

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) | |