



## BUSINESS SCHOOL

Rotterdam Business School

welcomes you to the

Rotterdam Business Week

20 – 24 April 2020



*“When it comes to international business, Rotterdam is the place to be! Europe's biggest port, the financial and business heart of The Netherlands, many international companies, a multicultural city ... a true gateway to the rest of the world!”*





# Rotterdam Business Week 2020

## Welcome!!

*The April edition of the Rotterdam Business Week might be a long time away. However, preparations go at full speed. To make your arrival and stay even more convenient we send you these important details.*

## What can you expect?

*fun, new friendships, international experience!*

## Rotterdam, your hosting city

*Rotterdam is 'hot and happening'. According to the British Academy of Urbanism, Rotterdam is the best European city to live in. Rough Guides Travel placed Rotterdam in the top ten cities of the world you must see. Experience the city with its young, tolerant and open-minded population. During the business week you will explore Rotterdam and students will organize a night out for you, so you can also experience the night life of this modern city.*

## Arrival

*Dutch students will contact you before the business week by email. They will make arrangements to guide you from the Central Train station in Rotterdam to the hostel when you arrive. In order to make an appointment about the time and place of your pick-up, the students will contact you at least two weeks before arrival by e-mail. Please make arrangements with the students to bring you to the hostel.*

*If you come by car, let the students know as well. The hostel has no parking space, so you will have to park in a parking garage in the neighbourhood. This is expensive, but it is the safest way. During the week you can use public transportation.*

## Traveling during Business Week

*On arrival, you will receive a public transportation card from the Dutch students; These public transportation cards will give you access to the bus, tram and metro in Rotterdam. There is enough money on the card to travel to and from the University. If you wish to use public transportation more often, you have to charge the card yourself. Please hand in the card at the end of the week.*

*Travel to the University  
There will be 2 Dutch students staying in the hostel as well. They will accompany you to the university so you won't get lost in the public transportation system of Rotterdam.*

## Coffee breaks

*In order to get to know one another, it is common to share some **food and/or drinks**. Therefore we organize coffee breaks. To keep up the tradition we ask the students from each country to bring some food and/or drinks which are typical for their country and share them with the other students and lecturers.*

*To get to know you, we also ask you to give a **country presentation** of 5 minutes about your country, the city, the university and yourself. The format of the presentation is free. Some country presentations are already scheduled on Monday, others are scheduled during the coffee breaks. Please check the program. Please bring your presentation on a stick.*

## Accommodation

*King Kong Hostel is located in the centre of Rotterdam. It is close to everything. The Witte de Withstraat is hip and happening, with all kind of trendy bars, restaurants and art. Reservations are made from Monday till Friday. Breakfast is included.*



## CONTACTS

IFM-International  
Kralingse Zoom 91  
3063 ND Rotterdam  
The Netherlands

[www.rotterdamuas.com](http://www.rotterdamuas.com)



## IMPORTANT EMAILS

Application/questions:  
[lfm-international@hr.nl](mailto:lfm-international@hr.nl)

Coordinator Business week:  
[A.L.DUCHATINIER@HR.NL](mailto:A.L.DUCHATINIER@HR.NL)  
[P.J.M.KOEVOET-SONNEVELD@HR.NL](mailto:P.J.M.KOEVOET-SONNEVELD@HR.NL)





# Rotterdam Business Week 2020



## Rotterdam

*Rotterdam is a modern city with a unique sky line. You will have a few hours of free time to explore the city of Rotterdam and its architectural buildings. Don't forget to bring a camera/phone.*



## The case competition

*This business week is about Risk Management. You and your team will be assigned to a real-life business case. Several companies will participate in the week. At the end of the week you will be asked present a risk analysis to a jury consisting of teachers and a representative of the business company.*

## Company visit:

*Each student is part of a team and assigned to a company. You will visit the company you work for on Wednesday morning.*

*(this is a formal company visit, the dress code is formal as well!)*

## Work in international teams

*Students are split up in groups of 5 or 6 participants. They will receive the case on Monday afternoon and start working on it right away. Students will be working in international groups so they will experience how it is to work with different cultures and in English (a challenge as well). In the schedule you will find the working hours of the students. The lecturers will be asked to help the groups.*



## Student/teacher dinner

*Monday evening we organize an informal dinner at V.I.P's (Italian restaurant) at Blaak 31.*

*For the teachers there is also a dinner on Wednesday evening.*

# Provisional Schedule Rotterdam Business Week 2020

Monday April 22	Tuesday April 23	Wednesday April 24	Thursday April 25	Friday April 26
	<b>Location : Kralingse Zoom 91</b> 08.00 Pick-up at Hostel 08.30 Guest lecture Introduction Risk Management 09.15 Working on the case 11.00 Coffee break <i>Presentation &amp; Culinary specialties :</i> 11.30 <b>Presentation task 1</b> 12.00 Working on the case 12.00 Opening at location.....	08.30 Consultancy at the Case Company. 11.00 Coffee break 11.30 Working on the case	<b>Location : Kralingse Zoom 91</b> 9.30 Working on the case/prepare final presentation.	<b>Location : Kralingse Zoom 91</b> 09.00 Working on the presentations 10.00 Coffee break <i>Culinary specialties :</i> 10.30 <b>Final Presentations</b> 12.00 – 13.00 Jury results & Prize winners <ul style="list-style-type: none"> <li>- certificates</li> <li>- feedback</li> <li>- Students look back (pictures)</li> <li>- farewell</li> </ul>
12.45 Lunch at location	13.00 – 14.00 Lunch	13.00 – 14.00 Lunch	12.00 Lunch	13.00 – 14.00 Lunch
13.30 – 14.30 Country presentation of..... 14.30 – 15.30 Guest Lecture 15.30 – 18.00 Nickname assignment in city centre 18.00 Dinner at V.I.P. (Blaak 31) Free programme in the evening	14.00 Working on the case 15.00 Coffee break <i>Presentation &amp; Culinary specialties:</i> 15.30 Working on the case 16.30 <b>Presentation task 2</b> 17.30 Dutch evening - activity organised by the Dutch Students	14.00 Working on the case 15.30 Coffee break <i>Culinary specialties :</i> 16.15 <b>Presentation task 3</b> 17.15 free program in the evening	Cultural Programme 14.00 Company visit: Amsterdam Stock Exchange 15.00 Amsterdam <b>Free programme</b> 19.00 <b>Amsterdam</b> boat trip 20.30 Transport back to Rotterdam, directly after boat trip 21.30 Arrival in Rotterdam	14.00 Departure