

## Erasmus+ Project for HEIs

### “English for Entrepreneurship”

Code: 4172027122

Blended intensive language course  
(obligatory virtual + physical components)

### Course Schedule

English for Entrepreneurship – online module			
Date	Hour	Topic	Teacher
Wednesday 8 March 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Entrepreneurship - how to get involved?</b> 1.Introduction to the course organization and content 2.Start up English 3.Discussing entrepreneurship (reasons to start up a business, entrepreneurial personality test, what business to set up during an economic downturn, challenges of starting business overseas)	Kamila Szczepanowska
Wednesday 15 March 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Doing business in a foreign country</b> 1. Legal framework 2. Means of conducting business: - representative office - branch - subsidiary 3. Registration and tax requirements - business name - registration rules	Agnieszka Pawlikowska
Wednesday 22 March 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Market research</b> 1. Market research definition 2.How to do market research? 3. Market research cases.	Joanna Ososińska-Ciechomska
Wednesday 29 March 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Sustainability in business</b> 1.Sustainable business projects. 2.The role of business in sustainable development 3. Sustainable business partnerships	Joanna Ososińska-Ciechomska
Wednesday 26 April 2023	17:00-18:30 10 min. break 18:40-19:25	<b>International corporate law in EU law context</b> 1. Seat and incorporation theories 2. Freedom of establishment 3. Seat relocation	Agnieszka Pawlikowska
Wednesday 10 May 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Forms of business organization</b> 1. Partnerships vs companies 2. Special purpose vehicle/joint venture 3. Public-private partnership	Agnieszka Pawlikowska
Wednesday 17 May 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Marketing</b> 1. Marketing and branding quality 1.The importance of good management 2. Elements of a business portfolio	Joanna Ososińska-Ciechomska
Wednesday 24 May 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Business agility and innovation</b> 1.The importance of business consulting services. 2. Building organizational agility. 3.Features of modern business today.	Kamila Szczepanowska
Wednesday 31 May 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Key to entrepreneurial success</b> 1.Business venture creation- case studies ( problem solving ) -3 hours	Kamila Szczepanowska
Wednesday 7 June 2023	17:00-18:30 10 min. break 18:40-19:25	<b>Entrepreneurship – ‘take away messages</b> Wrap-up session Practical arrangements before on-campus module	Kamila Szczepanowska

## English for Entrepreneurship – on-campus module

### DAY 1 – 24 JULY 2023

TIME: 8:45-9:30 9:30-9:45 Q & A	PLENARY SESSION	
TOPIC:	1.Course opening, welcome and introduction (mention about Inno4YUFE) 2. Keynote talk on entrepreneurship	
PRESENTER:		
VENUE:		
COFFEE BREAK		
PLENARY SESSION		
TIME: 10:00-11:30	Business Module -plenary	
TOPIC:	Business pitch and forming teams	
CONTENT:	Business pitch - a general overview, elevator pitch. What is expected of the students. Presentations in general, tools and tricks needed:” Alternative” - how to stand out: tools to make the pitch memorable, how to engage the audience with software/props. Presentation skills (body language, eye contact, intonation, hesitation, loudness, pauses in speech)	
TEACHER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		
COFFEE BREAK		
PLENARY SESSION		
TIME: 11:45-13:15	Business Module -plenary	
TOPIC:	Case Studies; brainstorming ideas	
CONTENT:	case studies from respective countries ( What? / How? /When? / Who?/ Why?/ Where? ) UK/Belgium/Cyprus/Finland/Poland	
TEACHER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		
LUNCH BREAK		
PLENARY SESSION		
TIME: 14:15-15:00	Students bounce ideas off of each other and firm up their ideas on the business they want to pitch (elevator pitch max 1 min) - Workshop	
TOPIC:		
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		

### DAY 2 – 25 JULY 2023

TIME: 8:45-9:30 9:30-9:45 Q & A	PLENARY SESSION	
TOPIC:	Introduction to Cultural Issues - Brainstorming session (Students provide examples with regard to their own country)	
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		
COFFEE BREAK		
PLENARY SESSION		
TIME: 10:00-11:30	Business module (Group 1)	Legal module (group 2)
TOPIC:	Cultural issues in international business Part A	Understanding contracts
CONTENT:	<ul style="list-style-type: none"> <li>- cultural sensitivity</li> <li>- language nuances</li> <li>- etiquette</li> <li>- customs, mannerisms, gestures</li> <li>- language barriers</li> <li>- tone</li> <li>- technology barriers</li> <li>- politics</li> <li>- business pitch: preparation for pitching a business idea to potential partner/investors- students in their teams prepare their presentations in the light of the cultural issues raised</li> </ul>	<p>The language of employment law:</p> <ul style="list-style-type: none"> <li>- an employment contract</li> <li>-ending of an employment contract</li> <li>-an employment case study</li> <li>-an employment claim</li> <li>-employment contract clauses</li> </ul>
TEACHER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	Ivana Edmonds
VENUE:		
COFFEE BREAK		
PLENARY SESSION		
TIME: 11:45-13:15	Legal module (Group 1)	Business module (Group 2)
TOPIC:	Understanding contracts	Cultural issues in international business
CONTENT:	The language of employment law:	- cultural sensitivity

