



## PROGRAM

International Business School 2019: Logistics & Marketing  
Lviv Polytechnic National University, 28 October - 01 November, 2019



<b>Monday, October 28</b>	
10 <sup>00</sup> -11 <sup>00</sup>	Business School Opening. Greetings to the participants. ( <i>Prof. Yevhen Krykavskyy, Dr. Nazar Fihun</i> )
11 <sup>00</sup> -11 <sup>40</sup>	Integration Session. Teambuilding
11 <sup>10</sup> -12 <sup>10</sup>	Coffee Break
12 <sup>10</sup> -13 <sup>30</sup>	Ukraine Export Consulting: outsourcing and logistics in the globalization process ( <i>Sergiy Trygobyuk, CEO</i> )
13 <sup>30</sup> -14 <sup>30</sup>	Lunch Break
14 <sup>30</sup> -16 <sup>00</sup>	Excursion to the Museum of Lviv Polytechnic National University
16 <sup>00</sup> -18 <sup>00</sup>	Lviv City Tour
	Free time
<b>Tuesday, October 29</b>	
10 <sup>20</sup> -11 <sup>40</sup>	Logistics Business Game ( <i>Dr. Olena Pochylchenko</i> )
11 <sup>40</sup> -12 <sup>10</sup>	Break
12 <sup>10</sup> -13 <sup>30</sup>	Innovations in digital marketing: Case Study from Rioks ( <i>Oleksiy Kuryliak, CEO, B2B Marketing Strategist</i> )
13 <sup>30</sup> -14 <sup>30</sup>	Lunch Break
15 <sup>15</sup> -16 <sup>30</sup>	Excursion to the Lviv Brewery( <a href="http://www.lvivske.com">www.lvivske.com</a> )
16 <sup>30</sup> -18 <sup>00</sup>	Excursion to the Beer Museum «Lvivarnia» ( <a href="http://www.lvivarnia.com.ua">www.lvivarnia.com.ua</a> )
	Free time
<b>Wednesday, October 30</b>	
10 <sup>00</sup> -10 <sup>20</sup>	Excursion to the Tech StartUp School
10 <sup>20</sup> -11 <sup>40</sup>	Training: StartUp Project management ( <i>Prof. Nazar Podolchak</i> )
11 <sup>40</sup> -12 <sup>10</sup>	Break
12 <sup>10</sup> -13 <sup>30</sup>	Internet marketing for StartUp projects ( <i>Dr. Nazar Fihun</i> )
13 <sup>30</sup> -14 <sup>30</sup>	Lunch Break
15 <sup>00</sup> -17 <sup>00</sup>	Excursion to the SoftServe® IT-Company ( <a href="http://www.softserve.com">www.softserve.com</a> )
	Free time
<b>Thursday, October 31</b>	
10 <sup>00</sup> -11 <sup>30</sup>	Logistics and marketing in medical sphere ( <i>Marketing manager – Dmytriv Anna</i> )
11 <sup>30</sup> -12 <sup>10</sup>	Break
12 <sup>10</sup> -13 <sup>30</sup>	Training: Agile Management in Logistics planning ( <i>Dr. Nazar Fihun</i> )
13 <sup>30</sup> -14 <sup>30</sup>	Lunch Break
15 <sup>15</sup> -16 <sup>30</sup>	Excursion to the JSC Galychpharm ( <a href="http://www.arterium.ua">www.arterium.ua</a> )
16 <sup>30</sup> -18 <sup>00</sup>	Master Class from JSC Fest Catering: Logistics in the catering industry: pros and cons ( <i>Tetiana Osahatska, Project manager</i> )
	Free time
<b>Friday, November 01</b>	
10 <sup>20</sup> -11 <sup>40</sup>	Social Responsibility in the fashion industry. Workshop ( <i>Dr. Natalya Mashchak</i> )
11 <sup>40</sup> -12 <sup>10</sup>	Break
12 <sup>10</sup> -16 <sup>10</sup>	Educational Quest
16 <sup>10</sup> -17 <sup>30</sup>	Business School Closing. Certificates of Attendance.

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*The number of participants is limited!*