

CURRICULUM FOR THE LIFE-LONG LEARNING PROGRAM

INTERNATIONAL SUMMER SCHOOL 2022: ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

(1) OBJECTIVE(S):	<ul style="list-style-type: none"> • Deepening internationalization, mobility and the international visibility of the Faculty of Economics, Business and Tourism, Split. • To contribute to the development of “entrepreneurial university” where the University will provide enormous opportunities for innovation, creativity and economic growth. • Fostering entrepreneurial thinking and positive changes in the society. 			
(2) TARGET GROUP:	Undergraduate and graduate students (social sciences, technical sciences, science related fields and humanities)			
(3) METHODOLOGY:				
1. Lectures	<input checked="" type="checkbox"/> PP slides	<input checked="" type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Q & A	<input checked="" type="checkbox"/> Brainstorming
2. Exercises	<input checked="" type="checkbox"/> Individual	<input checked="" type="checkbox"/> Group-based	<input type="checkbox"/> Case studies	<input type="checkbox"/> ...
3. Written materials	<input checked="" type="checkbox"/> Textbook	<input checked="" type="checkbox"/> PP Handouts	<input type="checkbox"/> Worksheets	<input type="checkbox"/> Questionnaire
4. Equipment	<input checked="" type="checkbox"/> Notebook	<input checked="" type="checkbox"/> LCD projector	<input checked="" type="checkbox"/> Flip-chart	<input type="checkbox"/> ...
(4) NUMBER OF CONTACT HOURS:	The program will last for 150 hours – 45 in class hours in the period from July 4, 2022 until July 8, 2022 and 105 hours in preparation for the course and for the preparation of the idea pitch.			

(5) NUMBER OF PARTICIPANTS:	20 (optimal)			
(6) CONTENT:		NUMBER OF CONTACT HOURS	TEACHING STAFF	
ENTREPRENEURSHIP, INNOVATION AND CREATIVITY		Module I		
<div>➔ Introduction of the theme and teaching stuff</div> <div>➔ Theme 1: <i>Entrepreneurship, Creativity and Innovation – 4 h lecture (Čaušević, Škokić) + 2h workshop Building a New-Venture Team (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić) i 2h workshop Recognizing opportunities and generating ideas (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić)</i></div> <div>➔ Theme 2: <i>Startup world – 4 h lecture (Goudsblom, Gulyás) + 4h workshop Feasibility analysis (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić)</i></div> <div>➔ Theme 3: <i>From idea to business – 8 h lecture (Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić) + 2h workshop Getting funding (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić) i 3h workshop Unique marketing issues (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić)</i></div> <div>➔ Theme 4: <i>Business model and pitch – 8 h lecture (Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić) + 8h workshop Developing and pitching a business model (Čaušević, Goudsblom, Gulyás, Lovrinčević, Najev Čačija, Škokić)</i></div> <div>➔ Conclusion and evaluation of Module I'</div> <div>➔ Chosen lecture methodology</div>		The program will last for 150 hours – 45 in class hours in the period from July 4, 2022 until July 8, 2022 and 105 hours in preparation for the course and for the preparation of the idea pitch (if positively evaluated by module leader, the 6 ECTS credits are achieved).	<div>▪ Associate professor Vlatka Škokić</div> <div>▪ Associate professor Ljiljana Najev Čačija</div> <div>▪ Associate professor Marina Lovrinčević</div> <div>▪ Associate professor (Reader) Senija Čaušević</div> <div>▪ Arjan Goudsblom</div> <div>▪ Gergő Gulyás</div>	
Lectures	X PP slides	X Discussion	X Q & A	<input type="checkbox"/> Brainstorming
Exercises	X Individual	X Group-based	<input type="checkbox"/> Case studies	<input type="checkbox"/> ...
Written materials	X Textbook	X PP Handout	<input type="checkbox"/> Worksheets	<input type="checkbox"/> Questionnaire

¹ Evaluacija svakog modula /teme kao i završna evaluacija programa je obavezna. Evaluacijske upitnike koje popunjavaju polaznici pripremaju Voditelji programa. Završni evaluacijski upitnik se prilaže uz Izvedbeni plan kojeg ocjenjuje Povjerenstvo za program cjeloživotnog obrazovanja.



<i>Equipment</i>	X Notebook	X LCD projector	X Flip-chart	<input type="checkbox"/> ...		
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PROJECT MANAGER:

Doc.dr.sc. Blanka Šimundić

MODULE LEADER

Izv. prof. dr.sc. Vlatka Škokić

Date:	10.12.2021.
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KLASA: 602-07/21-02/07
URBROJ: 2181-196-05-04-21-10

Dostaviti:

1. CCO

Vrijedi od:
01-12-2021

Oznaka:
QF81-1ec

Stranica:
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