



(RE)CREATE your entrepreneurship ISP - summer school

The summer school-“**(RE)CREATE your entrepreneurship**” will last 5 days and will be organized between 15-19th July 2019 at Lodz University of Technology in Poland.

TEACHING METHODS

During the summer school, the different teaching materials will be used: presentation and lectures with interactive moments, individual and collective use of the RECREATE platform, informal learning activities and work-groups.

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with support from the European
Commission



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1st day: Main topic: leadership

Leadership is considered an essential skill for future entrepreneurs. The goal of this leadership training is to develop skills that help you become a successful entrepreneur, lead with impact and inspire and motivate teams. Through the introduction of leadership theories you will learn about basic concepts as well as different leadership styles. The second part examines important leadership skills for entrepreneurs such as strategic vision, communication or delegation. In order to be a good leader you need to know your leadership style and explore your strengths and weaknesses. You will discover leadership strategies and further develop your leadership skills during practical and interactive exercises.

Learning Outcomes

Knowledge about basic concepts of leadership and different leadership styles

Understand the importance of leadership for entrepreneurs

Be able to formulate and implement leadership strategies

Development and improvement of leadership skills

Social activities: integration dinner- international cuisine

Each national team brings some specialties from their countries.



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2nd day: Main topic: risk taking

This session on risk-taking aims to introduce you to the concept of risk in the context of innovation and entrepreneurship and to assess your risk-taking propensity when engaging in entrepreneurial activity. You will learn how to identify, assess and manage the risks associated with launching a business venture as well as evaluate generic strategies that can be used to manage and mitigate risk. You will then apply your knowledge on risk management to a short case vignette on “Moshi Monsters”, an online, interactive, cartoon-based digital game for children.

Learning Outcomes

1. Discuss the nuances between risk and uncertainty
2. Evaluate your own risk taking propensity
3. Identify, assess and manage the risks associated with launching a business.

Social activity: guided tour around the city of Lodz- walking tour in the city center : Piotrkowska Street, Manufaktura, Poznański Palace



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3rd day: Main topic: marketing

During the “Marketing day”, students will familiarize themselves with marketing terms from a theoretical and practical perspective. In the first part of the day, we will cover topics like market research, targeting, branding and have a workshop where they will have to fill out a Value Proposition Canvas for their real or fictional business idea. In the second part of the day, we will continue with 8 P’s of marketing - Product, price, placement, promotion, people, processes, physical evidence and productivity. After this lesson, an exercise will follow, where students will be put in groups and apply those P’s on a business idea that they will think of it together. We will end the day with familiarizing ourselves about marketing strategy, especially how to include digital channels in it. Everybody has heard of social media so far, but do they know what is SEO, SEM, P2C? And more importantly, why and how to use it? All that and more practical tips will be included in this day, with the aim of giving the students a good idea on how to make marketing a part of their entrepreneurial journey.

Social activity: field game: discover the history of the city of Lodz



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4th day: Main topic: business planning

Starting a business is quite an easy activity. However, without a clear roadmap, it is equally easy to get lost on the way. Every kind of business, from a multinational company willing to plan an expansion to a small start-up, needs an accurate planning in order to successfully run a business. During this 4th day, we will present the main instruments for business planning and help you create your own business business roadmap.

Business planning is a crucial activity in all businesses. Small business owners often underestimate its importance, being absorbed by more practical and incumbent duties. Are you aware of the importance of business planning for starting a long-term business journey. Jotting down your ideas is also a very useful exercise to imagine your business placement within the industry, think about your objectives on a larger scale and boost motivation and also help you to think more analytically than ever before about your industry for the years to come.

Social activity: guided tour around the city of Lodz- Priests' Mill and White Factory



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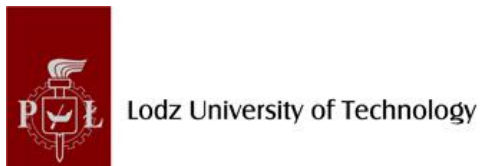
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5th day: Main topic: Financing your idea

Even the best idea needs a money for realization. Currently there are many different sources of this resource. Besides of family, friends and fools the young startup might apply for European Union support, crowdfunding or seed money. The main aim of the course will be presentation of different sources of support including various EU programs like SME Instrument, EIT and others. Moreover, we will present the crowdfunding platforms with its advantages and disadvantages. Finally, we will present few success stories.

Closing remarks
Course wrap-up
Award of attendance certificates
Course evaluation



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