

# **7<sup>th</sup> SUMMER SCHOOL**

## **INTERNATIONAL BUSINESS CONSULTING PROGRAM**

24<sup>th</sup> May – 9<sup>th</sup> June 2017

International Business Consulting Program (IBCP) is organised in cooperation with the University of Wisconsin-La Crosse. The summer school schedule is set for the timeframe of almost 3 consecutive weeks at the campus of the University of Economics in Bratislava. The project aims to contribute to the development of academic and business cooperation with local and international companies operating on Slovak market and to provide students with the opportunity to gain first-hand experience with working in international teams that will positively enrich their professional future.

Students are divided into mixed Slovak-American teams of 4-5. They work on real project charges specified by companies and institutions which take part in this program. This year we hosted 12 American students and 15 students from the University of Economics in Bratislava.

The output of IBCP is final presentation of each team and final paper provided to the company.

### **Companies and institutions taking part in IBCP 2017**

- Johnson Controls International
- Dell
- Soitron
- Slovak Telekom
- TPA
- US Embassy

### **Project charges**

- Business analysis of a product
- HR/Recruiting strategy - Good quality job applicants
- External communication strategy
- Doing business in Slovakia (anti-corruption proposals)
- Product line "IT Monitoring" market analysis and business strategy
- Redesign of marketing strategy

### **Joint tours and workshops**

- PSA Peugeot Citroën Slovakia car plant excursion
- Lenovo tour
- Johnson Controls International tour
- US Embassy tour, meeting with Ambassador Sterling
- Presentation Skills workshop
- Effective Communication and Time Management
- Problem Solving and Decision Making

### **Extracurricular activities and field trips**

- Team building in Kremenisko / Banska Stiavnica (UNESCO World Heritage Site)
- Wine tasting in Pezinok
- Boat trip from Bratislava to Devin Castle

