

CURRICULUM FOR THE LIFE-LONG LEARNING PROGRAM

BLENDDED INTENSIVE PROGRAMME: Development of digital and green business models

(1) OBJECTIVE(S):	<ul style="list-style-type: none">● Strengthening of digital, green and entrepreneurial skills of students.● Strengthening the capacity of the HEIs in the field of teaching for the digital and green transition.● Enhancing the creation of new entrepreneurial student projects connected to digital and green innovation.● Supporting green-oriented student entrepreneurial ideas.● Providing access to the international network of knowledge and enabling peer-knowledge transfer.● Increased use of digital technologies and tools in the education and training of target groups.			
(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"/> ...		
(4) NUMBER OF CONTACT HOURS:	The program will last for 79 hours – 40 contact hours, 9 hours of online lectures, and 30 hours of independent work which include preparation for attending the program and preparation and presentation of the task		
(5) NUMBER OF PARTICIPANTS:	40		
(6) CONTENT:	NUMBER OF CONTACT HOURS	TEACHING STAFF	
Blended Intensive Programme: Development of digital and green business models <ul style="list-style-type: none"> The program will have a physical and virtual component: First week of program – virtual component <ul style="list-style-type: none"> Online block lecture – Intro to Green Entrepreneurship, 2 hours + 2 hours of additional work (Asist. Prof. Ljiljana Najev Čačija) Online block lecture –Intro to Digital Skills for Entrepreneurship, 2 hours + 4 hours of additional work (Asist. Prof. Ljiljana Najev Čačija) Online block lecture - Ideation workshop part 1: Recognizing opportunities and Generating Green and Digital Business Ideas, 2 hours + 4 hours of additional work (Prof. Magdalena Weinle, Kristina Coric, M.A.) Online block lecture -Ideation workshop part 2: Validation of Green and Digital Business Ideas, 2 hours + 4 hours additional work (Prof. Magdalena Weinle, Kristina Coric, M.A.) 	The program will last for 79 hours – 40 contact hours, 9 hours of online lectures and 30 hours of independent work which includes preparation for attending the program and preparation and presentation of the task	<ul style="list-style-type: none"> Assist. Prof. Ljiljana Najev Čačija, PhD Prof. Vlatka Škokić, PhD Lana Ugrčić, M.A. Carole Osmond, PhD Kimberley Waechtler, M.Ed. 	

<ul style="list-style-type: none"> • <i>Second week of program – physical component:</i> <ul style="list-style-type: none"> ○ <i>Development and evaluation of an idea through board game (including elements of a business model), 4 hours lectures + 4 hours exercises + 4 hours of additional work (Prof. Rafael Ventura Fernández, Kimberley Waechtler, M.Ed., Carole Osmond, PhD)</i> ○ <i>How to create successful global sales - market analysis, marketing strategy, sales and funding opportunities, 4 hours lectures + 4 hours exercises + 4 hours of additional work (Assist. Prof. Ljiljana Najev Čačija, Prof. Vlatka Škokić, Lana Ugrčić, M.A.)</i> ○ <i>Introduction to pitching, how to create good pitch deck and mentoring sessions, 4 hours lectures + 4 hours exercises + 4 hours of additional work (Assist. Prof. Ljiljana Najev Čačija, Prof. Vlatka Škokić, Lana Ugrčić, M.A.)</i> ○ <i>STup!2023 - Day 1, participation in the conference program (presentation of all submitted ideas, thematic lectures on start-up entrepreneurship, 4 hours of lectures + 4 hours of exercises + 2 hours of additional work) – (Assist. Prof. Ljiljana Najev Čačija, Prof. Vlatka Škokić, Lana Ugrčić, M.A., Prof. Magdalena Weinle, Kristina Coric, M.A., Prof. Rafael Ventura Fernández, Kimberley Waechtler, M.Ed., Carole Osmond, PhD)</i> ○ <i>STup!2023 - Day 2, participation in the conference program (presentation of all submitted ideas, thematic lectures on start-up entrepreneurship, 4 hours of lectures + 4 hours of exercises + 2 hours of additional work) - (Assist. Prof. Ljiljana Najev Čačija, Prof. Vlatka Škokić, Lana Ugrčić, M.A., Prof. Magdalena Weinle, Kristina Coric, M.A., Prof. Rafael Ventura Fernández, Kimberley Waechtler, M.Ed., Carole Osmond, PhD)</i> • <i>Third week of program – virtual component:</i> <ul style="list-style-type: none"> ○ <i>Online block lecture – analysis and evaluation of the program, 1 hour (Assist. Prof. Ljiljana Najev Čačija, Prof. Vlatka Škokić, Lana Ugrčić, M.A., Prof. Magdalena Weinle, Kristina Coric, M.A., Prof. Rafael Ventura Fernández, Kimberley Waechtler, M.Ed., Carole Osmond, PhD)</i> 	<ul style="list-style-type: none"> ▪ <i>Kristina Coric, M.A.</i> ▪ <i>Prof. Magdalena Weinle</i> ▪ <i>Prof. Rafael Ventura Fernández</i>
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SVEUČILIŠTE U SPLITU - EKONOMSKI FAKULTET
Centar za cjeloživotno obrazovanje i obrazovanje odraslih
21000 Split, Cvite Fiskovića 5
Tel.: +385 21 430 651, E-mail: cjelozivotno@efst.hr, Internet: www.efst.unist.hr

PROJECT MANAGER:

Assist. prof. Ljiljana Najev Čačija (Vpr)

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Attention:

1. CCO

Vrijedi od:
02-02-2022

Oznaka:
QF81-1ec

Stranica:
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