



SPLIT SUMMER SCHOOL 2023

COURSE: ENTREPRENEURSHIP, INNOVATION AND CREATIVITY	
Contact person: Vlatka Škokić	
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Main topics:	
<ul style="list-style-type: none">• Entrepreneurship, Creativity and Innovation• Startup world• From idea to business• Business model and pitch	
Programme structure:	
<ul style="list-style-type: none">• 5-day course• This FEBT Summer school program offers participants the possibility of going through evaluation process for the purpose of requesting official credit transfers (ECTS).• Participants not interested in credit transfer will instead receive the Certificate of Attendance, stating the course completed. These students will be neither evaluated nor graded.	
Important dates:	
Course dates:	June 26 th – 30 th , 2023
Deadline for application:	June 5 th , 2023
Payment due by:	"Early bird" payment deadline: June 1, 2023; "Regular" payment deadline: June 16, 2023
Confirmation of the course:	June 5 th , 2023
Price of the course: Early bird - 495€; Regular - 595€	
Programme plan:	
Day 1	Programme lecturers:
Entrepreneurship, Creativity and Innovation (4h)	TAMAS SZEKER
Building a New-Venture Team (2h)	Tamas Szeker is Startup International Business Development and Pitching Coach and Co-founder of the global consulting firm iScale Hub, specializing in innovation management services, accompanied by legal and engineering solutions.
Recognizing opportunities and generating ideas (2h)	
Day 2	
Startup world (4h)	
Business Model (2h)	VLATKA ŠKOKIĆ

Idea validation (2h)
Day 3
Market analysis (4h)
Marketing strategy (4h)
Day 4
Business model and pitch (4h)
Workshop: Developing and pitching a business model (4h)
Day 5
Workshop: Idea pitch (4h)

Associate professor of Entrepreneurship at Faculty of Economics, Business and Tourism, Split and a Visiting research fellow at University of Surrey, School of Hospitality and Tourism Management, UK.
ARJAN GOUDSBLOM
Co-Founder and Director at Preneurz.Amsterdam, Senior Connector Technology at Techleapnl, Amsterdam, the Neatherlands.
GERGŐ GULYÁS
Founder and CFO at cLAB Ventures and Member Of The Board Of Directors at Startup Campus, London, UK.
MARINA LOVRINČEVIĆ
Associate professor of Management and Entrepreneurship at the Faculty of Economics, Business, and Tourism, Split.
LJILJANA NAJEV ČAČIJA
Assistant professor of Marketing and Entrepreneurship at the Faculty of Economics, Business and Tourism, Split, and an external associate at the University of Zadar in a postgraduate program for school principals.

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