

# Youth Business Camp Adria Zagreb 2024



## WEEK 1 1-6 JULY, 2024

### LECTURES AND ACTIVITIES

	09:30-10:30	10:30-12:00	12:10-13:30	13:30-14:30	14:30-16:00	16:00-16:30
MONDAY 01.07.	Welcome - "Who is Who?"- Meeting the participants and teams coordination	Project Management	Basics of Economics	Lunch	Basics of Finance	Team Project Task Presentation
TUESDAY 02.07.	9:15-11:00 Financial Plan Workshop	11:10-12:40 Basics of Management	12:40-13:30 Lunch	13:30-15:00 Project work with mentor	15:00-16:00 Intercultural communication	
WEDNESDAY 03.07.	9:15-10:40 Basics of Marketing	10:40-13:00 Basics of Sales	13:00-14:00 Lunch	14:00-15:30 Basics of branding	15:40-16:40 Digital strategy, practice and perspective	
THURSDAY 04.07.	9:00-11:30	12:15-14:30	15:00-16:00	Field trip/ business stories		

### LECTURES AND ACTIVITIES

	9:00 - 10:30	10:40-11:40	11:45-13:15	13:15-14:15	14:15-15:30	15:30-16:30
FRIDAY 05.07.	Blockchain and Digital Currencies	Brand Story	Digital Business World	Lunch	Basics of Contracts	Personal Finance
SATURDAY 06.07.	8:00 - 12:00			12:00 - 13:00		
	Team project workshop with mentor(s) - project planning, tasks, roles and presentation, Q&A			Brand story		

## WEEK 2 8-12 JULY, 2024

### LECTURES AND ACTIVITIES

	9:15 - 10:15	10:15-11:45	11:45-12:45	12:45-13:45	13:45-14:45	14:45-16:30
MONDAY 08.07.	Intellectual property	Startup and Funding	Brand Story	Lunch	Brand Story	Group work with mentor
TUESDAY 09.07.	9:15 - 10:30 Leadership	10:40-12:00 Brand Story	12:00-13:00 Lunch	13:15-14:30 Startup story	14:45-15:45 Group work with mentor	
WEDNESDAY 10.07.	9:15 - 10:15 Brand Story	10:15-11:15 Public Relations	11:15-12:15 Human Resources	12:15-13:15 Lunch	13:15-14:15 Brand Story	14:15-15:15 Group work without mentor
THURSDAY 11.07.	9:15 - 10:15 Guidelines for creating webpage and app	10:15-11:15 Rapidly growing business	11:15-12:15 Brand Story	12:15-13:15 Lunch	13:15-14:15 Brand story	14:15-16:30 Group work without mentor
FRIDAY 12.07.	9:15-10:15 Final preparations for the pitch	10:30-12:00 Project Pitch	12:00-13:00 Lunch	13:00-14:00 Suprise lecture	14:15-15:30 Suprise guest	15:30-16:30 Certificate ceremony

The final schedule of the program will be presented to the participants seven days before the start of the camp. The organizer reserves the right to amend time line of the program.

We hope to see you soon!