

# INTERNATIONAL SUMMER SCHOOL IN CREATIVE ENTREPRENEURSHIP

BIOGRAD NA MORU, CROATIA, JUNE 19 - 23, 2023



## Program overview

The aim of this program is to analyze a creative approach in the entrepreneurial way of thinking from the creation of an idea and recognizing opportunities to the realization of an entrepreneurial project.

Special emphasis will be placed on the development of the business idea through the application of design thinking techniques that enable the creation of innovative products and services.

*Upon completion of the program, students will be able to:*

1. Evaluate the importance, role, components and incentives in the development of entrepreneurship.
2. Determine the creative entrepreneurial way of thinking in a creative entrepreneurial atmosphere.
3. Choose creative techniques when finding ideas and solving problems in the creation of a creative product or service.
4. Recognize the entrepreneurial opportunity and realize it through an entrepreneurial project to start a business.
5. Present an entrepreneurial project.

## TOPICS

- *Fundamentals of entrepreneurship*
- *Creativity in entrepreneurship and building a creative enterprise*
- *Creative techniques for business idea development.*
- *Entrepreneurial process.*
- *Basics of project financing and management*

**Number of ECTS points  
awarded: 4**



*The participation in the program is free of charge and includes:*

1. Course lectures and workshops
2. Study and cultural visits with transportation, tickets and meals included

*Not included (costs covered by participants):*

1. Transportation to Biograd na Moru
2. Accommodation
3. Meals

### **MORE INFORMATION**

**Participating students can receive the Erasmus+ mobility grant. Please, ask for detail at your International Office.**

**APPLY HERE**

**APPLICATION DEADLINE:  
April 1, 2023**

## **Course content**

*On-site + virtual component*

- 5 days lectures on course topics
- 5 days workshops – working on entrepreneurial ideas in small groups
- Study visits: Business Incubator Biograd na Moru
- Cultural and social activities: visits to historic cities of Zadar and Nin and to Krka National Park
- Virtual continuation and completion of the program: online group consultations, projects submission and presentation and final evaluation

This Erasmus+ Blended Intensive Program is implemented by the University of Applied Sciences Baltazar Zaprrešić Croatia, in partnership with GEA College, Slovenia

For more information, please contact:  
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