

# BLENDED INTENSIVE PROGRAM

Program combines both physical and virtual (online) components. This format allows participants to benefit from both in-person interactions and the flexibility of online learning.

## Focus on the beverage industry

The objective of the course is to provide students with a perspective on market operations using a particular industry, such as the beverage industry. Here, they can apply their knowledge in decision-making scenarios, engaging in hands-on learning through real-world problems and market situations. This intricate methodology is realized through a business simulation game and a business development sprint, bridging the gap between theoretical concepts and practical application in the real business environment.

## ONLINE



## From you home!

The focus of the online part of the program is a simulation game (FMCGame by EcoSim) in which business decisions of a company that produces and distributes fast moving consumer goods are modeled. In the simulation, students manage such a virtual company that produces and distributes various types of drinks.

## PHYSICAL



## In Zagreb, Croatia!

In collaboration with Badel1862, a company known for its beverage portfolio, including wines, spirits, Erasmus Tonic soft drinks and cocktail program, participants engage in a competition in a form of Hackaton to develop a practical solution for a genuine business challenge presented by the company.

**Apply to the program in your University!**

**Work together with your group in the online simulation game!**

**Visit Zagreb, Croatia and participate in the Hackathon in May 2024!**

**Exchange  
yourself!**



**BADEL1862**



Business game with a splash of Erasmus