

<http://www.bosstudelft.nl/activities/businessstouren/businessstouren.htm>

Business Tour

Business Tour 2009 Wednesday morning all students came together in the early morning at the central station of Delft. The first company that we have visited that day was ABC management groep. We were welcome on the building location of the new ROC complex in Leiden. The students worked on a case with the subject: the interest of inhabitants participation within a project. After having a lunch, offered by ABC management groep, we traveled to the next company Procap. After a short introduction about the company, the students worked on a case which was focused on making a developing strategy for an area. In this case the students should take in account all the actors which have an ownership in the area. After finishing this and some drinks we went to the hotel in Utrecht. There all students had some time to change for the evening event. Together we went into the city for a diner.

The next morning all students had an early wake up, because IPMMC should receive us at 8.30. After the company introduction and the market that they focus on, the students worked on a new case. Each group gave a short presentation about the results, followed by a lunch prepared by IPMMC. The next company was PRC. PRC had a very creative case for the students. Each student had a role of an actor and together they had to realize a bridge. The interactive aspect was that the bridge is really built. After the case we had a buffet offered by PRC. Finally we travelled by bus to our hotel in Amsterdam. In the evening we had a boat tour in the canals of Amsterdam.

The third and final day started to early for most of the students. The first company was a housing cooperation 'de Alliantie'. The case that the students worked on was also very interactive. The students should design an urban plan based on different interests of the stakeholders in the area. After the case and the lunch we went to the last company 'Multi Vastgoed'. We had an interesting case about the second 'koopgoot' in Rotterdam, followed by some drinks with employees of the company. All students were tired when they went home, because of the long days and all the impressions of the different companies. We can say, it was a very successful Business Tour in 2009.