Weekly tracking sheets

Business & Management · 120 weeks · 6 semesters · 1271 h of coursework

Name: _____

Study partner: _____

Start date: ___ / ___ / _____

HOW TO USE

1. **Start of semester:** read the semester overview page and write down your goal.
2. **Sunday evening:** fill in the dates and the goal on the week's sheet.
3. **During the week:** tick each finished task and log your real time every day.
4. **Partner check-in:** explain one idea in 5 minutes without notes.
5. **End of week:** rate your skills; a skill is acquired when you can do it alone.
6. **Weeks 19 and 20:** finish the semester project and sign it off.

THE SIX SEMESTERS

S1 · The firm and its environment
Year 1 · 198 h

S2 · Management tools
Year 1 · 225 h

S3 · Marketing and customer data
Year 2 · 196 h

S4 · Human resources and leadership
Year 2 · 198 h

S5 · Operations and analytics
Year 3 · 236 h

S6 · Strategy and innovation
Year 3 · 218 h

S1

YEAR 1 · FOUNDATIONS · 198 H · ≈ 9.9 H PER WEEK

The firm and its environment

From ___ / ___ to ___ / ___

> Understand how a firm works, its main functions and its market, and discover entrepreneurship and business ethics.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
Introduction to Marketing · Business Foundations	13 h	W. 1–2	☐
Introduction to Financial Accounting · Business Foundations	15 h	W. 2–3	☐
Managing Social and Human Capital · Business Foundations	9 h	W. 3–4	☐
Introduction to Corporate Finance · Business Foundations	9 h	W. 4–5	☐
Introduction to Operations Management · Business Foundations	16 h	W. 5–7	☐
Wharton Business Foundations Capstone · Business Foundations	16 h	W. 7–8	☐
Microeconomics Principles · Microeconomics Principles	9 h	W. 8–9	☐
Market Equilibrium, Government Policy & Elasticity · Microeconomics Principles	6 h	W. 9–10	☐
The Theory of the Firm · Microeconomics Principles	9 h	W. 10–11	☐
Public Goods, Common Resources, and Externalities · Microeconomics Principles	4 h	W. 11	☐
Fundamentals of Marketing Strategy · Business and Marketing Strategies	6 h	W. 11–12	☐
Fundamentals of International Business · Business and Marketing Strategies	19 h	W. 12–14	☐
Operations Systems Excellence · Business and Marketing Strategies	18 h	W. 14–16	☐
Consumption, Marketing and Culture · Business and Marketing Strategies	16 h	W. 16–17	☐
Financial Accounting Fundamentals · Entrepreneurship: Growing Your Business	13 h	W. 17–18	☐
Ethical Leadership Through Giving Voice to Values · Entrepreneurship: Growing Your Business	11 h	W. 18–20	☐
New Models of Business in Society · Entrepreneurship: Growing Your Business	5 h	W. 20	☐
Innovating with the Business Model Canvas · Entrepreneurship: Growing Your Business	4 h	W. 20	☐

TARGET SKILLS

- ☐ Marketing, accounting, finance, HR and operations: an overview
- ☐ Supply, demand, elasticities, costs and competition
- ☐ Marketing strategy and consumer behaviour
- ☐ International business and business cultures
- ☐ Reading a small firm's financial statements
- ☐ Ethics and responsible business models

SEMESTER PROJECT

A diagnosis of a local SME: market and competitors, offer, simplified accounts, team and operations, in five pages.

Signed off on ___ / ___ / _____

READING

- ☐ Introduction to Business
- ☐ Entrepreneurship

MY GOAL FOR THIS SEMESTER

1

YEAR 1 · S1 · WEEK 1/20 · ≈ 9.9 H

Introduction to Marketing

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Marketing · start · ≈ 9.9 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

2

YEAR 1 · S1 · WEEK 2/20 · ≈ 9.9 H

Introduction to Marketing

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Marketing · finish · ≈ 3.1 h
- ☐ Introduction to Financial Accounting · start · ≈ 6.8 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

3

YEAR 1 · S1 · WEEK 3/20 · ≈ 9.9 H

Introduction to Financial Accounting

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Financial Accounting · finish · ≈ 8.2 h
- ☐ Managing Social and Human Capital · start · ≈ 1.7 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

4

YEAR 1 · S1 · WEEK 4/20 · ≈ 9.9 H

Managing Social and Human Capital

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Social and Human Capital · finish · ≈ 7.3 h
- ☐ Introduction to Corporate Finance · start · ≈ 2.6 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

5

YEAR 1 · S1 · WEEK 5/20 · ≈ 9.9 H

Introduction to Corporate Finance

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Corporate Finance · finish · ≈ 6.4 h
- ☐ Introduction to Operations Management · start · ≈ 3.5 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

6

YEAR 1 · S1 · WEEK 6/20 · ≈ 9.9 H

Introduction to Operations Management

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Operations Management · continued · ≈ 9.9 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

7

YEAR 1 · S1 · WEEK 7/20 · ≈ 9.9 H

Introduction to Operations Management

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Operations Management · finish · ≈ 2.6 h
- ☐ Wharton Business Foundations Capstone · start · ≈ 7.3 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

8

YEAR 1 · S1 · WEEK 8/20 · ≈ 9.9 H

Wharton Business Foundations Capstone

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Wharton Business Foundations Capstone · finish · ≈ 8.7 h
- ☐ Microeconomics Principles · start · ≈ 1.2 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

9

YEAR 1 · S1 · WEEK 9/20 · ≈ 9.9 H

Microeconomics Principles

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Microeconomics Principles · finish · ≈ 7.8 h
- ☐ Market Equilibrium, Government Policy & Elasticity · start · ≈ 2.1 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

10

YEAR 1 · S1 · WEEK 10/20 · ≈ 9.9 H

Market Equilibrium, Government Policy & Elasticity

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Market Equilibrium, Government Policy & Elasticity · finish · ≈ 3.9 h
- ☐ The Theory of the Firm · start · ≈ 6 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

11

YEAR 1 · S1 · WEEK 11/20 · ≈ 9.9 H

The Theory of the Firm

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ The Theory of the Firm · finish · ≈ 3 h
- ☐ Public Goods, Common Resources, and Externalities · ≈ 4 h
- ☐ Fundamentals of Marketing Strategy · start · ≈ 2.9 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

12

YEAR 1 · S1 · WEEK 12/20 · ≈ 9.9 H

Fundamentals of Marketing Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Fundamentals of Marketing Strategy · finish · ≈ 3.1 h
- ☐ Fundamentals of International Business · start · ≈ 6.8 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

13

YEAR 1 · S1 · WEEK 13/20 · ≈ 9.9 H

Fundamentals of International Business

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Fundamentals of International Business · continued · ≈ 9.9 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

