.P. Toering & Prof. R. Verschuur</i>

Tuesday, 8 July 2025		
Time	Activity	Description
9.30-12:00	Brabant Dutch Provence Knowledge Hub	<i>Prof. Dr. J. van den Broek, Director Brabant Knowledge & Prof. B.P. Toering</i>
12:00-13:00	Lunch **	
13:00-17:00	Navigating the evolving global retail landscape; trends and innovation. Mini-assignment Retail innovation	<i>Prof. R. Verschuur & Prof. B.P. Toering</i>

Wednesday, 9 July 2025		
Time	Activity	Description

9.30-12:00	Innovation in the European Moving Industry	G. Geijtenbeek & Prof. B.P. Toering
12:00	Lunch on the way **	
12:00-18:00	Visit Rietveld House and visit Smart City Utrecht Uithof	Prof. R. Verschuur & Prof. B.P. Toering

Thursday, 10 July 2025		
Time	Activity	Description
9:30-12:00	Trends analysis for innovation	Prof. B. Delmeé & Prof. B.P. Toering
12:00-13:00	Lunch **	
13:00-17:00	Trends and strategy for idea generation and Workshop	Prof. B. Delmeé & Prof. B.P. Toering

Friday, 11 July 2025		
Time	Activity	Description
9:30-12:00	Dutch Clusters and Diamond of Porter and Business models Location Matters Study Chapter 5,6,8,10: Doing Business in Europe	Prof. B.P. Toering & Prof. R. Verschuur
12:00-13:00	Lunch **	
13.00-1700	Innovation supply chain and CSR Rondeel case Agribusiness	Prof. B.P. Toering & Prof. R. Verschuur

Week 2

Saturday and Sunday, 12-13 July 2025		
Time	Activity	Description
Free time		

Monday, 14 July 2025

Time	Activity	Description
10.00-13:00	Business Case Retail Strategy and Culture: International branding from a cultural perspective in business	Prof. R. Verschuur & Prof. B.P. Toering
13:00-14:00	Lunch **	
14:00-17:00	Workshop Customer Value and innovation	Prof. R. Willemsen & Prof. B.P. Toering

Tuesday, 15 July 2025		
Time	Activity	Description
9:30-12:00	Scenario basics	Prof. B. Delmeé & Prof. B.P. Toering
12:00-13:00	Lunch **	
13:00-17:00	Scenario planning Workshop	Prof. B. Delmeé & Prof. B.P. Toering

Wednesday, 16 July 2025		
Time	Activity	Description
9:30-12:00	From Idea to Business Strategy Pre Pitch Hortus Botanicas	Prof. B.P. Toering & Prof. R. Verschuur
12:00	Lunch on the way **	
12:00-18:00	Visit Food Valley Zaanstreek Food Cluster	Prof. B.P. Toering & Prof. R. Verschuur

Thursday, 17 July 2025		
Time	Activity	Description
9:30-12:00	Entry models Europe Preparation Business Proposal and Coaching Study Chapter 5,6,8,10: Doing Business Europe	Prof. B.P. Toering & Prof. R. Verschuur
12:00-13:00	Lunch **	
13:00-17:00	Assessment Proposal Creativity and Business Preparation and Coaching	Prof. B.P. Toering & Prof. R. Verschuur

Friday, 18 July 2025		
Time	Activity	Description
9:00-13:30	Preparation innovation	Prof. R. Verschuur & Prof. B.P.

	<i>businessmodel</i>	<i>Toering</i>
1300	Lunch during preparation**	
13:30-17:30	<i>Pitching Proposal and closing ceremony with jury</i> <i>Drinks</i>	<i>jury</i>

**Please note: Students must bring/cover their own lunch

The lunch times in the programme can vary, these times are just an indication.