

Module	Strategy and Business Planning	Organisation and Human Resources	Markets and Marketing	Finance	Legal Issues
	Mon, 13.10.2003	Tue, 14.10.2003	Wed, 15.10.2003	Thu, 16.10.2003	Fri, 17.10.2003
08:30	Welcome desk and registration				
09:00	Lecture: Introduction to eTTEC, participants, business plans	Lecture: Localisation and how to do it	Lecture: Market research & competitive analysis: A Pan-European multicultural perspective	Lecture: Financing options and sources for start-ups	Lecture: Protection of eContent in European markets
10:30	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
11:00	Lecture: Business strategy, expansion strategy and European critical success factors (ECSFs)	Lecture: Human resources and entrepreneurial skills	Lecture: Pan-European Marketing: The CUIZEN case study	Lecture: Financial planning for start-ups and expanding SMEs	Lecture: Expansion/localisation versus consumer protection, commercial communication and data protection
12:30	Common lunch	Common lunch	Common lunch	Common lunch	Common lunch
14:00	Lecture: Globalisation, internationalisation, localisation and translation	Lecture: Partnerships and networks	Lecture: Marketing and sales: A Pan-European multilingual and multicultural setting	Parallel sessions: Work on business plans and individual coaching sessions	Lecture: Applied legal aspects on European expansion
15:30	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
16:00	Parallel sessions: Computer facilities and individual coaching sessions	Parallel sessions: Work on business plans and individual coaching sessions	Parallel sessions: Work on business plans and individual coaching sessions	Parallel sessions: Work on business plans and individual coaching sessions	Parallel sessions: Work on business plans and individual coaching sessions
18:00	Daily wrap-up session	Daily wrap-up session	Daily wrap-up session	Daily wrap-up session	General Wrap-up Session
18:30	Parallel sessions: Work on business plans and individual coaching sessions	Business plan writing: Feeding the results of the day into the business plan drafts	Business plan writing: Feeding the results of the day into the business plan drafts	Business plan writing: Feeding the results of the day into the business plan drafts	
19:30			Mid-week dinner with special guests		
<b>Lectures</b> <b>Coaches</b>	<b>IZET, PNO, TermNet</b> <b>IZET, PNO, TermNet</b>	<b>TermNet, EMF, Con7</b> <b>PNO, TermNet, EMF, Con7</b>	<b>IZET, TermNet</b> <b>IZET, TermNet</b>	<b>IZET</b> <b>IZET</b>	<b>Ulys</b> <b>Ulys</b>

**Notes:** All lectures include references to eTTEC European Critical Success Factors (ECSFs).