14

YEAR 1 · S1 · WEEK 14/20 · ≈ 9.9 H

Fundamentals of International Business

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Fundamentals of International Business · finish · ≈ 2.3 h
- ☐ Operations Systems Excellence · start · ≈ 7.6 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

15

YEAR 1 · S1 · WEEK 15/20 · ≈ 9.9 H

Operations Systems Excellence

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Systems Excellence · continued · ≈ 9.9 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

16

YEAR 1 · S1 · WEEK 16/20 · ≈ 9.9 H

Operations Systems Excellence

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Systems Excellence · finish · ≈ 0.5 h
- ☐ Consumption, Marketing and Culture · start · ≈ 9.4 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

17

YEAR 1 · S1 · WEEK 17/20 · ≈ 9.9 H

Consumption, Marketing and Culture

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Consumption, Marketing and Culture · finish · ≈ 6.6 h
- ☐ Financial Accounting Fundamentals · start · ≈ 3.3 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

18

YEAR 1 · S1 · WEEK 18/20 · ≈ 9.9 H

Financial Accounting Fundamentals

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Financial Accounting Fundamentals · finish · ≈ 9.7 h
- ☐ Ethical Leadership Through Giving Voice to Values · start · ≈ 0.2 h
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Reading a small firm's financial statements	☐	☐	☐	☐
Ethics and responsible business models	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

19

YEAR 1 · S1 · WEEK 19/20 · ≈ 9.9 H

Ethical Leadership Through Giving Voice to Values

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Ethical Leadership Through Giving Voice to Values · continued · ≈ 9.9 h
- ☐ **Semester project**: A diagnosis of a local SME: market and competitors, offer, simplified accounts, team and operations, in five pages.
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing, accounting, finance, HR and operations: an overview	☐	☐	☐	☐
Supply, demand, elasticities, costs and competition	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

20

YEAR 1 · S1 · WEEK 20/20 · ≈ 9.9 H

Ethical Leadership Through Giving Voice to Values

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Ethical Leadership Through Giving Voice to Values · finish · ≈ 0.9 h
- ☐ New Models of Business in Society · ≈ 5 h
- ☐ Innovating with the Business Model Canvas · ≈ 4 h
- ☐ **Semester project**: A diagnosis of a local SME: market and competitors, offer, simplified accounts, team and operations, in five pages.
- ☐ Reading: Entrepreneurship

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and consumer behaviour	☐	☐	☐	☐
International business and business cultures	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

S2

YEAR 1 · FOUNDATIONS · 225 H · ≈ 11.2 H PER WEEK

Management tools

From ___ / ___ to ___ / ___

Build spreadsheet models, reason with statistics, master financial accounting and run a project from scoping to closure.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
Fundamentals of Quantitative Modeling · Business and Financial Modeling	10 h	W. 1	☐
Introduction to Spreadsheets and Models · Business and Financial Modeling	8 h	W. 1–2	☐
Modeling Risk and Realities · Business and Financial Modeling	9 h	W. 2–3	☐
Decision-Making and Scenarios · Business and Financial Modeling	9 h	W. 3–4	☐
Wharton Business and Financial Modeling Capstone · Business and Financial Modeling	16 h	W. 4–5	☐
Understanding and Visualizing Data with Python · Statistics with Python	20 h	W. 5–7	☐
Inferential Statistical Analysis with Python · Statistics with Python	22 h	W. 7–9	☐
Fitting Statistical Models to Data with Python · Statistics with Python	15 h	W. 9–10	☐
Initiating and Planning Projects · Project Management Principles and Practices	5 h	W. 10–11	☐
Budgeting and Scheduling Projects · Project Management Principles and Practices	5 h	W. 11	☐
Managing Project Risks and Changes · Project Management Principles and Practices	5 h	W. 11–12	☐
Project Management Project · Project Management Principles and Practices	4 h	W. 12	☐
Financial Accounting: Foundations · Business Value and Project Management	13 h	W. 12–13	☐
Financial Accounting: Advanced Topics · Business Value and Project Management	12 h	W. 13–14	☐
Designing the Organization · Business Value and Project Management	13 h	W. 14–15	☐
Managing the Organization · Business Value and Project Management	13 h	W. 15–16	☐
Project Initiation and Planning · Business Value and Project Management	24 h	W. 16–19	☐
Project Execution and Control · Business Value and Project Management	22 h	W. 19–20	☐

TARGET SKILLS

- ☐ Quantitative models, risk and scenarios in spreadsheets
- ☐ Descriptive statistics, tests and regression
- ☐ Financial accounting: balance sheet, income and cash flow
- ☐ Designing and managing the organisation
- ☐ Project scoping, schedule, budget and risk
- ☐ Agile and waterfall methods

SEMESTER PROJECT

The full plan of a real three-month project (breakdown, schedule, budget, risks), with a financial model under three scenarios.

Signed off on ___ / ___ / _____

READING

- ☐ OpenIntro Statistics
- ☐ Project Management, 2nd Edition
- ☐ Principles of Accounting, Volume 1: Financial Accounting

MY GOAL FOR THIS SEMESTER

21

YEAR 1 · S2 · WEEK 1/20 · ≈ 11.2 H

Fundamentals of Quantitative Modeling

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Fundamentals of Quantitative Modeling · ≈ 10 h
- ☐ Introduction to Spreadsheets and Models · start · ≈ 1.2 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

22

YEAR 1 · S2 · WEEK 2/20 · ≈ 11.2 H

Introduction to Spreadsheets and Models

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Spreadsheets and Models · finish · ≈ 6.8 h
- ☐ Modeling Risk and Realities · start · ≈ 4.5 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

23

YEAR 1 · S2 · WEEK 3/20 · ≈ 11.2 H

Modeling Risk and Realities

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Modeling Risk and Realities · finish · ≈ 4.5 h
- ☐ Decision-Making and Scenarios · start · ≈ 6.8 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

24

YEAR 1 · S2 · WEEK 4/20 · ≈ 11.2 H

Decision-Making and Scenarios

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Decision-Making and Scenarios · finish · ≈ 2.2 h
- ☐ Wharton Business and Financial Modeling Capstone · start · ≈ 9 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

25 Wharton Business and Financial Modeling Capstone

YEAR 1 · S2 · WEEK 5/20 · ≈ 11.2 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Wharton Business and Financial Modeling Capstone · finish · ≈ 7 h
- ☐ Understanding and Visualizing Data with Python · start · ≈ 4.2 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

26 Understanding and Visualizing Data with Python

YEAR 1 · S2 · WEEK 6/20 · ≈ 11.2 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Understanding and Visualizing Data with Python · continued · ≈ 11.2 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

