



IPS School of Business Administration
welcomes you to the
Setubal Business Week / BIP
23 – 27 October 2023

business week



Note: the physical week is also the starting point for the BIP-students



The tourism and hospitality industry has undergone huge changes in the last years. Competitive pressures, shifting consumer preferences and consumption patterns, technological advances, price discounting, and new distribution channels are some of the changes in the business landscape. Innovation is a tool to cope with these and other changes in the industry.

New technologies have given hospitality businesses the ability to deliver more convenience and control, which is a large attraction to the new generation of customers. Although the capacity for data analytics and user experience are impressive, the human touch is still necessary, to deliver warming experience to match human necessity.

Blended Intensive Program – PORTUGAL

EXIT – Is an EXchange Intensive Training Program on Entrepreneurship, where students are awarded of the Tourism Trends That Will Shape the Travel Industry to explore and create value proposition.

As future entrepreneurs, students challenged to think in great opportunities, for new products/services to create value to the customers

On person Program (from 23 to 27 of October) for BIP and IBW students includes:

Guest Lecture: Tourism Trends That Will Shape the Travel Industry in 2023 and Beyond
International Forum for students and professors

BootCamp 1 “Generating and selecting ideas”

BootCamp 2 “Building customer propositions for customers”

BootCamp 3 “Achieving customers and generate revenue sources”

BootCamp 4 “Activities, partnerships, and cost structure

BootCamp 5 “Build my Business Website”

Seminar “How to build financial dash board”

During this week students will visit innovative places and will have fun experiences, both in Lisbon and Setúbal

In Lisbon they will visit TimeOut Market and Lisbon Incubator

In Setúbal they will be invited for *SADO EXPERIENCE* and see the dolphins

Students will have several challenges and a special dinner

Online Program (during November)

2 Tutorial session

International Workshop: *SHAPPING THE FUTURE FOR THE NEW ENTREPRENEURS (online)*



Setúbal
POLITÉCNICO DE SETÚBAL
Escola Superior de
Ciências Empresariais



Exchange Intensive Training
on Entrepreneurship

TRAVELLING FROM LISBON AIRPORT TO SETÚBAL CITY CENTRE

Option 1

AEROBUS from the Airport to Entrecampos FERTAGUS train Setúbal Station (final stop for Fertagus Train).

Timetables for Fertagus trains:

<https://www.fertagus.pt/pt/horarios/fertagus>

Option 2

METRO (subway) from the Airport (red line) to Estação/Gare do Oriente, and from there CARRIS METROPOLITANA BUS 4720 to Setúbal.

Subway network diagram and prices:

<https://www.metrolisboa.pt/en/>

<http://metro.transporteslisboa.pt/eng/customer-info/diagrams-and-maps/network-diagram/>

Bus 4720 timetable:

<https://horarios.carrismetropolitana.pt/>

Option 3

TAXI or UBER - Around 70€/80€ from the airport to the Setúbal city centre.

Contacts

IBW coordinator: Prof^a Teresa Costa,

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Organization email address:

businessweek.setubal@gmail.com

Website:

<https://businessweeksetubal.wixsite.com/home>

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Campus do IPS, Estefanilha
2910-761 SETÚBAL

TRAVELING FROM SETÚBAL CITY CENTRE TO POLYTECHNIC INSTITUTE OF SETÚBAL (IPS)

Option 1

CARRIS METROPOLITANA BUS 4402, 4411 or BUSs 4437 [at gare nº 3 – signal on the station floor], leaving from the Setúbal bus main station (ITS - Praça do Brasil). The bus stops near Setúbal campus is called Estefanilha/IPS. You may buy the ticket to the bus driver or buy a group of prepaid cards in the bus main station.

Option 2

CP TRAIN in the Setúbal station (central station) or in the Praça do Quebedo station and leave at the final stop, in Praias do Sado-A station.

Option 3

TAXI or UBER - Around 10€.

POLYTECHNIC INSTITUTE OF SETÚBAL Campus Setúbal

