

JUNIOR EXECUTIVE PROGRAM 2024

SCHEDULE	9TH JULY TUESDAY	10TH JULY WEDNESDAY	11TH JULY THURSDAY
09:30 a.m.- 10:00 a.m.	<p>WELCOME</p> <p><u>Professor Rita Coelho do Vale</u>, Academic Director</p> <p>Marketing & Admissions Office</p>	<p>YOUR INTERNATIONAL EXPERIENCE AT CATÓLICA-LISBON</p> <p>International Office</p>	
10:00 a.m. - 11:00 a.m.	<p>THE VALUE OF ECONOMICS</p> <p><u>Professor João César das Neves</u></p>	<p>BUSINESS INFORMATION</p> <p><u>Professor Ricardo Reis</u></p>	<p>THE AWESOME POWER OF BRANDS</p> <p><u>Professor Kyryl Lakishyk</u></p>
11:00 a.m. – 11:30 a.m.	BREAK	BREAK	BREAK
11:30 a.m. – 12:30 p.m.	<p>FINANCIAL ACCOUNTING</p> <p><u>Professor Sofia Pereira</u></p>	<p>NEGOTIATION SURVIVAL KIT</p> <p><u>Professor João Matos</u></p>	<p>ENTREPRENEURSHIP WITH IMPACT</p> <p><u>Professor Frederico Fezas Vital</u></p>
12:30 p.m. – 01:00 p.m.	<p>WHY STUDY AT CATÓLICA-LISBON</p> <p>Marketing & Admissions Office</p>	<p>STUDENT LIFE AT CATÓLICA-LISBON</p> <p><u>Students' Union</u></p>	LUNCH
01:00 p.m. – 01:30 p.m.			BUS RIDE TO THE COMPANY
01:30 p.m – 3:30 p.m			COMPANY VISIT DIPLOMA & FAREWELL SESSION
3:30 p.m- 4:00 p.m			RIDE BACK TO CATÓLICA

This schedule is subject to change