

# COURSE OUTLINE

## ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

Week of June 17 - 21, 2024

Day	Topic	Lecturer
Monday	<ul style="list-style-type: none"> <li>• Recognising opportunities and generating ideas</li> </ul>	<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"> <li>• Validating Business Idea</li> </ul>	
Tuesday	<ul style="list-style-type: none"> <li>• Marketing strategy</li> </ul>	
	<ul style="list-style-type: none"> <li>• Sales</li> </ul>	
Wednesday	<ul style="list-style-type: none"> <li>• Pitch deck</li> </ul>	
	<ul style="list-style-type: none"> <li>• Presentation skills</li> </ul>	
	<ul style="list-style-type: none"> <li>• Pitch deck creation</li> </ul>	
Thursday	<ul style="list-style-type: none"> <li>• Funding</li> </ul>	
	<ul style="list-style-type: none"> <li>• Mentorship sessions</li> </ul>	
	<ul style="list-style-type: none"> <li>• STup! – gain experience</li> </ul>	
Friday	<ul style="list-style-type: none"> <li>• STup! – gain experience</li> <li>• Rehearse the Pitch</li> <li>• Pitches &amp; Winner Announcement</li> <li>• STup! (Voluntary)</li> </ul>	