

International Study Programs Consulting Project Hybrid

Week 1: Introductory phase

	<p>introduction & orientation session by ISP Program Manager & university faculty Prepare for your online business journey where you'll be tasked with getting familiar with the local history, culture, and customs. Engage with your host company while discovering and recommending ways to adapt to business culture and time zone differences. Prepare to act as an independent consultant to learn about and find solutions to your host company's business challenge(s).</p>
	<p>company brief Founded in 1990, in the Dão region of Portugal, the business was born from a passion for wine and faith in the enormous potential of the Portuguese wine market. Currently, the company produces six main brands in Portugal and the desire to introduce Portuguese wines to the world soon led the company, to develop the business in a way that left room for expansion to other wine-producing regions. Today, they own land, vineyards, and wineries in the most fruitful wine regions in Portugal. Global Wines produces around 7 million bottles per year and exports account for half of that production.</p>
	<p>project brief Global Wines are looking into growing export and expansion in the USA market. They already export to the East Coast and have several importers and distributors in various states.</p> <p>Global Wines would like to expand the network of importers/distributors to other states where they don't have a presence, namely: Texas, Georgia, North Carolina, and Pennsylvania, with a focus on Cabriz, which is their flagship brand.</p>
	<p>online consulting project: host company & consulting project challenge intro. <i>e.g. Global Wines</i> Meet the host company representatives, learn more about their challenge(s), align expectations and engage in a discussion that will answer all your questions before you start working on your project. presentation, discussion, Q&A</p>

Week 2: Discovery phase

	<p>consultation session with ISP Program manager and university faculty Time for Q&A with university faculty regarding the consulting project.</p>
	<p>online consulting project: team work - digging deeper into the issue <i>e.g. Global Wines</i> Now it's time to find out more about the pressing issue - identify the key stakeholders, which may be the ones that could be causing difficulty. In order to soften this dilemma, create an open environment to gather information from both company representatives and their clients.</p>

Week 3: Checking-in

	consultation session with ISP Program manager and university faculty Time for Q&A with university faculty regarding the consulting project.
	online consulting project: consultation session with Host Company rep. <i>e.g. Global Wines</i> After 2 weeks of working on the challenge with your team, share your initial findings and ideas, get feedback from the host company representatives, and prepare to take the next steps toward solving this pressing challenge.

Week 4: Research phase

	consultation session with ISP Program manager and university faculty Time for Q&A with university faculty regarding the consulting project.
	online consulting project: team work - turning "what is" into "what's possible" <i>e.g. Global Wines</i> Take a broader look at the client's industry as a whole, with special attention given to what their competitors are offering. This is also the place where you should focus on the host company's culture in order to understand the community tendencies.

Week 5: Implementation phase

	consultation session with ISP Program manager and university faculty Time for Q&A with university faculty regarding the consulting project.
	online consulting project: considering the implementation strategy <i>e.g. Global Wines</i> Taking into account all that your team has come up with and refined, consider how the organization will implement the solution(s) suggested. Some projects start implementation with an educational event, which could be a series of meetings to introduce some change, or it may require a single meeting or training session to get different parts of the organization together to address the problem.

Week 6: Solutions phase

	consultation session with ISP Program manager and university faculty Time for Q&A with university faculty regarding the consulting project.
	online consulting project: finishing touches of your work <i>e.g. Global Wines</i> After gathering all information, you should now have a draft of your project and some ideas to share. Take the time to ask for a quick review and make sure the project is aligned with the company's needs. Now is your chance before the last session to ask any additional questions and make the last structural changes to your solutions.

Day 1

Welcome to Portugal

late morning	arrive Lisbon meet ISP program manager at the airport
	transfer to hotel, drop-off luggage

	lunch: own arrangements recommended activity: try out a typical Portuguese lunch - a Portuguese sandwich, pasteis de nata and coffee
early afternoon	orientation talk: orientation talk by ISP Program Manager and your faculty representative Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip, and learn some useful tips from where to find the best exchange rates to what's happening in the city.
late afternoon	cultural event: catching Lisbon's city-soul with ISP Go beyond the classroom to better understand Lisbon's culture and local people and truly immerse yourself in the Portuguese culture. Overcome fun team challenges, uncover hidden locations throughout the city, and compete against time and other teams as you explore Lisbon in a unique way.
	return to hotel, check-in
	time to relax
	meet in hotel lobby, depart for welcome dinner
early evening	cultural event: explore LX Factory, the hidden gem of Lisbon, and become a master of Portuguese cuisine Discover LXFactory, a creative island occupied by corporations and professionals of the industries related to fashion, publicity, communication, fine arts, architecture, and music. Enjoy the cool industrial atmosphere at every step, and explore this huge factory of experiences. End your day by joining a cooking class and learn to prepare some Portuguese dishes.
	return to hotel

