

COURSE OUTLINE

ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

Week of June 17 - 21, 2024

Day	Topic	Lecturer
Monday	<ul style="list-style-type: none"> • Recognising opportunities and generating ideas 	<p>Vlatka Škokić Ljiljana Najev Čačija Marina Lovrinčević Florentin Popescu Arjan Goudsblom Károly Szántó Gergő Gulyás Tamas Szeker</p>
	<ul style="list-style-type: none"> • Validating Business Idea 	
Tuesday	<ul style="list-style-type: none"> • Marketing strategy 	
	<ul style="list-style-type: none"> • Sales 	
Wednesday	<ul style="list-style-type: none"> • Pitch deck 	
	<ul style="list-style-type: none"> • Presentation skills 	
	<ul style="list-style-type: none"> • Pitch deck creation 	
Thursday	<ul style="list-style-type: none"> • Funding 	
	<ul style="list-style-type: none"> • Mentorship sessions 	
	<ul style="list-style-type: none"> • STup! – gain experience 	
Friday	<ul style="list-style-type: none"> • STup! – gain experience • Rehearse the Pitch • Pitches & Winner Announcement • STup! (Voluntary) 	

