

# JUNIOR EXECUTIVE PROGRAM 2023

SCHEDULE	4 JULY   TUESDAY	5 JULY   WEDNESDAY	6 JULY   THURSDAY
09:30 a.m.- 10:00 a.m.	<p><b>WELCOME</b></p> <p><u>Professor Rita Coelho do Vale</u>, Academic Director</p> <p>Marketing &amp; Admissions Office</p>		
10:00 a.m. - 11:00 a.m.	<p><b>THE VALUE OF ECONOMICS</b></p> <p><u>Professor João César das Neves</u></p>	<p><b>BUSINESS INFORMATION</b></p> <p><u>Professor Ricardo Reis</u></p>	<p><b>THE AWESOME POWER OF BRANDS</b></p> <p><u>Professor Kyril Lakishyk</u></p>
11:00 a.m. – 11:30 a.m.	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
11:30 a.m. – 12:30 p.m.	<p><b>FINANCIAL ACCOUNTING</b></p> <p><u>Professor Sofia Pereira</u></p>	<p><b>NEGOTIATION SURVIVAL KIT</b></p> <p><u>Professor João Matos</u></p>	<p><b>ENTREPRENEURSHIP WITH IMPACT</b></p> <p><u>Professor Frederico Fezas Vital</u></p>
12:30 p.m. – 01:00 p.m.	<p><b>WHY STUDY AT CATÓLICA-LISBON</b></p> <p>Marketing &amp; Admissions Office</p>	<p><b>STUDENT LIFE AT CATÓLICA-LISBON</b></p> <p>Students' Union</p>	<p><b>DIPLOMA &amp; FAREWELL SESSION</b></p>