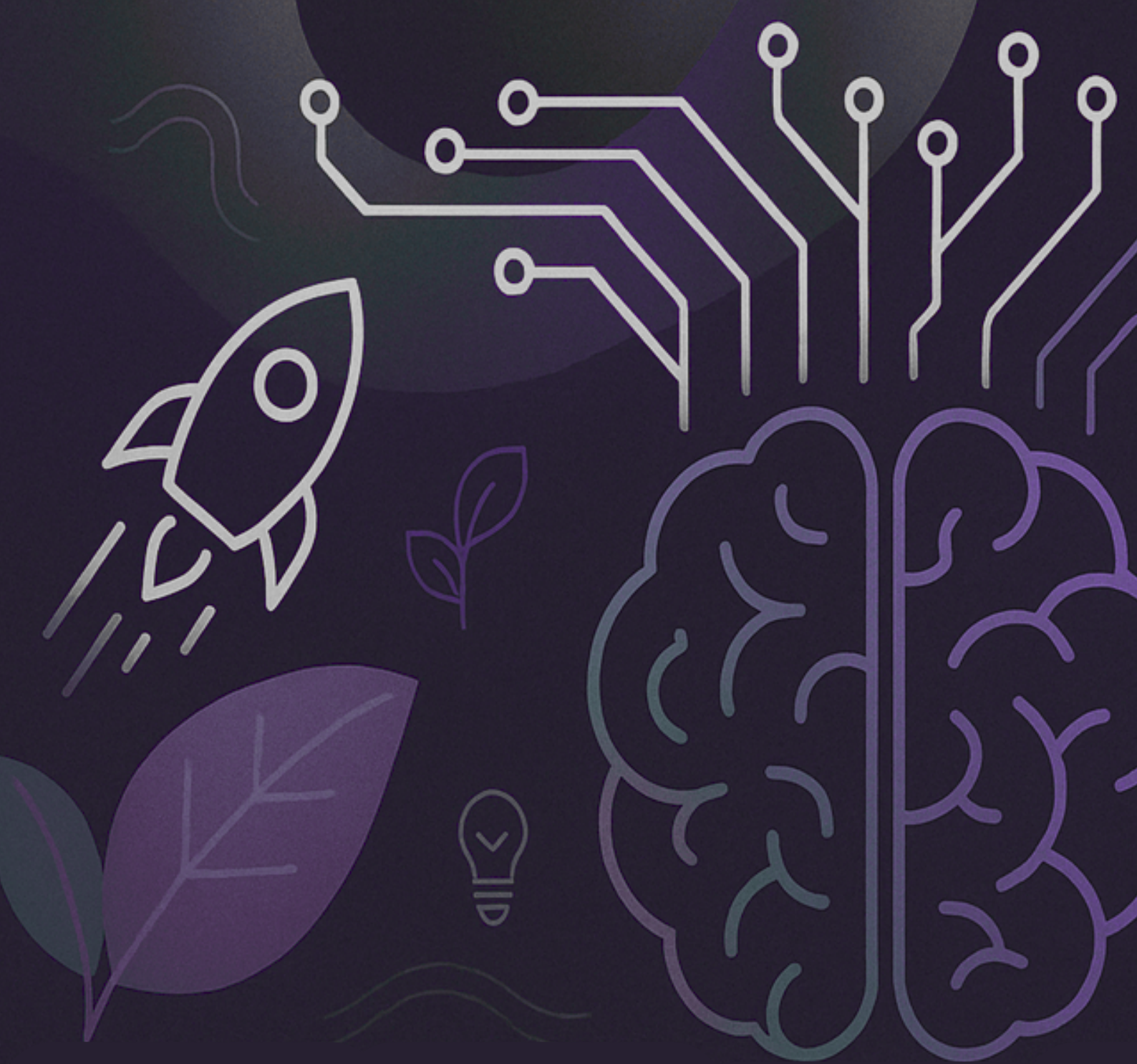




INNOSENSE

Innovation, Neuromarketing, Leadership
and Sustainability in Entrepreneurship

28 JUNE - 04 JULY 2026

INNOSENSE 2026



WHAT IS THIS PROGRAMME ABOUT?



Innovation Management

Learn how to
design
breakthrough ideas



Neuromarketing

Understand
consumer behavior
using
neuroscience tools



Leadership

Build effective
teams by
empowering others



Sustainable Startups

Build business
strategies with
ESG impact

HOW THE PROGRAMME WORKS?



***ONLINE SESSIONS: COULD BE SUBJECT TO CHANGE**



Programme Activities



Business case analysis



Role-playing simulations



Real-time neuromarketing experiments

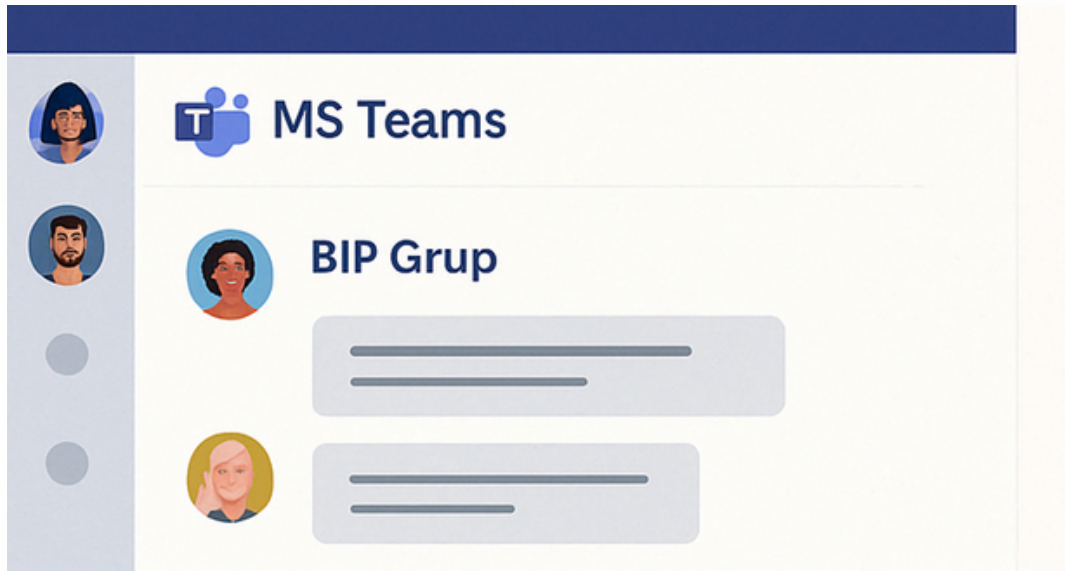


Team-based challenges with
real-world startups





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

