

international business

week

Invitation to Business Week Setúbal

We have the pleasure to invite you to our Entrepreneurship Business Week – Setúbal, Portugal, 2019 at College of Business Administration (ESCE) of Polytechnic Institute of Setúbal.

ESCE is integrated in the Polytechnic Institute of Setúbal. It offers Bachelor and Master Degree Programmes, Post-graduate and Specialized Technological Courses in the area of Business Management Science. The school have 2000 students and 1000 graduates.

The campus of Polytechnic Institute of Setúbal is located in a beautiful region surrounded by nature areas. Some of the most interesting areas to visit are the Nature Reserve of Sado Estuary, where it is still possible to watch dolphins and the Arrábida Natural Park, which has unique characteristics and contains species that can only be found in areas near the Mediterranean. There are also excellent beaches, especially Figueirinha, Galapos and Portinho da Arrábida (a magnificent sheltered bay). On the other side of the River Sado you can visit Tróia Peninsula and enjoy near 18 kms of beaches.

Entrepreneurship Business Week will be held between 21st and 25th of October, 2019. In the Business Week Setúbal, during the workshop, students will propose a business model for innovative products or services. The students will select an innovative product or service using the brainstorming technique and considering the PEST analysis and industry analysis that will be previously provided. Also, in support of the development of the workshop, students are expected to visit an innovation agency in Lisbon-Cascais and participate in an International Seminar where Entrepreneurs present their innovative projects. In this way students can gather inspiration for their innovative ideas of products and services to later propose their business models.

The main objective of the Business Week is to work in a multinational environment and develop entrepreneurial competencies.

The price for the week is 215 euros/student. It includes taking part in the entrepreneurship programme, a study visit, accommodation for 4 nights, breakfasts, 3 lunches and one dinner.

Students can all choose different accommodation supporting themselves the costs. In this case the registration fee, not including accommodation will be 130 euros.

Looking forward to seeing you in Setúbal!

Teresa Costa
1st of July, 2019