



## **Entrepreneurship & Communication in Multicultural Teams**

### **Wildau Intensive Programme: Driving Urban Entrepreneurship**

**26 February – 09 March 2018**

**Technical University of Applied Sciences Wildau**

## **Welcome to the ECMT+ Intensive Programme at Technical University of Applied Sciences Wildau**

In the next two weeks you will certainly be working intensively, meeting new people, discovering new ideas and ways of working. We encourage you to celebrate this, to work hard and to make the most of this special opportunity. There will be around eighty students, teachers, and other professionals working in many ways with each other throughout these weeks. Wishing us all a lot of fun and great learning!

*The ECMT+ Trainer Team*

ECMT+, Entrepreneurship and Communication in Multicultural Teams, is an Erasmus+ strategic partnership project. In this project, seven higher education institutions from seven different European countries are working together to develop teaching practice, entrepreneurship teaching research, and students' and teachers' entrepreneurial mindsets, practices and multicultural communication skills. This is a European cooperation project promoting collaboration and sharing across the continent.

The universities are:

Technical University of Applied Sciences Wildau, Germany – the host this week

Karelia University of Applied Sciences, Finland – the project coordinator

Jean Monnet University St Etienne, France

Poznan University of Technology, Poland

Silesian University in Opava, School of Business Administration in Karvina, Czech Republic

University of the West of Scotland, United Kingdom

Vives University of Applied Sciences, Kortrijk, Belgium

This programme is a two-week intensive workshop for students from the seven universities, dedicated to entrepreneurship education and preparing participants to face future challenges by enhancing their knowledge of the business world and developing essential skills and attitudes including creativity, initiative, tenacity, teamwork, an understanding of risk and a sense of responsibility. We understand entrepreneurship as the willingness and ability to develop new ideas, working with others to create them and make them workable. This can be both ideas for new companies and organisations and ideas for change within existing companies and organisations, where intrapreneurship thinking is much needed. Forging the entrepreneurial mindset will help future entrepreneurs and intrapreneurs turn ideas into action.

## **Research and Photography during the Intensive Programme**

A major part of the ECMT+ project is research into entrepreneurship teaching. By participating in this intensive programme you agree to also participate in any surveys and evaluation that researchers undertake, and that your reflective essays that you produce at the end of the project may be used in research. All use of student input will be anonymous, and your name will not be used unless you are expressly asked and you expressly give permission.

You also agree by taking part in this intensive programme that the organisers may use your photograph for dissemination of the ECMT+ project only, and for no other purposes.

Thank you!

## Day 1: Monday 26 February 2018

Time	Location	Format	Content
09:30-10:30	16-0093	Check-in	Check-in at UASW <i>(Simon Devos)</i>
11:00-12:15	16-0093	Roadmap	Introduction to the IP course <i>(Dana Mietzner &amp; Greg Bond &amp; Team)</i>
12:15-13:00	16-0093	Ice breaker	Ice breaker <i>(Sandrine Le Pontois &amp; Simon Devos)</i>
13:00-14:00	Canteen	Lunch	
14:00-16:30	16-0093	Pitch it.	Formation of 9 International Project Teams Team contract, allocation of coaches <i>(Greg Bond &amp; Team)</i>
16:30-17:00		Coffee break	
17:00-18:00	16-0093	Do it.	Teamwork & Project Management <i>(Sini-Tuuli Saaristo &amp; Kaija Sankila)</i>

### Milestone I

- You are informed about the project weeks' aims and organisational issues. You have an info pack.
- You have met each other and teaching staff.
- You have formed project teams and each team has decided on a business idea to develop.
- Your team has a team name or acronym and a slogan, a team spokesperson and a staff coach or coaches for the two weeks.

## Day 2: Tuesday 27 February 2018

Time	Location	Format	Content
09:30-10:15	100-214	Learn it.	General introduction to Entrepreneurship <i>(Stephane Foliard &amp; Lynda Saoudi)</i>
10:30-11:15	100-401 100-301	Learn it.	Parallel sessions 1. Success Factors & Failure Management <i>(Veronika Gustafsson)</i> 2. Advantages & Obstacles in Intercultural Collaboration <i>(Ewa Badzińska)</i>
11:15-11:45	Hall 100	Coffee break	
11:45-12:30	100-401 100-301	Learn it.	Parallel sessions 3. Social Entrepreneurship <i>(Jef Tavernier)</i> 4. PEST-Trends Changing the World <i>(Michal Stoklasa)</i>
12:30-13:30	Canteen	Lunch	
13:30-14:00	100-214	Do it.	Introduction to Berlin Berlin Entrepreneurial Environment <i>(Markus Lahr)</i>
14:00-18:00	Berlin	Do it.	Student Team Field Trip

### Milestone II

- You have gained information about principles of and trends in entrepreneurship and intercultural teamwork.
- Your team has visited Berlin and returned with 5 interesting entrepreneurial insights and practical ideas from the city, which you will present next morning.

