Your chance to:
- Strengthen your competences within Innovation and Creativity.
- Solve problems for large world class corporations (Coca-Cola, Nokia).
- Get familiar with the Blue Ocean Strategy (“Don’t Compete With Rivals, Make Them Irrelevant”).

The Summer School:
- Starts 1st of August
- 9 Czech and 9 Danish students, 18 students from round the world
- 3 weeks in Denmark, then 1 week in Prague with final exam (only Czech and Danish students)
- Gives 10 ECTS credits.
- Ends 26th of August with a celebrating reception

During the stay in Prague, the students will be presented with a case from Coca Cola, which is to be solved during the week. Representatives from Coca Cola will be present during the presentations. Also in Prague the Blue Ocean theme will be expanded. The students will be running an exciting Blue Ocean Strategy Simulation.

For further information contact Tereza Zemánková at asistentka@inovacentrum.cvut.cz

More information about the College: http://www.ihk.dk/international/about-us