

## Summer School 2024:

### Lowering barriers for minority groups in retail

*This schedule is provisional and subject to change based on external visits that are yet to be determined.*

Day	Hours	Subject
Sunday 1 September		Arrival to Belgium for international students.
Monday 2 September	9:00-12:00	Immersion in the theme & team The end user's perspective
	12:00-13:00	Lunchtime
	13:00-17:00	Introduction to the challenge by Colruyt Introduction to Design Thinking Process
Tuesday 3 September	9:00-12:00	Challenge + Inspiration 'Deep dive in the challenge' (Empathy) + Market research
	12:00-13:00	Lunchtime
	13:00-17:00	Insights / problem definition
Wednesday 4 September	9:00-12:00	Ideation (Brainstorming) + Entrepreneurial creativity
	12:00-13:00	Lunchtime
	13:00-17:00	Prototyping + Valorisation Idea (BMC) (Double diamant = design the thing right)
Thursday 5 September	9:00-12:00	Refine prototype
	12:00-13:00	Lunchtime
	13:00-17:00	Speaking in public and pitching techniques Preparing presentation and pitch
Friday 6 September	9:00-12:00	Final presentations
	12:00-13:00	Closing of the week and departure <b>Remark:</b> Everybody should be able to stay untill 13:00 in Antwerp, Campus National.