



SGH



CEMS – SKILL SEMINAR INFORMATION SHEET

Title:	Success without Innovative Product
Nature and purpose of the Skill Seminar:	<p>Main session / workshop "Success without Innovative Product" will show students several examples of companies (and make them understand through joint exercise), that achieved success through an appropriate business model.</p> <p>We will teach them four basic approaches to change its business model.</p> <p>Several practical exercises will enable them to understand their principles more accurately.</p> <p>They will also learn the basic pattern / form that allows to prepare analysis of the existing business model and what changes are possible any given company.</p> <p>Students work together on ideas for business model changes in their environment.</p> <p>On top of that, students will get to know what are their options to start their career with Microsoft and how to create their own personal, professional brand.</p>
Organizing company:	Microsoft
Instructor(s): (Name, position, company, if other than the organizing one)	Daria Gostkowska, HR Director, Jacek Myrcha, Sr. Program Manager, Marcin Kurnik, Employer Branding Manager
Date:	20.03.17
Registration deadline:	06.03.17
Hours:	9.30-16.30
Location:	MS Office, Al Jerozolimskie 195a, Warsaw
Meeting point and time:	MS Office, Al Jerozolimskie 195a, 9.15 at the reception
Contact person (organizing company) – telephone/email:	Marcin Kurnik, v-makurn@microsoft.com



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Minimum number of participants:	15
Maximum number of participants:	25
Registration/selection criteria (if any): (eg. Email, CV etc.)	CV
Name & Email of person collecting applications:	CEMS Managers at SGH august@sgh.waw.pl; aszydlo@sgh.waw.pl
Special needs: (if organized at SGH)	
Brief agenda or list of topics:	09:30 – 10:00 Opening 10:00 – 12:00 The brand called you 12:00 – 13:00 Lunch 13:00 – 16:30 Success without Innovative Product
Additional remarks:	Students may be provided with a 2-page study material to be read one week before the meeting.