

JUNIOR EXECUTIVE PROGRAM 2024

SCHEDULE	9TH JULY TUESDAY	10TH JULY WEDNESDAY	11TH JULY THURSDAY
09:30 a.m.- 10:00 a.m.	WELCOME Marketing & Admissions Office	YOUR INTERNATIONAL EXPERIENCE	
10:00 a.m. - 11:00 a.m.	THE VALUE OF ECONOMICS Professor João César das Neves	BUSINESS INFORMATION Professor Ricardo Reis	THE AWESOME POWER OF BRANDS Professor Kyril Lakishyk
11:00 a.m. – 11:30 a.m.	BREAK	BREAK	BREAK
11:30 a.m. – 12:30 p.m.	FINANCIAL ACCOUNTING Professor Sofia Pereira	NEGOTIATION SURVIVAL KIT Professor João Matos	ENTREPRENEURSHIP WITH IMPACT Professor Frederico Fezas Vital
12:30 p.m- 01:30 p.m	WHY STUDY AT CATÓLICA-LISBON Marketing & Admissions Office	STUDENT LIFE AT CATÓLICA-LISBON Students' Union	LUNCH
01:30 p.m- 02:30 p.m			BUS CHECK-IN & RIDE TO COMPANY
02:30 p.m- 04:00 p.m			COMPANY VISIT
04:00 p.m- 04:30 p.m			BUS RIDE TO CATÓLICA-LISBON
04:30 p.m- 05:00 p.m			COFFEE BREAK
05:00 p.m- 05:30 p.m			DIPLOMA & FAREWELL SESSION