27

YEAR 1 · S2 · WEEK 7/20 · ≈ 11.2 H

Understanding and Visualizing Data with Python

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Understanding and Visualizing Data with Python · finish · ≈ 4.5 h
- ☐ Inferential Statistical Analysis with Python · start · ≈ 6.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

28

YEAR 1 · S2 · WEEK 8/20 · ≈ 11.2 H

Inferential Statistical Analysis with Python

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Inferential Statistical Analysis with Python · continued · ≈ 11.2 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

29

YEAR 1 · S2 · WEEK 9/20 · ≈ 11.2 H

Inferential Statistical Analysis with Python

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Inferential Statistical Analysis with Python · finish · ≈ 4 h
- ☐ Fitting Statistical Models to Data with Python · start · ≈ 7.2 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

30 Fitting Statistical Models to Data with Python

YEAR 1 · S2 · WEEK 10/20 · ≈ 11.2 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Fitting Statistical Models to Data with Python · finish · ≈ 7.8 h
- ☐ Initiating and Planning Projects · start · ≈ 3.5 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

31

YEAR 1 · S2 · WEEK 11/20 · ≈ 11.2 H

Initiating and Planning Projects

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Initiating and Planning Projects · finish · ≈ 1.5 h
- ☐ Budgeting and Scheduling Projects · ≈ 5 h
- ☐ Managing Project Risks and Changes · start · ≈ 4.8 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

32

YEAR 1 · S2 · WEEK 12/20 · ≈ 11.2 H

Managing Project Risks and Changes

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Project Risks and Changes · finish · ≈ 0.2 h
- ☐ Project Management Project · ≈ 4 h
- ☐ Financial Accounting: Foundations · start · ≈ 7 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

33

YEAR 1 · S2 · WEEK 13/20 · ≈ 11.2 H

Financial Accounting: Foundations

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Financial Accounting: Foundations · finish · ≈ 6 h
- ☐ Financial Accounting: Advanced Topics · start · ≈ 5.2 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

34

YEAR 1 · S2 · WEEK 14/20 · ≈ 11.2 H

Financial Accounting: Advanced Topics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Financial Accounting: Advanced Topics · finish · ≈ 6.8 h
- ☐ Designing the Organization · start · ≈ 4.5 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

35

YEAR 1 · S2 · WEEK 15/20 · ≈ 11.2 H

Designing the Organization

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Designing the Organization · finish · ≈ 8.5 h
- ☐ Managing the Organization · start · ≈ 2.8 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

36

YEAR 1 · S2 · WEEK 16/20 · ≈ 11.2 H

Managing the Organization

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing the Organization · finish · ≈ 10.2 h
- ☐ Project Initiation and Planning · start · ≈ 1 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

37

YEAR 1 · S2 · WEEK 17/20 · ≈ 11.2 H

Project Initiation and Planning

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Project Initiation and Planning · continued · ≈ 11.2 h
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

38

YEAR 1 · S2 · WEEK 18/20 · ≈ 11.2 H

Project Initiation and Planning

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Project Initiation and Planning · continued · ≈ 11.2 h
- ☐ Reading: Principles of Accounting, Volume 1: Financial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Project scoping, schedule, budget and risk	☐	☐	☐	☐
Agile and waterfall methods	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

39

YEAR 1 · S2 · WEEK 19/20 · ≈ 11.2 H

Project Initiation and Planning

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Project Initiation and Planning · finish · ≈ 0.5 h
- ☐ Project Execution and Control · start · ≈ 10.8 h
- ☐ **Semester project**: The full plan of a real three-month project (breakdown, schedule, budget, risks), with a financial model under three scenarios.
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Quantitative models, risk and scenarios in spreadsheets	☐	☐	☐	☐
Descriptive statistics, tests and regression	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

40

YEAR 1 · S2 · WEEK 20/20 · ≈ 11.2 H

Project Execution and Control

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Project Execution and Control · finish · ≈ 11.2 h
- ☐ **Semester project**: The full plan of a real three-month project (breakdown, schedule, budget, risks), with a financial model under three scenarios.
- ☐ Reading: Project Management, 2nd Edition

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Financial accounting: balance sheet, income and cash flow	☐	☐	☐	☐
Designing and managing the organisation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.2 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

S3

YEAR 2 · BUSINESS FUNCTIONS · 196 H · ≈ 9.8 H PER WEEK

Marketing and customer data

From ___ / ___ to ___ / ___

Design and run a digital marketing strategy, and measure its effectiveness with marketing analytics tools.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
The Digital Marketing Revolution · Digital Marketing	26 h	W. 1–3	☐
Marketing in a Digital World · Digital Marketing	29 h	W. 3–6	☐
Digital Marketing: Customer Engagement Strategy · Digital Marketing	13 h	W. 6–7	☐
Digital Marketing: Platforms, Data, and Technologies · Digital Marketing	12 h	W. 7–9	☐
Digital Marketing Strategy: Navigating Emerging Media and AI · Digital Marketing	19 h	W. 9–11	☐
Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World · Digital Marketing	19 h	W. 11–13	☐
Digital Marketing Capstone · Digital Marketing	18 h	W. 13–14	☐
Meaningful Marketing Insights · Foundations of Marketing Analytics	11 h	W. 14–15	☐
Managing Uncertainty in Marketing Analytics · Foundations of Marketing Analytics	12 h	W. 16–17	☐
Forecasting Models for Marketing Decisions · Foundations of Marketing Analytics	12 h	W. 17–18	☐
Survey analysis to Gain Marketing Insights · Foundations of Marketing Analytics	5 h	W. 18	☐
Introduction to Social Media Analytics · Foundations of Marketing Analytics	9 h	W. 18–19	☐
Marketing Analytics Capstone Project · Foundations of Marketing Analytics	11 h	W. 19–20	☐

TARGET SKILLS

- ☐ Digital marketing, social media and search
- ☐ Customer journey and engagement
- ☐ Emerging media, AI and data ethics
- ☐ Descriptive statistics and regression applied to marketing
- ☐ Forecasting, uncertainty and surveys
- ☐ Social media analytics

SEMESTER PROJECT

A full digital campaign for a real brand: targets, customer journey, channels, budget, then a KPI dashboard and a sales forecast.

