



**School of
Financial
Management**

Subject: **Business Week Rotterdam 22-26 April 2019**

Rotterdam, July 2018

Dear colleagues,

We would like to invite you to participate in our International Business Week which will take place from the 22nd until the 29th April 2019 at the Rotterdam University.

This year students will set up a (financial) business plan for a company. This includes budgeting, cashflow prognoses and pricing but also defining a customer segment. To solve the case, students need not only have financial skills, but also some marketing skills and the ability to think out of the box.

Students from different study programmes and different countries will work together. Students will also do a city game in Rotterdam and pay a visit to our capital Amsterdam. Specific knowledge is not required, but general knowledge about the world economy, common sense, creativity and enthusiasm will be enough.

Please inform your students and invite them to this International Business Week.

The price of this week is € 235. This includes 4 nights in the hostel, breakfasts, 4 lunches and one dinner and the city game and cultural visit to Amsterdam. Extra nights should be booked by the students themselves.

Application before January 15th, 2019 via registration link named "Aanmelder" :
<https://www.aanmelder.nl/104264/subscribe>

If you have questions, don't hesitate to contact us. We hope to see you and your students in Rotterdam next April.

Best regards,

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