

**SUNDAY, 17 NOVEMBER 2019 -ARRIVAL DAY**

**MONDAY, 18 NOVEMBER 2019**

13:50 - 14:15	Meeting Point at D. Maria Tryp Hotel - (Mini Bus)	
14:30 - 15:30	University main building, meeting with the rector.	
15:45 - 16:00	Engineering Faculty Council Main Meeting Room	Welcome (Professor, Silvio Mariano - President of Faculty, UBI University, Portugal)
16:00 - 16:30		Presentation of the Program (Professor, Miguel Moreira Pinto - UBI University, Portugal)
16:30 - 17:30		CSB Project dissemination and update about Intellectual Outputs (La Sapienza University Team and JUMP Team, Italy)
17:30 - 18:30	Visit to UBI Architecture Faculty (mini bus to the hotel at 18:30)	
18:30 - 20:00	Free time	
20:00 - 23:00	Dinner buffet at D. Maria Tryp Hotel (approx. 16 euros with all include)	

**TUESDAY, 19 NOVEMBER 2019**

*Open master class for students of Architecture, Civil Engineering, Management, Marketing and stakeholders.*

09:50 - 10:00	Meeting Point at D. Maria Tryp Hotel - (Mini Bus)	
10:10 - 10:30	Room - Amphitheatre 8.1 Engineering Building	Welcome (Vice-Rector)
10:30 - 10:45		The Importance of communication (Professor, Miguel Moreira Pinto - UBI University, Portugal)
10:45 - 11:10		What's missing for you to be happy? (Dra. Dominique Magalhães - Best seller writer. CEO of Dom Produções Criativas and Dom Concierge. Brazil)
11:10 - 11:40		Visual Exercise:1-Effective Listening/2-Effective Visuals and attention. Concentration/3-Details Vs General Picture/4-Orders Vs Standards (Professor, Enriko Ceko- University College Wisdom, Albania)
11:40 - 12:00		Coffee Break
12:00 - 12:30		Youth and diversity management in Republic of North Macedonia: determining the impact of gender and sexual orientation (Professor, Marjan Mladenovski - Euro College Kumanovo, North Macedonia)
12:30 - 13:00		The role of cultural differences in the management of organizations (Professor, Marija Stojanova- Euro College Kumanovo, North Macedonia)

13:00 - 13:15		Cultural aspects of marketing (Professor, Antonija Kvasina - University of Split, Faculty of Economics, Business and Tourism, Croatia)
13:15 - 13:25		Conclusion (Dr. Pedro Serrão-UBI University, Portugal)
13:30 - 14:15		Lunch at (DECA room) Faculty Cantina
14:20 - 14:30		Meeting Point at Faculty main door (Mini Bus)
14:45 - 15:00		Mini bus or car to Vila do Carvalho (It's a small Heritage Villa at 5 km from Covilhã). Photos section and <b>photo exposition about Heritage Business from Multiplier Event</b> (with Photographers from Lithuania, Poland, Spain, Brazil and Portugal)
15:00 - 16:00	Vila do Carvalho Meeting Room	<b>Multiplier Event - "The future of Europe and the CSB Curricula in the Bologna Process"</b> Presentation and Dissemination of the Project and Outputs. Round Table. Stakeholders: -Students: Jorge Holguera (UBI) -Teacher: Professor Inês Campos (UBI) and Professor Andreia Garcia (UBI) -Professionals: Gustavo Gutiérrez (President of and ONG, Museo indígena contemporáneo) -Ricardo Silva (School Director) -Bruno Silva (Tourism Business Sector, Porto)
16:00 - 17:30		<b>Round table with local authority about tourism and businesses management. Ideas and concepts.</b> Project partners expression of ideas and feedbacks time Local authorities presentation of the tourism project "Mysteria" Presence of stakeholders representing the community of Covilhã
17:30 - 19:00		Visit Mysteria "Terror House" and Visit to "Angel House".
19:00 - 00:00		Special Heritage Dinner (partners guests of UBI).
00:00 - 15:00		Mini Bus to the Hotel. Meeting Point at Vila Carvalho "Junta de Freguesia" main door.

