

Global Management Game: Strategic Marketing, Management and Finance

12.08.2024 – 16.08.2024

Course Director: Bart Toering

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Week 1

Saturday and Sunday 10-11 August		
Time	Activity	Description
12.00-18.00	Key pick up	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

Monday, 12 August	
Time	Activity & Description
10.00 – 10.30	Welcome and introduction
10.30 – 11.30	Plenary session introduction to LINKS” - Contents - Purpose - Situation
11.30 – 12.00	Publication of teams and hand out of the package for the first quarter
12.00 – 13.00	Lunch break
13.00-14.00	First quarter: Decision making for quarter 4 (use the decision forms provided)
14.00-15.00	Input of decisions and marketing research for quarter 4 (use the decision forms provided) (Every team must order marketing research studies! Ordering of marketing research studies within the input menu!)
15.00-17.00	Deadline

Tuesday, 13 August	
Time	Activity & Description
9.30 – 11.45	Start game ROUND ONE
12.15 – 14.15	Pitch per team company objectives 15 minutes and lunch break
14.15	<i>Guest Lecturer director and owner RoldoRent Gerard Geijtenbeek</i>
17.00	End program

Wednesday, 14 August	
Time	Activity & Description
9.00 – 11.00	Round two and evaluating strategies
11.00-13.00	Round Three
	Lunch break
14.00 – 17.30	Tour Down Under

Thursday, 15 August	
Time	Activity & Description

9.30 – 11.30	Round Four
12.00 – 13.30	Round Five
13.30 – 14.30	Lunch break
14.30 – 17.00	Round Six and Challenge Business

Friday, 16 August	
Time	Activity & Description
9.15 – 10.30	Round Seven
11.00 – 13.00	Round Eight
13.00 – 14.30	Debriefing Evaluation
14:30 – 15:00	Closing ceremony and declaration of the winners of the global challenge
	Drinks! Basket

*Note: The times are provisional and are subject to change

**Note 2: Students must bring/cover their own lunch.