



WORLD INNOVATION AND
CHANGE MANAGEMENT
INSTITUTE
GENEVA SWITZERLAND



Youth Business Camp Adria Zagreb



GLOBAL
ENTREPRENEURSHIP
NETWORK

The Future is a flexible solution that YOU create for yourself. With YBC, explore your possibilities while having the best time of your life.





Youth Business Camp Adria Zagreb is held in the city of Zagreb, capital of Croatia, on the historic and political threshold between East and West illustrating both the continental and Mediterranean spirit of the nation in spearheads. Zagreb is the cultural, scientific, economic, political, and administrative center of the Republic of Croatia, and is home to the Croatian Parliament, Government, and President. Its favorable location between the Pannonian plain, the edge of the Alps, and the Dinaric range have allowed it to become a crossing point for mass international communication. The city is protected from the cold northern winds by the mountain of Medvednica and opens up to the rest of the world thanks to a spacious plain and the Sava River. Zagreb, with a population of nearly one million, contains almost a quarter of the entire population of Croatia. Over centuries, the city was inhabited by people coming from all over Europe; and, in recent years, by people coming from different parts of Croatia, ensuring a rich cultural life. Zagreb is a safe city whose doors are always open; a city with a tumultuous history teeming with interesting personalities; a city that warmly invites all those who wish to get to know it, and a city that will surely fulfill your expectations. In this city, you can easily meet remarkable people, make new friends and enjoy special moments. The facades of Zagreb's buildings reflect the ebb and flow of history, while its streets and squares bear witness to the coming together of the many cultures that have shaped the identity of this laid-back capital. The best thing to do when you first arrive is to take in Zagreb's wonderful atmosphere, which, as many claims, is only surpassed by the legendary beauty of the local womenfolk.

Program

Topics covered:

Basics of Economics
Basics of Finance
Project Management
The Importance of Networking and Sharing
Leadership
Basics of Management
Financial Plan
Intellectual Property
Public Relations
Positioning Workshop
Sales
Cultural Differences in Business
Digital Business World
Digital Currencies and Online Trading
Communication plan Workshop
Branding
Human Capital and Development
Marketing
StartUp and Funding
Corporate Social Responsibility
Principles of Tourism
School of Smart Finances
First Steps Towards Financial Freedom
Why Every Business Needs a Website
Architecture and Business

Fill your brain with new knowledge and your network with new contacts!

This knowledge adventure includes:

18

different lectures by the real world experts and entrepreneurs

18

hours of hands-on workshops with mentors

2

field trips

∞

of new friendships

Why join YBC?

Gain knowledge and critical thinking of:

- Basics of every business decision
- How to plan your project from idea to realization and where can financiers be found
- Avoiding mistakes when planning and presenting your idea or project
- Why do people spend a night in a tent to be the first to buy a new iPhone
- What does Google know about us and what can we learn from Google data
- Power of building a network
- Digital currencies, CSR, intellectual property and many more...

Turning knowledge into practise - daily group work with mentor on developing business ideas. During the Camp students will work on their project with a mentor, applying the knowledge they gain and presenting it at the end.

19

different business topics presented by experienced companies like European bank for Reconstruction and Development, Croatian Post, Jana water, AniĆ outdoor advertising, Ernst and Young, T-mobile, l'oreal Adria many others and Universities: RIT Croatia, Vern University, Edward Bernays University College, Algebra University

2

field trips to companies from different industries

creating

a network of new friendships



"I can definitely recommend Youth Business Camp."
- Ana



"Arriving was a bit stressful for me, and the end of the camp sad."
- Dino



"I met new friends, we had fun with learning, the end of the camp was hard for me, but we will stay connected online."
- Dora



"I hope to participate in the camp next year as well."
- Helena



"My parents are proud of me."
- Karlo



"The friendships we made at camp are for life."
- Nora



"I learned a lot, the lecturers were great."
- Marija



"It was a great tour of the factory Alpro and the Zagreb Zoo."
- Nora



"This camp inspired me, the lectures were more than useful!"
- Tin



"The program is diverse and very useful."
- Vitimir



Optional Accommodation

Youth Business Camp Adria Zagreb is a daily camp

In accordance with our standards, we have provided special prices for accommodation of our participants who are not from Zagreb, in the International Hotel, Zagreb. A director of the camp stays with them, and a daily transfer from the hotel to the location of the camp and back is provided. On Saturdays and Sundays, participants also have supervision, but they also have a free program for activities and learning, and an additional amount is paid for a field trip to Trakošćan Castle and the Neanderthal Museum in Krapina. This is optional and the minimum number of applicants is 4 people.