Day 2	Explore the beauties outside the capital
	breakfast
	meet in hotel lobby, depart for full day trip
	cultural event: full-day trip to Sintra and Cabo de Roca (incl. group lunch in local restaurant) Immerse yourself in the beauty of the mountainous region of Sintra, a UNESCO World Heritage site also called "glorious Eden". This little Portuguese town is not only known for its incredible monuments and natural beauty, but it is also home to delicious dishes and truly original sweets that delight anyone who is lucky enough to taste them.
	rest of the day at leisure

Day 3	Portugal - what to expect?
	breakfast
	meet in hotel lobby, depart for visits

morning	<p>panel discussion: the Portuguese economy - the challenge of sustainable growth <i>e.g. PricewaterhouseCoopers (PwC) - Portugal</i></p> <p>Complement what you know so far about the Portuguese economy, its current challenges, and latest trends. A panel of professionals will provide a variety of perspectives and will make your understanding of the big picture more accurate. management presentation, discussion</p>
	<p>networking group lunch with panelists</p> <p>Continue the discussions with your panellists during typical Portuguese lunch.</p>
afternoon	<p>flash consulting: the change of business in post pandemic "new normal" <i>e.g. El Corte Inglés Portugal</i></p> <p>Department stores worldwide have been particularly hit by the COVID-19 pandemic and the accelerated acceptance of online retail has exacerbated the already ongoing disruption to classic retail business models. Become a consultant for an afternoon and help a major department store to reinvent their strategy and win over the hearts of customers in post-pandemic times. management presentation, discussion, tour of the department store</p>
	meet in hotel lobby, depart for pop-up
evening	<p>cultural event: pop-up evening with a private chef & wine producer</p> <p>a very narrow staircase will bring you up to the home of a Portuguese organic wine producer, who, together with a private chef, will take you through a traditional cooking experience; learn from them about the rich and varied local cuisine, its history, and the country's regions that offer an amazing culinary repertoire</p>
	rest of the day at leisure

Day 4	Digital transformation of Lisbon
	breakfast
	check-out, depart for visit
morning	<p>visit: driving digital future - innovation in the mobility sector <i>e.g. Mercedes-Benz Digital Delivery Hub in Lisbon</i></p> <p>How digital transformation concerns companies to develop new services and expanded business models at a hitherto unseen speed; what are new challenges for the automotive industry? management presentation, discussion, tour of facilities</p>
	group lunch
early afternoon	<p>visit: PART I: Is Lisbon set to become the next Silicon Valley as Europe's tech hub? <i>e.g. Canopy City</i></p> <p>Feel the atmosphere of one of Portugal's leading innovation community; see how creativity is moving forward the local start-up scene and what the country does to support its entrepreneurs. management presentation, discussion</p>

afternoon	entrepreneurial labs: PART II: interactive workshop with startups <i>e.g. Canopy City</i> Break into smaller groups interact with local entrepreneurs, learn about the core of their business, and brainstorm possible ideas for their business growth! brainstorming session.
late afternoon	transfer to Porto (duration approx. 3 hours)
evening	check-in, rest of the day at leisure

Day 5	Global reach of Porto
	breakfast
	meet in hotel lobby, depart for visit
morning	case study: Portuguese signature industry: a small country dominating the world's cork production <i>e.g. Corticeira Amorim and Amorim & Irmãos</i> How the local company crossed geographical boundaries and risky conditions for the time, introduced cork to the world, and stood out in sectors such as real estate, finance, telecommunications, and tourism. management presentation, discussion, cork stoppers production plant visit
	group lunch
afternoon	cultural event: Porto's walking food tour Walk through the vibrant history of one of Europe's oldest cities and discover some of its still hidden gems with a local eager to show you the best of their hometown. Find out what makes the city so special and have a taste of it.
	rest of the day to prepare consulting project presentations

Day 6	A day with your consulting project company
	breakfast
	meet in hotel lobby, depart for visit
morning	consulting project: presenting your solutions <i>e.g. Global Wines</i> After weeks of research and preparation, now it's finally the time to pitch your ideas, explain your suggested strategy for the company to implement the changes, and showcase the desired outcome. This step should not only be the end of your assignment but a door left open for possible future collaboration.
	group lunch with the consulting project company representatives
afternoon	cultural event: tour of company's cellars wine tasting at Quinta de Cabriz Spend the afternoon touring a traditional Portuguese wine cellar with and taste the best wines the consulting project company has to offer.
	meet in hotel lobby, depart for farewell dinner

evening	kissing Porto goodbye - farewell dinner in a traditional Portuguese setting End your trip by enjoying a cozy evening in a local restaurant and get an appetizing insight into Porto's burgeoning food scene.
	rest of the day at leisure

Day 7	Depart for home
	breakfast
morning	check-out, transfer to airport
	depart for home