

International Congress 2006

January 19th 2006

The European Dream
Unification of Nations, Fusion of Business



The Rotterdam School of Management

The Rotterdam School of Management (RSM) is part of Erasmus University Rotterdam. This business school has an international environment and orientation. Recently it has been ranked as the 20th best business school in Europe. It is a multicultural meeting place where science and the international society meet to exchange knowledge and ideas. RSM offers programs that appeal to both international and Dutch students. International Business Administration (IBA), Business Administration (BA), and a number of different masters programs all form part of RSM. All these globally oriented programs focus on the management of international companies and their operations. A truly international atmosphere prevails in the classroom which comprises of more than 80 nationalities. All students are highly motivated, ambitious and eager to conquer the future business world as well as represent the elite RSM.

About the International Congress

The first International Congress was organized in 2003 by Study Association BActive. Its aim was to enrich the student's curriculum and give companies the possibility to be in direct contact with potential employees. It gave students the opportunity to focus on the different international business experiences of both, companies and individuals. Past themes include Forces of the Future, Start a Global Quest and Master your Bachelor.

The Annual International Congress is now organized by STAR, the largest non-profit student run organization in the Netherlands, with 6500 members. "The European Dream" is the theme of this one-day event which will be held on the 19 January 2006.

Theme: The European Dream

"Americans used to say that the American Dream is worth dying for. The new European Dream is worth living for."

-Jeremy Rifkin, Author of the book "The European Dream"

The American Dream is becoming ever more elusive. One third of all Americans say they do not even believe in the American Dream anymore. Meanwhile, twenty-five nations joined together to create the first multinational governing institution; the European Union. With a GDP of \$10.5 trillion, it is the world's largest economy, eclipsing the United States GDP.

The European Union gives rise to a whole new dream: The European Dream. It focuses on community relationships, sustainable development, quality of life and human rights. It gives force to a United States of Europe.

With the recent developments of the European Union, it is a subject that concerns the today's and future's business leaders. It is a topic that affects the development of all nations' lives and careers. As business students and residents of the EU it is interesting to see how companies and individuals react to new business opportunities in Europe and how the new business practices of the European Dream are being implemented.

Advantages of participation

During the last three years, the International Congress has been one of the leading educational events at RSM/Erasmus University. It offers companies, multinational enterprises in particular, the ultimate chance to present themselves to both Bachelor and Master students of RSM/Erasmus University and to share their business experiences with them. It is a unique opportunity to get in direct contact with the business people of the future. It is this networking aspect in particular that makes the International Congress successful in providing a win-win situation for enterprises, students and professors.

The 2006 Congress will offer companies a unique opportunity to show their affiliation with the theme during a panel discussion, various workshops and master classes. There are also various promotional activities that companies can participate in, which in the past have proven to be a powerful tool for creating and/or reinforcing name recognition and awareness among students.

Preliminary program

10:00 Plenary sessions

Opening session: The European Dream: an introduction.
What is it about and how did it arise?

First session: Current trends.

Second session: Business opportunities and risks.

11:30 Panel Discussion

Debate between supporters and critics of the European Dream considering the following propositions:

Proposition 1: European Dream: American nightmare?

Proposition 2: Individualism or Communitarian: which approach is the most beneficial for business in the long-run?

Proposition 3: Human rights vs. property rights.

13:00 Lunch

During the lunch we offer an opportunity to meet our Bachelor and Master students in an informal, relaxing atmosphere.

14:00 Workshops

Multiple workshops will be organised, each for approximately 60 students. Workshops offer a larger flexibility than master classes. Companies are free to address any interesting topics, as long as they

contribute to the development of the competencies of the participating students.

15:00 Master classes

Several Master classes are planned for 25 to 30 students each. These classes allow Bachelor students to get an indication of the master subjects. The master subjects that will be discussed (Marketing, HRM, Logistics, Strategy, ICT and Finance & Accounting, Entrepreneurship) will be in line with our theme. Interaction with the audience will be the key importance in the master classes.

Master class 1: Marketing - Should companies adapt different marketing strategies for the different countries within the EU?

Master class 2: Human Resource Management - How to manage and recruit people from different cultural backgrounds? / Different Countries, different competencies?

Master class 3: Logistics - Examines the benefits companies have from the disappearance of borders.

Master class 4: Strategy - Changing European business environment, changing managerial roles.

Master class 5: Information & Communication Technology - Dynamic business networks.

Master class 6: Finance & Accounting - Financial crises and crashes / Predictability of the market

Master class 7: Entrepreneurship – Valuation of entrepreneurial ventures

17:00 Informal Social Drink

Students and Company representative are enabled to get to know each other better in an informal atmosphere.

The program may be subject to change. Suggestions with regard to particular parts of the program are welcome. Workshops and Master Classes can, in mutual agreement, be customized to specific business or developments within a specific enterprise.