Our official camp hotel is Hotel International

International Hotel is a luxurious 4-star property set in a prime location in the centre of Zagreb. Guests of the hotel will have easy access to National and University Library Zagreb, Euro Tower and Vatroslav Lisinski Concert Hall. Botanical Gardens, Tomislavov Trg and State Archives are also not far away.

Our participants can book this hotel under special conditions. Our participants are accommodated according to their own wishes in single or double rooms shared with some of the participants.



Field Trips

Included in our program are two study business trips.

Zagreb Zoo

- Tour of the Zoo
- Lecture on Zagreb Zoo
- Going behind the scenes of Zagreb Zoo

Arithera Specialty hospital

- Interactive education
- Tour of the hospital
- Lecture about the hospital



YBC Educational Partners and sponsors

Thanks to our Educational Partners for supporting us

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Camp Adria Zagreb
RIT Croatia , July 3 - July 14, 2023



WEEK 1
3 - 9 July, 2023

LECTURES AND ACTIVITIES

	09:00-10:00	10:00-11:30	11:40-13:00	13:00-14:15	14:15-15:45	15:50-16:15
MONDAY 03.07.	Welcome - "Who is Who?" - Meeting the participants and teams coordination	Basics of Economics	Project Management	Lunch	StartUp and Funding	Team Project Task Presentation
TUESDAY 04.07.	9:00-10:30 Basics of Finance	10:40-12:00 Financial Plan Workshop	12:10-13:00 Basics of Management	13:00-14:15 Lunch	14:15-16:00 CEO Experience story	
WEDNESDAY 5.07.	9:00-10:30 Marketing	10:40-13:00 Basics of Sales	13:00-14:15 Lunch	14:15-15:30 Branding	15:40-16:40 Intercultural communication	

FIELD TRIP

LECTURES AND ACTIVITIES

	9:00 - 10:30	10:40-11:40	11:45-12:45	12:45-14:15	14:25-15:45	
FRIDAY 07.07.	Digital Currencies and Online Trading	Brand Story	Lunch	Digital Business	Personal Finance	
SATURDAY 08.07.	8:30 - 12:30		Team project workshop with mentor(s) - project planning, tasks, roles and presentation, Q&A			

WEEK 2
10 - 14 July, 2023

LECTURES AND ACTIVITIES

	9:00 - 10:30	10:40-11:30	11:40-12:15	12:25-13:15	13:15-14:15	14:15-16:15
MONDAY 10.07.	Corporate Social Responsibility	Intellectual property	Project work in the group	Brand Story	Lunch	Project work in the group
TUESDAY 11.07.	9:00 - 10:30 Leadership	10:40-13:00 Group work with mentor	13:00-14:15 Lunch	14:15-15:15 Brand Story	15:25-16:25 Brand story	
WEDNESDAY 12.07.	9:00 - 10:30 Public Relations	10:40-11:15 Group work without mentor	11:25-12:15 Brand Story	12:25-13:15 Human Resources	13:15-14:15 Lunch	14:15-16:15 Brand story trip
THURSDAY 13.07.	9:00 - 10:30 Guidelines for creating webpage and app	10:40-11:40 Rapidly growing business	11:50-12:50 Brand Story	13:00-14:15 Lunch	14:15-16:15 Group work	
FRIDAY 14.07.	9:00-10:30 Final preparations for the pitch	10:40-12:00 Project Pitch	12:30-13:15 Lunch	13:15-14:00 Guidelines for your citizen's rights	14:15-15:15 Suprise guest	15:30-16:30 Certificate Ceremony

Youth Business Camp Adria Zagreb

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Green policy

Youth Business Camp wants to preserve as many trees as possible, so our goal is to be paperless. In line with this goal, our main communication takes place online.



The final schedule of the program will be presented to the participants ten days before the start of the camp. The organizer reserves the right to amend the program. During lectures of 1h30min, there will be a ten minutes break.

See you soon!



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