Signed off on ___ / ___ / _____

READING

- ☐ Principles of Marketing
- ☐ OpenIntro Statistics

MY GOAL FOR THIS SEMESTER

41

YEAR 2 · S3 · WEEK 1/20 · ≈ 9.8 H

The Digital Marketing Revolution

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ The Digital Marketing Revolution · start · ≈ 9.8 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

42

YEAR 2 · S3 · WEEK 2/20 · ≈ 9.8 H

The Digital Marketing Revolution

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ The Digital Marketing Revolution · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

43

YEAR 2 · S3 · WEEK 3/20 · ≈ 9.8 H

The Digital Marketing Revolution

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ The Digital Marketing Revolution · finish · ≈ 6.4 h
- ☐ Marketing in a Digital World · start · ≈ 3.4 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

44

YEAR 2 · S3 · WEEK 4/20 · ≈ 9.8 H

Marketing in a Digital World

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Marketing in a Digital World · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

45

YEAR 2 · S3 · WEEK 5/20 · ≈ 9.8 H

Marketing in a Digital World

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Marketing in a Digital World · continued · ≈ 9.8 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

46

YEAR 2 · S3 · WEEK 6/20 · ≈ 9.8 H

Marketing in a Digital World

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Marketing in a Digital World · finish · ≈ 6 h
- ☐ Digital Marketing: Customer Engagement Strategy · start · ≈ 3.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

47

YEAR 2 · S3 · WEEK 7/20 · ≈ 9.8 H

Digital Marketing: Customer Engagement Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing: Customer Engagement Strategy · finish · ≈ 9.2 h
- ☐ Digital Marketing: Platforms, Data, and Technologies · start · ≈ 0.6 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

48

YEAR 2 · S3 · WEEK 8/20 · ≈ 9.8 H

Digital Marketing: Platforms, Data, and Technologies

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing: Platforms, Data, and Technologies · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

49

YEAR 2 · S3 · WEEK 9/20 · ≈ 9.8 H

Digital Marketing: Platforms, Data, and Technologies

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing: Platforms, Data, and Technologies · finish · ≈ 1.6 h
- ☐ Digital Marketing Strategy: Navigating Emerging Media and AI · start · ≈ 8.2 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

50

YEAR 2 · S3 · WEEK 10/20 · ≈ 9.8 H

Digital Marketing Strategy: Navigating Emerging Media and AI

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing Strategy: Navigating Emerging Media and AI · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

51

YEAR 2 · S3 · WEEK 11/20 · ≈ 9.8 H

Digital Marketing Strategy: Navigating Emerging Media and AI

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing Strategy: Navigating Emerging Media and AI · finish · ≈ 1 h
- ☐ Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World · start · ≈ 8.8 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

YEAR 2 · S3 · WEEK 12/20 · ≈ 9.8 H

52 Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

YEAR 2 · S3 · WEEK 13/20 · ≈ 9.8 H

53 Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World · finish · ≈ 0.4 h
- ☐ Digital Marketing Capstone · start · ≈ 9.4 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

54

YEAR 2 · S3 · WEEK 14/20 · ≈ 9.8 H

Digital Marketing Capstone

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Digital Marketing Capstone · finish · ≈ 8.6 h
- ☐ Meaningful Marketing Insights · start · ≈ 1.2 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

55

YEAR 2 · S3 · WEEK 15/20 · ≈ 9.8 H

Meaningful Marketing Insights

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Meaningful Marketing Insights · finish · ≈ 9.8 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

56

YEAR 2 · S3 · WEEK 16/20 · ≈ 9.8 H

Managing Uncertainty in Marketing Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Uncertainty in Marketing Analytics · continued · ≈ 9.8 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

57

YEAR 2 · S3 · WEEK 17/20 · ≈ 9.8 H

Managing Uncertainty in Marketing Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Uncertainty in Marketing Analytics · finish · ≈ 2.2 h
- ☐ Forecasting Models for Marketing Decisions · start · ≈ 7.6 h
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

58 Forecasting Models for Marketing Decisions

YEAR 2 · S3 · WEEK 18/20 · ≈ 9.8 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Forecasting Models for Marketing Decisions · finish · ≈ 4.4 h
- ☐ Survey analysis to Gain Marketing Insights · ≈ 5 h
- ☐ Introduction to Social Media Analytics · start · ≈ 0.4 h
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Forecasting, uncertainty and surveys	☐	☐	☐	☐
Social media analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

59

YEAR 2 · S3 · WEEK 19/20 · ≈ 9.8 H

Introduction to Social Media Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Introduction to Social Media Analytics · finish · ≈ 8.6 h
- ☐ Marketing Analytics Capstone Project · start · ≈ 1.2 h
- ☐ **Semester project**: A full digital campaign for a real brand: targets, customer journey, channels, budget, then a KPI dashboard and a sales forecast.
- ☐ Reading: Principles of Marketing

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Digital marketing, social media and search	☐	☐	☐	☐
Customer journey and engagement	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

60

YEAR 2 · S3 · WEEK 20/20 · ≈ 9.8 H

Marketing Analytics Capstone Project

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Marketing Analytics Capstone Project · finish · ≈ 9.8 h
- ☐ **Semester project**: A full digital campaign for a real brand: targets, customer journey, channels, budget, then a KPI dashboard and a sales forecast.
- ☐ Reading: OpenIntro Statistics

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Emerging media, AI and data ethics	☐	☐	☐	☐
Descriptive statistics and regression applied to marketing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

S4

YEAR 2 · BUSINESS FUNCTIONS · 198 H · ≈ 9.9 H PER WEEK

Human resources and leadership

From ___ / ___ to ___ / ___

Recruit, appraise and pay, motivate and grow a team, and exert influence across the organisation.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
Preparing to Manage Human Resources · Human Resource Management: HR for People Managers	19 h	W. 1–2	☐
Recruiting, Hiring, and Onboarding Employees · Human Resource Management: HR for People Managers	21 h	W. 2–5	☐
Managing Employee Performance · Human Resource Management: HR for People Managers	15 h	W. 5–6	☐
Managing Employee Compensation · Human Resource Management: HR for People Managers	16 h	W. 6–8	☐
Human Resources Management Capstone: HR for People Managers · Human Resource Management: HR for People Managers	21 h	W. 8–10	☐
Inspiring and Motivating Individuals · Leading People and Teams	17 h	W. 10–12	☐
Managing Talent · Leading People and Teams	14 h	W. 12–13	☐
Influencing People · Leading People and Teams	12 h	W. 13–14	☐
Leading Teams · Leading People and Teams	11 h	W. 14–15	☐
Leading People and Teams Capstone · Leading People and Teams	2 h	W. 15	☐
High Performance Collaboration: Leadership, Teamwork, and Negotiation · Organizational Leadership	14 h	W. 15–17	☐
Leadership Communication for Maximum Impact: Storytelling · Organizational Leadership	5 h	W. 17	☐
Leadership Through Social Influence · Organizational Leadership	4 h	W. 17–18	☐
Leadership Through Marketing · Organizational Leadership	9 h	W. 18–19	☐
Leadership Through Design Innovation · Organizational Leadership	14 h	W. 19–20	☐
Organizational Leadership Capstone · Organizational Leadership	4 h	W. 20	☐

TARGET SKILLS

- ☐ Recruitment, onboarding and employment law
- ☐ Performance management and pay
- ☐ Motivation, talent and leading teams
- ☐ Influence, negotiation and storytelling
- ☐ Leadership and design-led innovation

SEMESTER PROJECT

The HR file of a fictitious ten-person team: job descriptions, pay grid, annual reviews and a team leadership plan.

