

Youth Business Camp Adria Sarajevo

July 1 - 12, 2024



WEEK 1

1 - 6 July, 2024

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 01.07.	Welcome - "Who is Who?"- Meeting the participants and teams coordination	Basics of Economics	Project Management	Lunch	StartUp and Funding	Team Project Task Presentation
TUESDAY 02.07.	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 03.07.	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	
THURSDAY 04.07.	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 05.07.	Blockchain and Digital Currencies	Brand Story	Lunch	Digital Business	Personal Finance
SATURDAY 06.07.	8:30 - 12:30				
	Team project workshop with mentor(s) - project planning, tasks, roles and presentation, Q&A				

WEEK 2

8 - 12 July, 2024

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 08.07.	Corporate Social Responsibility	Intellectual property	Project work in the group	Brand Story	Lunch	Project work in the group
TUESDAY 09.07.	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 10.07.	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
THURSDAY 11.07.	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 12.07.	9:00-10:30 Final preparations for the pitch	10:40-12:00 Project Pitch	12:30-13:15 Lunch	13:15-14:15 Suprise guest	14:30-16:00 Certificate Ceremony	

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!