

Blended Intensive Program (BIP) title: Green Innovative Moving Entrepreneurship – GIME

BIP Partnership:

- **International School for Social and Business Studies**, Celje, Slovenia (Coordinator and Host Institution)
- **New Bike company**, Celje, Slovenia
- **School of Management and Technology of Felgueiras**, Portugal (Sending institution)
- **The Politehnica University of Timisoara**, Romania (Sending institution)

a. Type of participants (students)

Participants in the BIP will be students of undergraduate bachelor's degree interested in learning more about creativity and the individual (creative individual, inhibitors of new ideas, what is creative thinking, how to think creatively, key components of creativity, techniques of creative thinking and problem-solving, techniques of discovering and recognizing problems, individual techniques of generating new ideas). Participants may come from both the partner institutes of the partnership and from other partner institutes of the partnership.

b. Objectives and program description

The project will encourage and develop the creativity and innovation of the participants of the short intensive program with the aim of identifying, creating, and developing international business opportunities in the field of sustainable mobility, such as the New Bike company, which among other activities, includes in its offer the possibility of selling and perhaps in the future also offering the rental of an urban electric bicycle. The mentioned company follows the example of developed countries, where city bicycles are something completely normal and expected. The company is oriented towards the future and ensuring sustainable mobility in Slovenia.

Program description

Participating students will create a business idea within the framework of a blended intensive program, which will be based on innovative approaches to existing solutions, and which can be the basis for the successful start-up and sustainable growth of new companies, as well as an excellent starting point for finding international business opportunities within the countries of which will be BIP participants.

The key focus of BIP will thus be on the practical development of creative thinking of the participants and the creation of innovations in the field of entrepreneurship with the help of the so-called innovation workshops. It is an interactive, dynamic learning environment that will be problem-oriented and will encourage two-way communication between participants and lecturers.

The goal of the BIP will thus be to prepare a business model for the company in Slovenia and will also be the basis for the development of a franchise model for the company for Slovenia. At the same time, the blended intensive program will also provide the participants with all the necessary theoretical knowledge to understand the international economic and social environment in which such innovative business ideas are to be implemented. Various aspects of entrepreneurship, the area of development and research and product improvements, new market approaches, and other skills that are absolutely necessary for the successful



implementation of a business idea created in this way will be presented in depth. In particular, during the lectures, the participants will learn more about the business model Canvas and Design thinking, the development of a business idea and model. Individual lectures and workshops will also focus on the presentation of the latest guidelines for economic development within the member states of the European Union, the analysis of the international economic and social environment, and, above all, the possibilities and further development of new companies formed on the basis of innovation, as a means of bridging the global economic recession.

All participants will also strengthen their skills in using ICT tools and applications, as well as communication skills in a foreign language.

c. The course will consist of 9 days in total

The timeframe of the BIP is 4 – 14 September 2023, which has not been confirmed yet, some small changes might occur.

The virtual component is obligatory and it will be implemented before physical mobility - as preparation and after the physical mobility - as a follow-up. An obligatory virtual event will take place: 2 pre-meetings via ZOOM, one in the middle of June and the other about 10 days before the start of the BIP.

DAY 1	
1. Opening of the BIP	
2. Presentation of the basic course of the BIP - schedule	
4. Definition of entrepreneurship and entrepreneurs	
5. Definition of innovation	
Lunch	
6. Canvas Business Model	
DAY 2	
1. Visit to the company for which the project will be prepared	
2. Teamwork and its characteristics	
3. Ways and methods of developing business ideas	
Lunch	
4. Consultations for business idea development	
DAY 3	
1. Consultations for business idea development	
Lunch	
2. Definition of marketing	
DAY 4	
1. Market segmentation	
Lunch	
2. Consultations for business idea development	
DAY 5	
1. Market research	
Lunch	
2. Consultations for business idea development	
	DAY 6
	1. Market presence and branding
	Lunch
	2. Consultations for the development of a business idea
	DAY 7
	1. Data analysis
	Lunch
	2. Consultations for business idea development
	DAY 8
	1. Preparation of the final report and presentation
	2. Consultations for business idea development
	Lunch
	3. Consultations for business idea development
	DAY 9
	Project work presentations



d. A mentor will also be available for each participant during the training period (weekly online mentorship from Data Science experts) and a dedicated program manager provided by BIP Faculty available virtually. These figures will act as support in the learning phase and in skills development.

e. Number of ECTS credits awarded

6 ECTS credits

f. Main language of teaching/training

English

The level of language proficiency under this program corresponds to level B2 of English as described in the 'European Language Portfolio' section of the Council of Europe.

g. Venue of Activities (City, Institution)

International School for Social and Business Studies
Mariborska cesta 7, 3000 Celje
Slovenia
Google map: <https://bit.ly/3HsmZzQ>

h. Application and registration

Students can apply until 15 August 2023 through our web page:
The maximum number of participants of BIP is limited to **30**.

h. Accommodation and Meal

Participants can enjoy low-cost meals at the restaurant in the ISSBS building Cafeteria Stolpič <https://www.stolpic.si/#lokacija>
Coffee and snacks will be provided by the host institution while for meals a couple of partner restaurants will be indicated for a cheap and quick lunch.

Low-cost accommodation is advised to be at MCC Hostel: <https://www.mc-celje.si/en/Hostel-Celje-Slovenia/>. Please send to MCC Hostel an email with the subject matter: BIP-ISSBS to reserve the room. If you need further information you may directly contact the hostel at: <https://www.mc-celje.si/en/Rooms/>

Also a possibility of low-cost breakfast and dinner at MCC Hostel.

Alternatively,

<https://hotel-faraon.si/slo/en/>

i: Tuition fee

No tuition fees. Students receive grants for their individual mobility within/from their own sending institution, which needs to apply for these grants within their own application program year. The organizers may, however, charge fees for extra-curricular activities, such as cultural visits, and trips not directly related or relevant to the topic of the program.

j. Contact for more information

Barbara Jurgec, mag. manag.
Mobility coordinator at ISSBS

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International School
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