Signed off on ___ / ___ / _____

READING

- ☐ Human Resource Management
- ☐ Organizational Behavior

MY GOAL FOR THIS SEMESTER

61

YEAR 2 · S4 · WEEK 1/20 · ≈ 9.9 H

Preparing to Manage Human Resources

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Preparing to Manage Human Resources · start · ≈ 9.9 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Recruitment, onboarding and employment law	☐	☐	☐	☐
Performance management and pay	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

62

YEAR 2 · S4 · WEEK 2/20 · ≈ 9.9 H

Preparing to Manage Human Resources

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Preparing to Manage Human Resources · finish · ≈ 9.1 h
- ☐ Recruiting, Hiring, and Onboarding Employees · start · ≈ 0.8 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Motivation, talent and leading teams	☐	☐	☐	☐
Influence, negotiation and storytelling	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

63 Recruiting, Hiring, and Onboarding Employees

YEAR 2 · S4 · WEEK 3/20 · ≈ 9.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Recruiting, Hiring, and Onboarding Employees · continued · ≈ 9.9 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Leadership and design-led innovation	☐	☐	☐	☐
Recruitment, onboarding and employment law	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

64

YEAR 2 · S4 · WEEK 4/20 · ≈ 9.9 H

Recruiting, Hiring, and Onboarding Employees

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Recruiting, Hiring, and Onboarding Employees · continued · ≈ 9.9 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Performance management and pay	☐	☐	☐	☐
Motivation, talent and leading teams	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

65

YEAR 2 · S4 · WEEK 5/20 · ≈ 9.9 H

Recruiting, Hiring, and Onboarding Employees

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Recruiting, Hiring, and Onboarding Employees · finish · ≈ 0.4 h
- ☐ Managing Employee Performance · start · ≈ 9.5 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Influence, negotiation and storytelling	☐	☐	☐	☐
Leadership and design-led innovation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

66

YEAR 2 · S4 · WEEK 6/20 · ≈ 9.9 H

Managing Employee Performance

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Employee Performance · finish · ≈ 5.5 h
- ☐ Managing Employee Compensation · start · ≈ 4.4 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Recruitment, onboarding and employment law	☐	☐	☐	☐
Performance management and pay	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

67

YEAR 2 · S4 · WEEK 7/20 · ≈ 9.9 H

Managing Employee Compensation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Employee Compensation · continued · ≈ 9.9 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Motivation, talent and leading teams	☐	☐	☐	☐
Influence, negotiation and storytelling	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

68

YEAR 2 · S4 · WEEK 8/20 · ≈ 9.9 H

Managing Employee Compensation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Employee Compensation · finish · ≈ 1.7 h
- ☐ Human Resources Management Capstone: HR for People Managers · start · ≈ 8.2 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Leadership and design-led innovation	☐	☐	☐	☐
Recruitment, onboarding and employment law	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

69

YEAR 2 · S4 · WEEK 9/20 · ≈ 9.9 H

Human Resources Management Capstone: HR for People Managers

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Human Resources Management Capstone: HR for People Managers · continued · ≈ 9.9 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Performance management and pay	☐	☐	☐	☐
Motivation, talent and leading teams	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

70

YEAR 2 · S4 · WEEK 10/20 · ≈ 9.9 H

Human Resources Management Capstone: HR for People Managers

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Human Resources Management Capstone: HR for People Managers · finish · ≈ 2.9 h
- ☐ Inspiring and Motivating Individuals · start · ≈ 7 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Influence, negotiation and storytelling	☐	☐	☐	☐
Leadership and design-led innovation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

71

YEAR 2 · S4 · WEEK 11/20 · ≈ 9.9 H

Inspiring and Motivating Individuals

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Inspiring and Motivating Individuals · continued · ≈ 9.9 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Recruitment, onboarding and employment law	☐	☐	☐	☐
Performance management and pay	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

72

YEAR 2 · S4 · WEEK 12/20 · ≈ 9.9 H

Inspiring and Motivating Individuals

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Inspiring and Motivating Individuals · finish · ≈ 0.1 h
- ☐ Managing Talent · start · ≈ 9.8 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Motivation, talent and leading teams	☐	☐	☐	☐
Influence, negotiation and storytelling	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

73

YEAR 2 · S4 · WEEK 13/20 · ≈ 9.9 H

Managing Talent

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managing Talent · finish · ≈ 4.2 h
- ☐ Influencing People · start · ≈ 5.7 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Leadership and design-led innovation	☐	☐	☐	☐
Recruitment, onboarding and employment law	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

74

YEAR 2 · S4 · WEEK 14/20 · ≈ 9.9 H

Influencing People

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Influencing People · finish · ≈ 6.3 h
- ☐ Leading Teams · start · ≈ 3.6 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Performance management and pay	☐	☐	☐	☐
Motivation, talent and leading teams	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

75

YEAR 2 · S4 · WEEK 15/20 · ≈ 9.9 H

Leading Teams

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leading Teams · finish · ≈ 7.4 h
- ☐ Leading People and Teams Capstone · ≈ 2 h
- ☐ High Performance Collaboration: Leadership, Teamwork, and Negotiation · start · ≈ 0.5 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Influence, negotiation and storytelling	☐	☐	☐	☐
Leadership and design-led innovation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

76

YEAR 2 · S4 · WEEK 16/20 · ≈ 9.9 H

High Performance Collaboration: Leadership, Teamwork, and Negotiation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ High Performance Collaboration: Leadership, Teamwork, and Negotiation · continued · ≈ 9.9 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Recruitment, onboarding and employment law	☐	☐	☐	☐
Performance management and pay	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

77

YEAR 2 · S4 · WEEK 17/20 · ≈ 9.9 H

High Performance Collaboration: Leadership, Teamwork, and Negotiation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ High Performance Collaboration: Leadership, Teamwork, and Negotiation · finish · ≈ 3.6 h
- ☐ Leadership Communication for Maximum Impact: Storytelling · ≈ 5 h
- ☐ Leadership Through Social Influence · start · ≈ 1.3 h
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Motivation, talent and leading teams	☐	☐	☐	☐
Influence, negotiation and storytelling	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

78

YEAR 2 · S4 · WEEK 18/20 · ≈ 9.9 H

Leadership Through Social Influence

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leadership Through Social Influence · finish · ≈ 2.7 h
- ☐ Leadership Through Marketing · start · ≈ 7.2 h
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Leadership and design-led innovation	☐	☐	☐	☐
Recruitment, onboarding and employment law	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

