



SVEUČILIŠTE U SPLITU - EKONOMSKI FAKULTET  
Centar za cjeloživotno obrazovanje i obrazovanje odraslih  
21000 Split, Cvite Fiskovića 5  
Tel.: +385 21 430 651, Fax: 430 701, E-mail: cjelozivotno@efst.hr, Internet: www.efst.unist.hr

## CURRICULUM FOR THE LIFE-LONG LEARNING PROGRAM

### BLENDDED INTENSIVE PROGRAMME ST up!2022

(1) OBJECTIVE(S):	<ul style="list-style-type: none"><li>• Development of entrepreneurial skills through the process of generating an entrepreneurial idea, creating a presentation and valorizing the concept of a business model.</li><li>• Fostering transnational cooperation and internationalization of Faculties and Universities.</li><li>• Increasing transdisciplinary skills in students (critical thinking, project management, presentation skills, etc.).</li><li>• Developing creativity in students.</li><li>• Development of entrepreneurial skills through the process of generating an entrepreneurial idea, making a presentation and valorizing the concept of a business model.</li></ul>			
(2) TARGET GROUP:	Undergraduate, graduate and postgraduate/PhD students			
(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 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"/> ...



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(4) NUMBER OF CONTACT HOURS:	The program will last for 90 hours – 38 contact hours, 52 hours of independent work which include preparation for attending the program and preparation and presentation of the task		
(5) NUMBER OF PARTICIPANTS:	20 (optimal)		
(6) CONTENT:	NUMBER OF CONTACT HOURS	TEACHING STAFF	
<b>Blended Intensive Programme STup12022</b>			
<i>The program will have a physical and virtual component:</i>			
→ <i>First week of program – virtual component</i>	The program will last for 90 hours – 38 contact hours, 52 hours of independent work which include preparation for attending the program and preparation and presentation of the task	<ul style="list-style-type: none"><li>■ Doc.dr.sc. Ljiljana Najev Čačija</li><li>■ Izv.prof.dr.sc. Vlatka Škokić</li><li>■ Lana Ugrčić, mag.oec.</li><li>■ Andreas Spechtler, mag.iur.</li></ul>	
○ Online block lecture – introduction to the program, 2h			
○ Online block lecture – introduction to the program, 2h			
→ <i>Second week of program – physical component:</i>			
○ Development and evaluation of an idea for an entrepreneurial venture (including elements of a business model), 2 h lectures + 4 h exercises			
○ Sales in Business – how to create successful global sales, 2 h lectures + 4 h exercises			
○ Benchmark of successful examples from practice (field teaching - visiting companies and comparing examples of best practice with your own idea) 8 h of field teaching			
○ STup12022 - Day 1, participation in the conference program (presentation of all submitted ideas, thematic lectures on start-up entrepreneurship - 2 hours of lectures + 4 hours of exercises)			
○ STup12022 - Day 2, participation in the conference program (presentation of all submitted ideas, thematic lectures on start-up entrepreneurship - 2 hours of lectures + 4 hours of exercises)			
→ <i>Third week of program – virtual component:</i>			
○ Online block lecture – analysis and evaluation of the program, 1h			
○ Online block lecture – analysis and evaluation of the program, 1h			
Lectures	X PP slides	X Discussion	X Q & A
			<input type="checkbox"/> Brainstorming



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<i>Exercises</i>	<input type="checkbox"/> Individual	<input checked="" type="checkbox"/> Group-based	<input type="checkbox"/> Case studies	<input type="checkbox"/> ...		
<i>Written materials</i>	<input checked="" type="checkbox"/> Textbook	<input checked="" type="checkbox"/> PP Handout	<input type="checkbox"/> Worksheets	<input type="checkbox"/> Questionnaire		
<i>Equipment</i>	<input checked="" type="checkbox"/> Notebook	<input checked="" type="checkbox"/> LCD projector	<input checked="" type="checkbox"/> Flip-chart	<input type="checkbox"/> ...		

PROJECT MANAGER:

  
Doc.dr.sc. Ljiljana Najev Čačija

Date:	15.2.2022.
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KLASA: 602-07/22-02/05  
URBROJ: 2181-196-05-04-22-05

Dostaviti:

1. CCO

Vrijedi od:  
01-12-2021

Oznaka:  
QF81-1cc

Stranica:  
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