	<ul style="list-style-type: none"> <li>- an employment contract</li> <li>-ending of an employment contract</li> <li>-an employment case study</li> <li>-an employment claim</li> <li>-employment contract clauses</li> </ul>	<ul style="list-style-type: none"> <li>- language nuances</li> <li>- etiquette</li> <li>- customs, mannerisms, gestures</li> <li>- language barriers</li> <li>- tone</li> <li>- technology barriers</li> <li>- politics</li> <li>- business pitch: preparation for pitching a business idea to potential partner/investors- students in their teams prepare their presentations in the light of the cultural issues raised</li> </ul>
TEACHER:	Ivana Edmonds	Andreas Athanasiades, Mikko Hill, Stephanie Hughes
VENUE:		
LUNCH BREAK		
TIME: 14:15-15:00	PLENARY SESSION	
TOPIC:	- Ways of getting start-up capital. FFF, Banks, Angel investors, Start-up Hubs ; Getting your financials correct	
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		

DAY 3 – 26 JULY 2023		
TIME: 8:45-9:30 9:30-9:45 Q & A		
TOPIC:	Cultural Pitfalls of International Business, How to avoid the pitfalls of doing international business, or How not to do business across cultural boundaries (Dragons' Den)	
PRESENTER:	Andreas Athanasiades	
VENUE:		
COFFEE BREAK		
	Business Module (Group 1)	Legal Module (Group 2)
TIME: 10:00-11:30		
TOPIC:	Negotiations	The Language of Business
CONTENT:	<ul style="list-style-type: none"> <li>- The language of negotiation requirements (BATNA/ZOPA)</li> <li>- Business meetings: answering questions (spontaneity)</li> </ul>	<ul style="list-style-type: none"> <li>sole traders,</li> <li>setting up partnerships</li> <li>partnership agreement (parts to the agreement)</li> <li>the language of drafting</li> </ul>
TEACHER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	Ivana Edmonds
VENUE:		
COFFEE BREAK		
	Legal Module (Group 1)	Business Module (Group 2)
TIME: 11:45-13:15		
TOPIC:	The Language of Business	Negotiations
CONTENT:	<ul style="list-style-type: none"> <li>sole traders,</li> <li>setting up partnerships</li> <li>partnership agreement (parts to the agreement)</li> <li>the language of drafting</li> </ul>	<ul style="list-style-type: none"> <li>- The language of negotiation requirements (BATNA/ZOPA)</li> <li>- Business meetings: answering questions (spontaneity)</li> </ul>
TEACHER:	Ivana Edmonds	Andreas Athanasiades, Mikko Hill, Stephanie Hughes
VENUE:		
LUNCH BREAK		
TIME: 14:15-15:00	PLENARY SESSION	
TOPIC:	Online/onsite input – talking to angel investors – e.g. Growceanu (Romania)	
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		

DAY 4 – 27 JULY 2023		
TIME: 8:45-9:30 9:30-9:45 Q & A	PLENARY SESSION	
TOPIC:	Introduction to final presentations	
PRESENTER:		
VENUE:		
COFFEE BREAK		
TIME: 10:00-11:30	Business Module (Group 1)	Legal Module (Group 2)
TOPIC:	Presentations	Writing Business agreement
CONTENT:	- Final business presentations by all groups Part A)	

	- Q&A session after each presentation	
TEACHER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	Ivana Edmonds
VENUE:		
COFFEE BREAK		
TIME: 11:45-13:15	Legal Module ( Group 1 )	Business Module ( Group 2 )
TOPIC:	Writing Business agreement	Presentations
CONTENT:		- Final business presentations by all groups Part B) - Q&A session after each presentation
TEACHER:	Ivana Edmonds	Andreas Athanasiades, Mikko Hill, Stephanie Hughes
VENUE:		
LUNCH BREAK		
TIME: 14:30 -15:30	PLENARY SESSION	
TOPIC:	Recognition of the best business pitch and best business agreement	
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes	
VENUE:		

#### DAY 5 – 28 JULY 2023

TIME: 8:45-9:30 9:30-9:45 Q &A	PLENARY SESSION	
TOPIC:	Internship opportunities for Yufe students within Inno4YUFE programme.	
PRESENTER:	Honorata Fajga - Żurańska	
VENUE:		
COFFEE BREAK		
TIME: 10:00-11:00	PLENARY SESSION	
TOPIC:	Close out meeting – teachers, participants reflect on the project and discuss potential for future collaboration	
PRESENTER:	Andreas Athanasiades, Mikko Hill, Stephanie Hughes, Ivana Edmonds, Agnieszka Pawlikowska, Joanna Ososińska-Ciechomska, Kamila Szczepanowska	
VENUE:		
TIME: 11:00-15:00		
TOPIC:	Surprise trip with an entrepreneur. Farewell outdoor lunch.	