79

YEAR 2 · S4 · WEEK 19/20 · ≈ 9.9 H

Leadership Through Marketing

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leadership Through Marketing · finish · ≈ 1.8 h
- ☐ Leadership Through Design Innovation · start · ≈ 8.1 h
- ☐ **Semester project**: The HR file of a fictitious ten-person team: job descriptions, pay grid, annual reviews and a team leadership plan.
- ☐ Reading: Human Resource Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Performance management and pay	☐	☐	☐	☐
Motivation, talent and leading teams	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

80

YEAR 2 · S4 · WEEK 20/20 · ≈ 9.9 H

Leadership Through Design Innovation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leadership Through Design Innovation · finish · ≈ 5.9 h
- ☐ Organizational Leadership Capstone · ≈ 4 h
- ☐ **Semester project**: The HR file of a fictitious ten-person team: job descriptions, pay grid, annual reviews and a team leadership plan.
- ☐ Reading: Organizational Behavior

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Influence, negotiation and storytelling	☐	☐	☐	☐
Leadership and design-led innovation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 9.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

S5

YEAR 3 · OPERATIONS, STRATEGY AND INNOVATION · 236 H · ≈ 11.8 H PER WEEK

Operations and analytics

From ___ / ___ to ___ / ___

Master costs and operations, organise the supply chain and inform decisions through data analysis.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
Managerial Accounting: Cost Behaviors, Systems, and Analysis · Value Chain Management	21 h	W. 1–2	☐
Managerial Accounting: Tools for Facilitating and Guiding Business Decisions · Value Chain Management	25 h	W. 2–4	☐
Operations Management: Organization and Analysis · Value Chain Management	14 h	W. 4–6	☐
Operations Management: Quality and Supply Chain · Value Chain Management	17 h	W. 6–7	☐
Developing a Winning Marketing Strategy · Value Chain Management	17 h	W. 7–8	☐
Developing a Marketing Mix for Growth · Value Chain Management	13 h	W. 8–10	☐
Supply Chain Logistics · Supply Chain Management	10 h	W. 10	☐
Supply Chain Operations · Supply Chain Management	12 h	W. 10–11	☐
Supply Chain Planning · Supply Chain Management	14 h	W. 11–13	☐
Supply Chain Sourcing · Supply Chain Management	12 h	W. 13–14	☐
Supply Chain Management Strategy · Supply Chain Management	16 h	W. 14–15	☐
Customer Analytics · Business Analytics	14 h	W. 15–16	☐
Operations Analytics · Business Analytics	12 h	W. 16–17	☐
People Analytics · Business Analytics	11 h	W. 17–18	☐
Accounting Analytics · Business Analytics	12 h	W. 18–19	☐
Business Analytics Capstone · Business Analytics	16 h	W. 19–20	☐

TARGET SKILLS

- ☐ Management accounting: costs, budgets and variances
- ☐ Operations management, quality and lean
- ☐ Logistics, demand planning and sourcing
- ☐ Marketing strategy and mix
- ☐ Customer, operations, people and accounting analytics

SEMESTER PROJECT

Optimising a product's supply chain: demand forecast, safety stock, full cost and dashboard, with three costed recommendations.

Signed off on ___ / ___ / _____

READING

- ☐ Principles of Accounting, Volume 2: Managerial Accounting
- ☐ Introduction to Business

MY GOAL FOR THIS SEMESTER

81

YEAR 3 · S5 · WEEK 1/20 · ≈ 11.8 H

Managerial Accounting: Cost Behaviors, Systems, and Analysis

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managerial Accounting: Cost Behaviors, Systems, and Analysis · start · ≈ 11.8 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Management accounting: costs, budgets and variances	☐	☐	☐	☐
Operations management, quality and lean	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

82

YEAR 3 · S5 · WEEK 2/20 · ≈ 11.8 H

Managerial Accounting: Cost Behaviors, Systems, and Analysis

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managerial Accounting: Cost Behaviors, Systems, and Analysis · finish · ≈ 9.2 h
- ☐ Managerial Accounting: Tools for Facilitating and Guiding Business Decisions · start · ≈ 2.6 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Logistics, demand planning and sourcing	☐	☐	☐	☐
Marketing strategy and mix	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

83

YEAR 3 · S5 · WEEK 3/20 · ≈ 11.8 H

Managerial Accounting: Tools for Facilitating and Guiding Business Decisions

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managerial Accounting: Tools for Facilitating and Guiding Business Decisions · continued · ≈ 11.8 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Customer, operations, people and accounting analytics	☐	☐	☐	☐
Management accounting: costs, budgets and variances	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

84

YEAR 3 · S5 · WEEK 4/20 · ≈ 11.8 H

Managerial Accounting: Tools for Facilitating and Guiding Business Decisions

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Managerial Accounting: Tools for Facilitating and Guiding Business Decisions · finish · ≈ 10.6 h
- ☐ Operations Management: Organization and Analysis · start · ≈ 1.2 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Operations management, quality and lean	☐	☐	☐	☐
Logistics, demand planning and sourcing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

85

YEAR 3 · S5 · WEEK 5/20 · ≈ 11.8 H

Operations Management: Organization and Analysis

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Management: Organization and Analysis · continued · ≈ 11.8 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and mix	☐	☐	☐	☐
Customer, operations, people and accounting analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

86

YEAR 3 · S5 · WEEK 6/20 · ≈ 11.8 H

Operations Management: Organization and Analysis

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Management: Organization and Analysis · finish · ≈ 1 h
- ☐ Operations Management: Quality and Supply Chain · start · ≈ 10.8 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Management accounting: costs, budgets and variances	☐	☐	☐	☐
Operations management, quality and lean	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

87

YEAR 3 · S5 · WEEK 7/20 · ≈ 11.8 H

Operations Management: Quality and Supply Chain

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Management: Quality and Supply Chain · finish · ≈ 6.2 h
- ☐ Developing a Winning Marketing Strategy · start · ≈ 5.6 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Logistics, demand planning and sourcing	☐	☐	☐	☐
Marketing strategy and mix	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

88

YEAR 3 · S5 · WEEK 8/20 · ≈ 11.8 H

Developing a Winning Marketing Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Developing a Winning Marketing Strategy · finish · ≈ 11.4 h
- ☐ Developing a Marketing Mix for Growth · start · ≈ 0.4 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Customer, operations, people and accounting analytics	☐	☐	☐	☐
Management accounting: costs, budgets and variances	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

