



INTERNATIONAL SPLIT SUMMER SCHOOL 2024

COURSE: ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

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Main topics

- Recognise and discuss the importance of creativity and innovation in entrepreneurship
- Explain different types of innovation and critically evaluate the differences between an idea and an innovation
- Critically evaluate entrepreneurial ecosystem for the idea development
- Design a conceptual model of a viable business
- Apply teamwork skills in an international environment
- Evaluate entrepreneurial mind-set for either a) your own entrepreneurial journey or b) for being a valued corporate team member (intrapreneur), or c) for working within government or the not-for-profit sector (civic or social entrepreneurs).

Programme structure

- 5-day course
- Class lectures, exercises, teamwork assignments, pitch (presentation)

Important dates

- "Regular" application deadline: May 15, 2024
- "Regular" notification of acceptance: May 20, 2024
- "Regular" payment deadline: June 1, 2024

- "Last minute" application deadline: June 15, 2024
- "Last minute" notification of acceptance: June 17, 2024
- "Last minute" payment deadline: June 20, 2024

| Price of the course: | | | |
|-----------------------------|--------------------|--|-------------------------|
| RATE TYPE | RATE AMOUNT | APPLICATION DEADLINE | PAYMENT DEADLINE |
| REGULAR RATE | 645 € | If application materials are received by May 15, 2024 | June 1, 2024 |
| LAST MINUTE RATE | 695 € | If application materials are received by June 15, 2024 | June 20, 2024 |

| Program plan | Lectures |
|---|--|
| <p>Day 1</p> <ul style="list-style-type: none"> - Recognising opportunities and generating ideas - Validating Business Idea - Teamwork - | <ul style="list-style-type: none"> - Professor Vlatka Škokić, FEBT - Associate professor Ljiljana Najev Čačija, FEBT - Professor Marina Lovrinčević, FEBT - Florentin Popescu, Lecturer, HAN_University of Applied Sciences - Arjan Goudsblom, Preneurz, Amsterdam - Károly Szántó, Venture Studio - Gergő Gulyás, cLAB Ventures - Tamas Szeker, cLAB Ventures |
| <p>Day 2</p> <ul style="list-style-type: none"> - Marketing strategy - Sales | |
| <p>Day 3</p> <ul style="list-style-type: none"> - Pitch deck - Presentation skills - Pitch deck creation | |
| <p>Day 4</p> <ul style="list-style-type: none"> - Funding - Mentorship sessions - STup! – gain experience | |
| <p>Day 5</p> <ul style="list-style-type: none"> - STup! – gain experience - Rehearse the Pitch - Pitches & Winner Announcement - STup! (Voluntary) | |