

eTTEC Course Programme

Vienna, 26-28 November 2003



Module	Strategy and Marketing	Organisation and Human Resources	Legal Issues and Financing
	Wed, 26.11.2003	Thu, 27.11.2003	Fri, 28.11.2003
08:30	Welcome desk and registration		
09:00	Lecture: Introduction to eTTEC, participants, business plans and strategy	Lecture: Globalisation, internationalisation, localisation and translation - and how to do it	Lecture: Applied legal aspects on European expansion
10:30	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
11:00	Lecture: International business expansion and European critical success factors (ECSFs)	Lecture: Human resources and entrepreneurial skills	Lecture: Financing options, planning and sources
12:00	Lecture: Market research & competitive analysis: A Pan-European perspective	Lecture: Partnerships and networks	Parallel sessions: Work on business plans and individual audits
13:00	Common lunch	Common lunch	Common lunch
13:30			
14:00	Lecture: Markets and marketing: A Pan-European multilingual and multicultural setting	Parallel sessions: Work on business plans and individual audits	Parallel sessions: Work on business plans and individual audits
15:00	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
15:30	Parallel sessions: Work on business plans and individual audits; Computer facilities	Parallel sessions: Work on business plans and individual audits	Parallel sessions: Work on business plans and individual audits
18:30			General Wrap-up Session
19:00	Joint dinner with special guests	Joint dinner / Social event	
Lectures	IZET, PNO, TermNet	IZET, TermNet, EMF, Con7	IZET, Ulys
Coaches	IZET, PNO, TermNet	PNO, TermNet, EMF, Con7	IZET, Ulys

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