89

YEAR 3 · S5 · WEEK 9/20 · ≈ 11.8 H

Developing a Marketing Mix for Growth

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Developing a Marketing Mix for Growth · continued · ≈ 11.8 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Operations management, quality and lean	☐	☐	☐	☐
Logistics, demand planning and sourcing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

90

YEAR 3 · S5 · WEEK 10/20 · ≈ 11.8 H

Developing a Marketing Mix for Growth

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Developing a Marketing Mix for Growth · finish · ≈ 0.8 h
- ☐ Supply Chain Logistics · ≈ 10 h
- ☐ Supply Chain Operations · start · ≈ 1 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and mix	☐	☐	☐	☐
Customer, operations, people and accounting analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

91

YEAR 3 · S5 · WEEK 11/20 · ≈ 11.8 H

Supply Chain Operations

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Supply Chain Operations · finish · ≈ 11 h
- ☐ Supply Chain Planning · start · ≈ 0.8 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Management accounting: costs, budgets and variances	☐	☐	☐	☐
Operations management, quality and lean	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

92

YEAR 3 · S5 · WEEK 12/20 · ≈ 11.8 H

Supply Chain Planning

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Supply Chain Planning · continued · ≈ 11.8 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Logistics, demand planning and sourcing	☐	☐	☐	☐
Marketing strategy and mix	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

93

YEAR 3 · S5 · WEEK 13/20 · ≈ 11.8 H

Supply Chain Planning

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Supply Chain Planning · finish · ≈ 1.4 h
- ☐ Supply Chain Sourcing · start · ≈ 10.4 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Customer, operations, people and accounting analytics	☐	☐	☐	☐
Management accounting: costs, budgets and variances	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

94

YEAR 3 · S5 · WEEK 14/20 · ≈ 11.8 H

Supply Chain Sourcing

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Supply Chain Sourcing · finish · ≈ 1.6 h
- ☐ Supply Chain Management Strategy · start · ≈ 10.2 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Operations management, quality and lean	☐	☐	☐	☐
Logistics, demand planning and sourcing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

95

YEAR 3 · S5 · WEEK 15/20 · ≈ 11.8 H

Supply Chain Management Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Supply Chain Management Strategy · finish · ≈ 5.8 h
- ☐ Customer Analytics · start · ≈ 6 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and mix	☐	☐	☐	☐
Customer, operations, people and accounting analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

96

YEAR 3 · S5 · WEEK 16/20 · ≈ 11.8 H

Customer Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Customer Analytics · finish · ≈ 8 h
- ☐ Operations Analytics · start · ≈ 3.8 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Management accounting: costs, budgets and variances	☐	☐	☐	☐
Operations management, quality and lean	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

97

YEAR 3 · S5 · WEEK 17/20 · ≈ 11.8 H

Operations Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Operations Analytics · finish · ≈ 8.2 h
- ☐ People Analytics · start · ≈ 3.6 h
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Logistics, demand planning and sourcing	☐	☐	☐	☐
Marketing strategy and mix	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

98

YEAR 3 · S5 · WEEK 18/20 · ≈ 11.8 H

People Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ People Analytics · finish · ≈ 7.4 h
- ☐ Accounting Analytics · start · ≈ 4.4 h
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Customer, operations, people and accounting analytics	☐	☐	☐	☐
Management accounting: costs, budgets and variances	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

99

YEAR 3 · S5 · WEEK 19/20 · ≈ 11.8 H

Accounting Analytics

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Accounting Analytics · finish · ≈ 7.6 h
- ☐ Business Analytics Capstone · start · ≈ 4.2 h
- ☐ **Semester project**: Optimising a product's supply chain: demand forecast, safety stock, full cost and dashboard, with three costed recommendations.
- ☐ Reading: Principles of Accounting, Volume 2: Managerial Accounting

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Operations management, quality and lean	☐	☐	☐	☐
Logistics, demand planning and sourcing	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

100

YEAR 3 · S5 · WEEK 20/20 · ≈ 11.8 H

Business Analytics Capstone

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Business Analytics Capstone · finish · ≈ 11.8 h
- ☐ **Semester project**: Optimising a product's supply chain: demand forecast, safety stock, full cost and dashboard, with three costed recommendations.
- ☐ Reading: Introduction to Business

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Marketing strategy and mix	☐	☐	☐	☐
Customer, operations, people and accounting analytics	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 11.8 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

S6

YEAR 3 · OPERATIONS, STRATEGY AND INNOVATION · 218 H · ≈ 10.9 H PER WEEK

Strategy and innovation

From ___ / ___ to ___ / ___

Analyse competition, build growth and corporate strategy, lead the organisation and manage innovation.

SEMESTER PROGRAMME

Course	Length	Weeks	Done
Foundations of Business Strategy · Business Strategy	9 h	W. 1	☐
Advanced Business Strategy · Business Strategy	10 h	W. 1–2	☐
Business Growth Strategy · Business Strategy	11 h	W. 2–3	☐
Strategic Planning and Execution · Business Strategy	11 h	W. 3–4	☐
Business Strategy in Practice (Project-centered Course) · Business Strategy	12 h	W. 4–5	☐
Leading Teams: Developing as a Leader · Strategic Leadership and Management	14 h	W. 5–7	☐
Leading Teams: Building Effective Team Cultures · Strategic Leadership and Management	14 h	W. 7–8	☐
Business Strategy · Strategic Leadership and Management	19 h	W. 8–10	☐
Corporate Strategy · Strategic Leadership and Management	11 h	W. 10–11	☐
Strategic Leadership and Management Capstone · Strategic Leadership and Management	12 h	W. 11–12	☐
Strategic Innovation: Building and Sustaining Innovative Organizations · Innovation: From Creativity to Entrepreneurship	14 h	W. 12–13	☐
Strategic Innovation: Managing Innovation Initiatives · Innovation: From Creativity to Entrepreneurship	14 h	W. 13–14	☐
Creativity Toolkit I: Changing Perspectives · Innovation: From Creativity to Entrepreneurship	21 h	W. 14–16	☐
Creativity Toolkit II: Creative Collaboration · Innovation: From Creativity to Entrepreneurship	22 h	W. 16–18	☐
Entrepreneurship I: Laying the Foundation · Innovation: From Creativity to Entrepreneurship	12 h	W. 18–19	☐
Entrepreneurship II: Preparing for Launch · Innovation: From Creativity to Entrepreneurship	12 h	W. 19–20	☐

TARGET SKILLS

- ☐ Competitive analysis and growth strategy
- ☐ Corporate strategy, mergers and acquisitions
- ☐ Team leadership and culture
- ☐ Creativity, strategic innovation and entrepreneurship
- ☐ Strategic planning and execution
- ☐ Writing a reasoned dissertation

SEMESTER PROJECT

A final dissertation (15 to 20 pages): the strategic plan of a real company, or the launch plan for a new venture.

