

DATE	ACTIVITY	TOPIC
Sunday 07 June	Arrival	Pick up service at MXP Airport (for a group arriving at the same time)
Monday 08 June Morning	Lecture 1	Course introduction Introduction to the Italian Economy in a European context
Monday 08 June Afternoon	Lecture 2 Welcome Happy hour	The competitiveness of Italian firms
Monday 08 June Evening	Welcome Happy hour	
Tuesday 09 June Morning	Lecture 3	Family firms in Italy
Tuesday 09 June Afternoon	Lecture 4	Seminar on Italian Language and culture
Wednesday 10 June Morning	Lecture 5	Strategic Analysis of Italian Industries
Wednesday 10 June Afternoon	Lecture 6	Fashion (TBD)
Thursday 11 June Morning	Lecture 7	Seminar on Italian Language and culture
Thursday 11 June Afternoon	Company Visit 1	Dolce & Gabbana
Friday 12 June	Free time	
Saturday 13 June	Free time	
Sunday 14 June	Free time	
Monday 15 June Morning	Lecture 8	Design (TBD)
Monday 15 June Afternoon	Company Visit 2	Missoni
Tuesday 16 June Morning	Lecture 9	Tourism in Italy



DATE	ACTIVITY	TOPIC
Tuesday 16 June Afternoon	Company Visit 3	Milan and its architecture
Wednesday 17 June Morning	Lecture 10	Tourism in Italy
Wednesday 17 June Afternoon	Company Visit 4	Kartell
Thursday 18 June Morning	Lecture 11	Seminar on Italian Language and culture
Thursday 18 June Afternoon	Company Visit 5	Explora Lombardia
Friday 19 June Morning	Final exam	Class presentation
Friday 19 June afternoon	Certificates Delivery and Farewell happy hour	
Saturday 20 June	Departure	Transfer service to Malpensa Airport for a group leaving at the same time

