



SCHEDULE	7 <sup>TH</sup> JULY MONDAY	8 <sup>TH</sup> JULY TUESDAY	9 <sup>TH</sup> JULY WEDNESDAY	10 <sup>TH</sup> JULY THURSDAY
9:30 - 10:00	<b>WELCOME</b> Professor Rita Coelho do Vale, Dean for Undergraduate Programs + Marketing and Admissions Office			
10:00 - 11:00	<b>THE AWESOME POWER OF BRANDS (PART 1)</b> Professor Kyril Lakishyk	<b>THE VALUE OF ECONOMICS (PART 1)</b> Professor João César das Neves	<b>BUSINESS ANALYSIS AND VALUATION (PART 1)</b> Professor Sofia Pereira and Professor Fernando Santos Jorge	<b>ENTREPRENEURSHIP WITH IMPACT (PART 1)</b> Professor Frederico Fezas Vital
11:00 - 11:30	COFFEE BREAK			
11:30 - 12:30	<b>THE AWESOME POWER OF BRANDS (PART 2)</b> Professor Kyril Lakishyk	<b>THE VALUE OF ECONOMICS (PART 2)</b> Professor João César das Neves	<b>BUSINESS ANALYSIS AND VALUATION (PART 2)</b> Professor Sofia Pereira and Professor Fernando Santos Jorge	<b>ENTREPRENEURSHIP WITH IMPACT (PART 2)</b> Professor Frederico Fezas Vital
12:30 - 14:00	<b>LUNCH WITH STUDENTS' UNION</b>	LUNCH		<b>LUNCH WITH STUDENTS' UNION</b>
14:00 - 15:30	<b>WORKSHOP NEGOTIATION SURVIVAL KIT (PART 1)</b> Prof. Vinicius Ribeiro	<b>WORKSHOP BEHAVIORAL INSIGHTS UNIT CASE STUDY</b>	<b>WORKSHOP LEARN IN ACTION</b> Careers and Talent Office	COMPANY VISIT
15:30 - 16:00	<b>WORKSHOP NEGOTIATION SURVIVAL KIT (PART 2)</b> Prof. Vinicius Ribeiro		<b>Q&amp;A UNDERGRADUATE PROGRAMS</b> Marketing and Admissions Office	COFFEE BREAK
16:00 - 17:00				<b>DIPLOMA AND FAREWELL SESSION</b>