



*Business Management Course,
Monday - Tuesday, 23rd & 24th of July 2012*

(Participation is mandatory for all ERs/ESRs)

*Held by Dr Jeanette Müller,
accelopment AG, Switzerland*

Itinerary

Monday, 23 July 2012

9:30 - 10:15 Introduction Business Management: Entrepreneurship & Business Strategy

10:15 - 11:00 Organisation & Structure

11:00 - 11:15 *Coffee break*

11:15 - 12:45 Marketing & Sales I

12:45 - 13:45 *Lunch*

13:45 - 14:30 Marketing & Sales II

14:30 - 15:10 Finance & Budgeting I

15:10 - 15:45 *Coffee break*

15:45 - 16:30 Finance & Budgeting II

16:30 - 17:30 Leadership & HR

17:30 - 18:00 Discussion / End of day 1

Tuesday, 24 July 2012

9:30 - 10:15 Innovation & IP I

10:15 - 11:00 Innovation & IP II in the Wind Energy Sector

11:00 - 11:15 *Coffee break*

11:15 - 12:45 Business Plan I

12:45 - 13:45 *Lunch*

13:45 - 14:30 Business Plan II

14:30 - 15:10 Discussion / End of day 2