



# INTERNATIONAL SUMMER SCHOOL



## INTERCULTURAL FEATURES OF DOING BUSINESS IN UKRAINE AND EUROPE

02.09.2019 - 15.09.2019

Kharkiv, Ukraine



**1 Teachers**  
with practical  
experience



**2 Business  
excursion** to  
the enterprise



**3 Cultural  
visits** and  
city tours



**4 Workshops**  
and case  
study



**5 Business  
processes**  
orientation



**6 Final project  
presentation**



- ✓ Minimum age 18
- ✓ English level B1
- ✓ At least one year of university experience
- ✓ Motivation and background for participation



**BUSINESS  
IDEA**



**PROJECT  
MANAGEMENT**



**TEAM  
BUILDING**



**MARKETING**



**EFFECTIVE  
STRATEGY**

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