### WEDNESDAY, 20 NOVEMBER 2019

*Open master class for students of Architecture, Civil Engineering, Management, Marketing and stakeholders.*

09:50 - 10:00		Meeting Point at D. Maria Tryp Hotel - (Mini Bus)
10:10 - 10:40	Room - Amphitheatre 8.1 Engineering Building	Psychogeography and cultural studies (Professor, Ljubisha Petrushevski - Euro College Kumanovo, North Macedonia)
10:40 - 11:10		Space and Place in Cultural Studies (Professor, Jolanta Saldukaitytė - VGTU, Lithuania)
11:10 - 11:40		Alternative economic concepts (Professor, Pasko Burnac - University of Split, Faculty of Economics, Business and Tourism, Croatia)
11:40 - 11:55		Coffee Break
11:55 - 12:25		Informal cities: how to reshape urban environment through collective action (Professor, Antonio Putini - La Sapienza University of Rome, Italy)
12:25 - 12:55		Global vs. Heritage. Case Studies from fashion system, tourism, urban activism (Professor, Maria Cristina Marchetti - La Sapienza University of Rome, Italy)

12:55 - 13:25		A case study “eco-studio” about learning approach in sustainable development (Professor, Marina Valentukeviciene - VGTU, Lithuania)
13:25 - 13:35		Conclusion (Dr. Pedro Serrão - UBI University, Portugal)
13:40 - 14:40	Lunch at (DECA room) Faculty Cantina	
14:45 - 14:50	Meeting Point at Faculty main door (Mini Bus)	
15:00 - 16:00	Walking tour with local guide, Walls Art and Old Town	
16:00 - 17:00	Visit to the City Hall (Main Room from City Hall + Vice President + merchandising)	
17:10 - 17:20	Meeting Point at City hall main door - (Mini Bus to Tryp Melia Hotel)	
20:00 - 00:00	CSB GALA DINNER: Tryp Dona Maria Hotel, + Tuna Academica (is a group of students who will sing traditional student songs), (price of the dinner aprox. 22 euros with all include)	

**Thursday, 21 NOVEMBER 2019**

*Open master class for students of Architecture, Civil Engineering, Management, Marketing and stakeholders.*

09:50 - 10:00	Meeting Point at D. Maria Tryp Hotel - (Mini Bus)		
10:10 - 10:40	Room - Amphitheatre 8.1 Engineering Building	Influence of Ethics Education on Management and Entrepreneurship Students Attitude Toward Ethical Behavior: Case of Croatia (Professor, Ivana Bilic - University of Split, Faculty of Economics, Business and Tourism, Croatia)	
10:40 - 11:10		The Cultural Behavior of the Public Towards Capital Markets in a Small Economy (Professor, Artan Gjergji - University College Wisdom, Albania)	
11:10 - 11:40		The consequences of the exploitation of natural resources: The Results of the Economic Investigation (Professor, Jacopo Bonchi - La Sapienza University of Rome, Italy)	
11:40 - 11:55		Coffee Break	
11:55 - 12:25		Personality traits needed to lead a social business (Professor, Brunilda Paskali - University College Wisdom, Albania)	
12:25 - 12:55		Leadership and culture of educational institutions (Professor, Niksa Alfirevic - Croatia)	
12:55 - 13:25		Relevance of Ethics of Ancient Greek Cynicism to Contemporary Society (Professor, Vytis Valatka - Lithuania)	
13:25 - 13:35		Conclusion / Certificates (Dr. Pedro Serrão and Professor, Miguel Moreira Pinto - UBI University, Portugal)	
13:40 - 14:40		Lunch at (DECA room) Faculty Cantina	
14:45 - 14:50		Meeting Point at Faculty main door (Mini Bus)	
15:00 - 19:00	Visit to Belmonte Castle/ Cheese Museum - /New and LAB		
19:30 - 00:00	Dinner at Serra da Estrela Mountain (aprox. 15 euros) + Sunset		
00:00 - 00:10	Meeting Point at restaurant main door - (Mini Bus to Tryp Melia Hotel)		

## Friday, 22 NOVEMBER 2019

11:00 - 12:50	Meeting at Architecture Department - conclusions about Learning Mobility (Jump and Project Leaders)
13:00 - 14:00	Free time to lunch
14:30 - 16:00	Visit to University Campus / Finish and Departure

## SATURDAY, 23 NOVEMBER 2019 -DEPARTURE



SAPIENZA  
UNIVERSITÀ DI ROMA



VILNIAUS GEDIMINO  
TECHNIKOS UNIVERSITETAS



UNIVERSIDADE  
BEIRA INTERIOR



Gioventù in riSalto