

INNOSENSE

Innovation, Neuromarketing, and
Sustainability in Entrepreneurship

29 JUNE – 5 JULY 2025

INNOSENSE 2025



WHAT IS THIS PROGRAMME ABOUT?



Neuromarketing

Understand
consumer behavior
using
neuroscience tools



Innovation Management

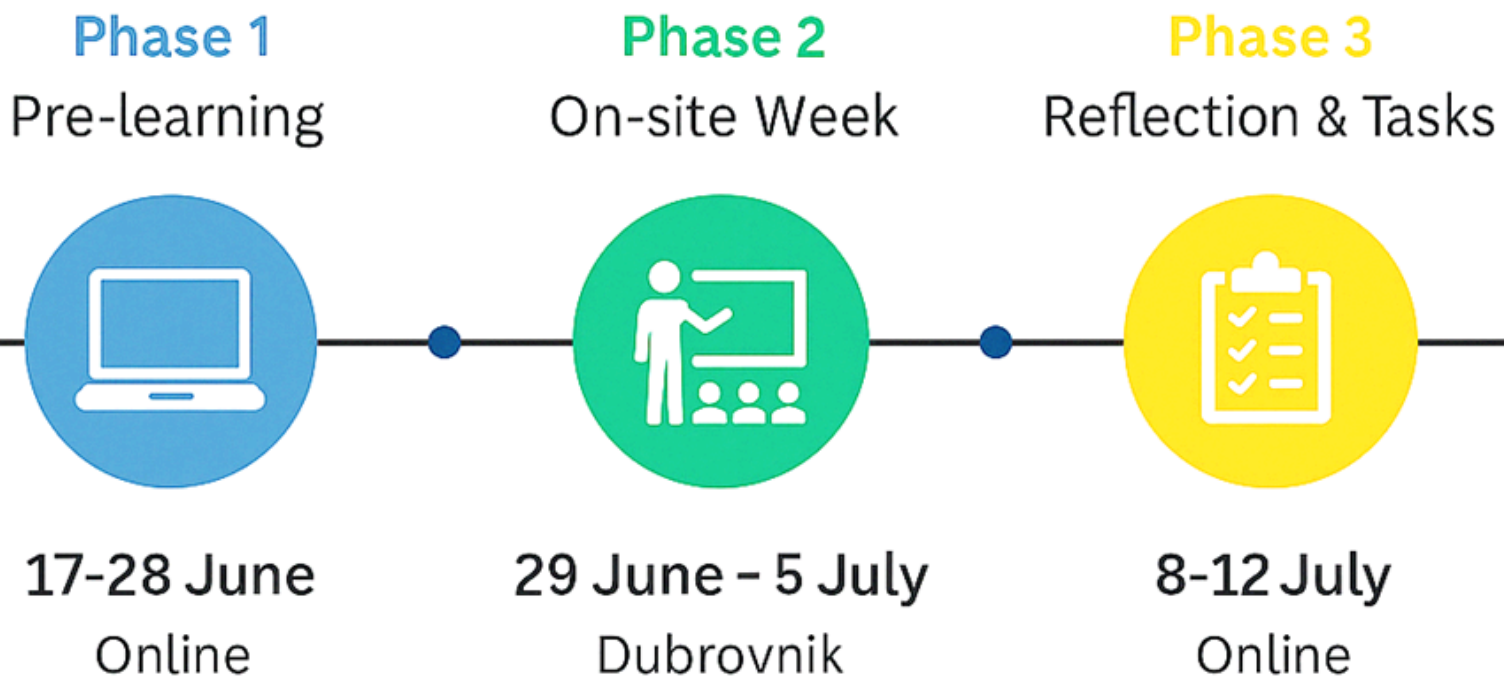
Learn how to
design
breakthrough ideas



Sustainable Startups

Build business
strategies with
ESG impact

HOW THE PROGRAMME WORKS?



Programme Activities



Business case analysis



Role-playing simulations



Real-time neuromarketing experiments

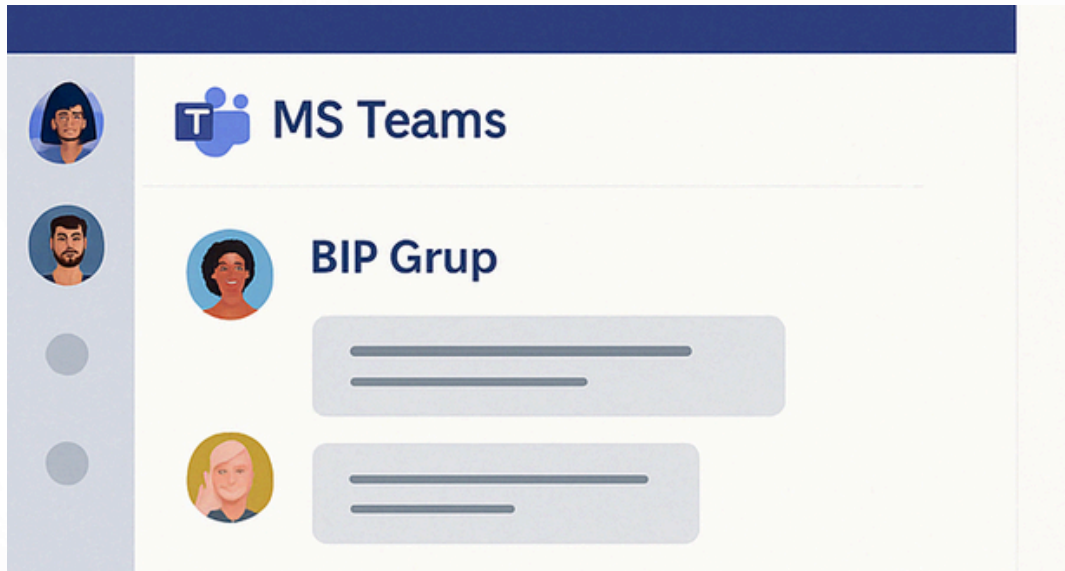


Team-based challenges with
real-world startups





COMMUNITY & COMMUNICATION



We'll use MS teams to share materials, coordinate group work and stay in touch.

Encouraged:



Share photos



Post quick video insights



Stay connected with peers & professors



WHAT DO YOU NEED TO KNOW?

- Language: English
- Cost: Academic content + social/cultural programme included
- Not Included: Travel & accommodation (covered by Erasmus grant)
- Accommodation: Booked at Akademis Dubrovnik

