

1. The course will consist of 9 days in total with a virtual component

The timeframe of the BIP is 4 – 14 September 2023 (9 days of physical mobility)

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