### Day 3: Wednesday 28 February 2018

Time	Location	Format	Content
09:30-11:30	16-0093	Present it.	What we Found in Berlin: Student Presentations
11:30-12:00	Hall 16	Coffee break	
12:00-13:00	16-0093 16-0095 16-1094 16-2094	Learn it.	Parallel Sessions 1. Pretotyping & Prototyping of Your Business Idea ( <i>Babette Grothe &amp; Markus Lahr</i> ) 2. The Lean Startup Approach ( <i>Heikki Immonen</i> ) 3. Key Performance Indicators ( <i>Stephane Foliard</i> ) 4. Creativity ( <i>Ann Vandenbroucke</i> )
13:00-14:00	Canteen	Lunch	
14:00-15:00	16-0093 16-0095 16-1094 16-2094	Learn it.	Parallel Sessions 1. Pretotyping & Prototyping of Your Business Idea ( <i>Babette Grothe &amp; Markus Lahr</i> ) 2. The Lean Startup Approach ( <i>Heiki Immonen</i> ) 3. Key Performance Indicators ( <i>Stephane Foliard</i> ) 4. Creativity ( <i>Ann Vandenbroucke</i> )
15:00-15:30	Hall 16	Coffee break	
15:30-18:00	16-0093	Do it.	Business Idea Pretotypes - New Approaches and Perspectives for Your Business Idea ( <i>Babette Grothe &amp; Markus Lahr</i> ) Feedback on the prototype with coaches

#### Milestone III

- You have presented your ideas from Berlin from yesterday.
- You have gained information about developing business ideas and prototyping.
- You have created a rough concept prototype of your own business idea and received feedback from your coaches.

### Day 4: Thursday 01 March 2018

Time	Location	Format	Content
09:30-10:30	16-0093	Do it.	Prototype Collection of open questions, feedback & support on the prototype by coaches
10:30-11:00	Hall 16	Coffee break	
11:00-12:00	16-0093	Learn it.	Customer Observation & Profiling (Dana Mietzner)
12:00-13:00	Canteen	Lunch	
13:00-14:00	16-0093	Learn it.	Customer Profiles & User Tests (Michal Stoklasa)
14:00-14:30	Hall 16	Coffee break	
14:30-17:30	16-0093	Do it.	Preparation of User Tests Briefing for Next Day in Berlin

#### Milestone IV

- You have developed your idea from a pretotype to a prototype.
- You have learned about customer profiling and worked on your own customer profiles and created a design for the user tests.

### Day 5: Friday 02 March 2018

Time	Location	Format	Content
09:00-12:00	Berlin	Do it.	Implementation and Utilization of Customer Observation Methods User Feedback Business Idea Iteration
13:00-16:00	16-0093 16-0095 Vinn:Lab  Or work independently	Do it.	Preparation of Presentation of the Final Tested Business Idea for Monday

#### Milestone V

- You have tested your business idea in the city of Berlin and prepared a presentation of that idea for Monday.

### Day 6: Saturday 03 March 2018

*Sightseeing in Berlin including a tour of the Reichstag*

## Day 7: Monday 05 March 2018

Time	Location	Format	Content
09:30-11:30	16-0093	Present it.	Presentation of the Final Tested Business Idea <i>(Moderation: Martin Bradbeer)</i>
11:30-12:00	Hall 16	Coffee break	
12:00-13:00	16-0093	Learn it.	Business Models <i>(Babette Grothe)</i>
13:00-14:00	Canteen	Lunch	
14:00-15:30	16-0093	Learn it.	Business Plans <i>(Joan Scott &amp; Ron Beirens)</i>
15:30-16:00	Hall 16	Coffee break	
16:00-18:00	16-0093	Do it.	Research Results and Canvas Models <i>(Babette Grothe &amp; coaches)</i>

### Milestone VI

- You have presented your tested business idea.
- You have gained information about business models and business plans.
- You have applied lean canvas.

## Day 8: Tuesday 06 March 2018

Time	Location	Format	Content
09:30-11:00	16-0093  16-2094	Learn it.	Parallel Sessions 1. Entrepreneurial Marketing I: Pitching, Presenting, Logo, Video <i>(Lynda Saoudi, Michal Stoklasa, Nick Telford)</i> 2. Entrepreneurial Finance: Instruments for Startups <i>(Ron Beirens &amp; John O'Donoghue)</i>
11:00-11:30	Hall 16	Coffee break	
11:30-13:00	16-0093 16-2094	Do it.	Parallel Sessions 1. Entrepreneurial Marketing 2. Entrepreneurial Finance: Instruments for Startups
13:00-14:00	Canteen	Lunch	
14:00-16:30	16-0093 16-2094	Do it.	Parallel Sessions 1. Entrepreneurial Marketing 2. Entrepreneurial Finance: Instruments for Startups
16:30-18:00	16-2094	Present it.	Financing Strategy

### Milestone VII

- You have gained information about entrepreneurial marketing and financing.
- You have begun to develop your marketing strategy and materials.
- You have developed and presented a financing strategy.

## Day 9: Wednesday 07 March 2018

Time	Location	Format	Content
09:30-11:30	16-0093	Learn it.	Entrepreneurial Marketing II: Marketing Campaign, Social Media ( <i>Lynda Saoudi, Warwick Downs, Nick Telford</i> )
11:30-12:00	Hall 16	Coffee break	
12:00-13:30	16-0093	Do it.	Marketing Campaign
13:30-14:30	Canteen	Lunch	
14:30-18:00	16-0093	Do it. Test it.	Practice Your Business Ideas Fair & Pitch

### Milestone VIII

- You have gained further information on entrepreneurial marketing.
- You have developed an entrepreneurial marketing campaign and materials.
- You have developed and tested your final pitch.

## Day 10: Thursday 08 March 2018

Time	Location	Format	Content
09:30-10:30	16-0093 16-0095	Do it.	Setting up Business Ideas Fair
10:30-10:45	Hall 16	Coffee break	
10:45-13:00	16-0093 16-0095	Pitch it.	Business Ideas Fair
13:00-14:00	Canteen	Lunch	
14:00-15:00	16-0093 16-0095	Evaluate it.	Feedback on the Programme ( <i>Vicky Allan</i> )
15:00-...	16-0093 16-0095	Celebrate it.	Presentation TUAS Wildau Startup Party

### Milestone VIII

- You have presented your business idea in a final pitch.
- You have received feedback.
- You have evaluated the whole project.
- You have celebrated your achievement.

## Day 11: Friday 09 March 2018

### Departure