

Today's Schedule (Dec 17)

2.00 p.m.	Welcoming & 'Your most to be watched collection (top 3 BtB top 3 BtC)'
2:10 p.m.	Exam Q&A
2:30 p.m.	Discussion Round: Business Project Shiseido
3.30 p.m.	<i>"Most to be watched"</i> in International Marketing – a collection I
3.45 p.m.	Short Break
4:00 p.m.	Discussion Round: Business Project Atlas Copco
5:00 p.m.	<i>"Most to be watched"</i> in International Marketing – a collection II
5:15 p.m.	Short Break
5:30 p.m.	<i>"Most to be watched"</i> in International Marketing – summary
5:45 p.m.	The inclusion experiment: out of the box
6.00 p.m.	Wrap-Up