Signed off on ___ / ___ / _____

READING

- ☐ Mastering Strategic Management
- ☐ Principles of Management

MY GOAL FOR THIS SEMESTER

101

YEAR 3 · S6 · WEEK 1/20 · ≈ 10.9 H

Foundations of Business Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Foundations of Business Strategy · ≈ 9 h
- ☐ Advanced Business Strategy · start · ≈ 1.9 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

102

YEAR 3 · S6 · WEEK 2/20 · ≈ 10.9 H

Advanced Business Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Advanced Business Strategy · finish · ≈ 8.1 h
- ☐ Business Growth Strategy · start · ≈ 2.8 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

103 Business Growth Strategy

YEAR 3 · S6 · WEEK 3/20 · ≈ 10.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Business Growth Strategy · finish · ≈ 8.2 h
- ☐ Strategic Planning and Execution · start · ≈ 2.7 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

104 Strategic Planning and Execution

YEAR 3 · S6 · WEEK 4/20 · ≈ 10.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Strategic Planning and Execution · finish · ≈ 8.3 h
- ☐ Business Strategy in Practice (Project-centered Course) · start · ≈ 2.6 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

105 Business Strategy in Practice (Project-centered Course)

YEAR 3 · S6 · WEEK 5/20 · ≈ 10.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Business Strategy in Practice (Project-centered Course) · finish · ≈ 9.4 h
- ☐ Leading Teams: Developing as a Leader · start · ≈ 1.5 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

106

YEAR 3 · S6 · WEEK 6/20 · ≈ 10.9 H

Leading Teams: Developing as a Leader

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leading Teams: Developing as a Leader · continued · ≈ 10.9 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

107

YEAR 3 · S6 · WEEK 7/20 · ≈ 10.9 H

Leading Teams: Developing as a Leader

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leading Teams: Developing as a Leader · finish · ≈ 1.6 h
- ☐ Leading Teams: Building Effective Team Cultures · start · ≈ 9.3 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

108 Leading Teams: Building Effective Team Cultures

YEAR 3 · S6 · WEEK 8/20 · ≈ 10.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Leading Teams: Building Effective Team Cultures · finish · ≈ 4.7 h
- ☐ Business Strategy · start · ≈ 6.2 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

109

YEAR 3 · S6 · WEEK 9/20 · ≈ 10.9 H

Business Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Business Strategy · continued · ≈ 10.9 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

110

YEAR 3 · S6 · WEEK 10/20 · ≈ 10.9 H

Business Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Business Strategy · finish · ≈ 1.9 h
- ☐ Corporate Strategy · start · ≈ 9 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

111

YEAR 3 · S6 · WEEK 11/20 · ≈ 10.9 H

Corporate Strategy

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Corporate Strategy · finish · ≈ 2 h
- ☐ Strategic Leadership and Management Capstone · start · ≈ 8.9 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

112 Strategic Leadership and Management Capstone

YEAR 3 · S6 · WEEK 12/20 · ≈ 10.9 H

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Strategic Leadership and Management Capstone · finish · ≈ 3.1 h
- ☐ Strategic Innovation: Building and Sustaining Innovative Organizations · start · ≈ 7.8 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

113

YEAR 3 · S6 · WEEK 13/20 · ≈ 10.9 H

Strategic Innovation: Building and Sustaining Innovative Organizations

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Strategic Innovation: Building and Sustaining Innovative Organizations · finish · ≈ 6.2 h
- ☐ Strategic Innovation: Managing Innovation Initiatives · start · ≈ 4.7 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

114

YEAR 3 · S6 · WEEK 14/20 · ≈ 10.9 H

Strategic Innovation: Managing Innovation Initiatives

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Strategic Innovation: Managing Innovation Initiatives · finish · ≈ 9.3 h
- ☐ Creativity Toolkit I: Changing Perspectives · start · ≈ 1.6 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

115

YEAR 3 · S6 · WEEK 15/20 · ≈ 10.9 H

Creativity Toolkit I: Changing Perspectives

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Creativity Toolkit I: Changing Perspectives · continued · ≈ 10.9 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

116

YEAR 3 · S6 · WEEK 16/20 · ≈ 10.9 H

Creativity Toolkit I: Changing Perspectives

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Creativity Toolkit I: Changing Perspectives · finish · ≈ 8.5 h
- ☐ Creativity Toolkit II: Creative Collaboration · start · ≈ 2.4 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

117

YEAR 3 · S6 · WEEK 17/20 · ≈ 10.9 H

Creativity Toolkit II: Creative Collaboration

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Creativity Toolkit II: Creative Collaboration · continued · ≈ 10.9 h
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

118

YEAR 3 · S6 · WEEK 18/20 · ≈ 10.9 H

Creativity Toolkit II: Creative Collaboration

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Creativity Toolkit II: Creative Collaboration · finish · ≈ 8.7 h
- ☐ Entrepreneurship I: Laying the Foundation · start · ≈ 2.2 h
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Strategic planning and execution	☐	☐	☐	☐
Writing a reasoned dissertation	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

119

YEAR 3 · S6 · WEEK 19/20 · ≈ 10.9 H

Entrepreneurship I: Laying the Foundation

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Entrepreneurship I: Laying the Foundation · finish · ≈ 9.8 h
- ☐ Entrepreneurship II: Preparing for Launch · start · ≈ 1.1 h
- ☐ **Semester project**: A final dissertation (15 to 20 pages): the strategic plan of a real company, or the launch plan for a new venture.
- ☐ Reading: Mastering Strategic Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Competitive analysis and growth strategy	☐	☐	☐	☐
Corporate strategy, mergers and acquisitions	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____

120

YEAR 3 · S6 · WEEK 20/20 · ≈ 10.9 H

Entrepreneurship II: Preparing for Launch

From ___ / ___ to ___ / ___

Status: ☐ To do ☐ Doing ☐ Done

THIS WEEK

- ☐ Entrepreneurship II: Preparing for Launch · finish · ≈ 10.9 h
- ☐ **Semester project**: A final dissertation (15 to 20 pages): the strategic plan of a real company, or the launch plan for a new venture.
- ☐ Reading: Principles of Management

PERSONAL GOAL

EXPLAIN TO YOUR PARTNER

Idea explained in 5 min without notes:

Clear? ☐ Yes ☐ Partly ☐ Review

I CAN DO IT

	Not yet	With help	Alone	I can explain it
Team leadership and culture	☐	☐	☐	☐
Creativity, strategic innovation and entrepreneurship	☐	☐	☐	☐

TIME SPENT

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Plan								≈ 10.9 h
Actual								

WHAT I LEARNED

WHAT BLOCKED ME

QUESTIONS TO ASK

Energy: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Adjustment for next week: _____