



Mednarodna fakulteta
za družbene in poslovne študije
International School
for Social and Business Studies
Celje · Slovenia · Europe

Green Innovative Moving Entrepreneurship

Blended Intensive Program (BIP)



Partnership:

- International School for Social and Business Studies, Slovenia
- New Bike company, Slovenia
- School of Management and Technology of Felgueiras, Portugal
- The Politehnica University of Timisoara, Romania
- Maria Curie - Sklodowska University Lublin, Poland



KOLESA
NewBIKE

P.PORTO

ESCOLA
SUPERIOR
DE TECNOLOGIA
E GESTÃO

UP
Universitatea
Politehnica
Timișoara



UMCS
MARIA CURIE-SKŁODOWSKA UNIVERSITY
IN LUBLIN

Objectives and program description

Objectives: The project will encourage and develop the creativity and innovation of the participants with the aim of identifying, creating, and developing international business opportunities in the field of sustainable mobility.

Description: Participating students will create a business idea that 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.



The goal of the BIP is to **prepare a business model** for the company in Slovenia such as the New Bike company, which includes in its offer selling and renting of an urban electric bicycle.

Number of ECTS credits

6 ECTS credits awarded

Venue of Activities

International School for Social and Business Studies
Mariborska cesta 7, 3000 Celje, Slovenia

Main language of teaching/training

At least a B2 of English level suggested

The course will consist of 9 days (with additional 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.

DAY 1

1. Opening of the BIP
2. Presentation of the basic course of the BIP - schedule
3. Definition of entrepreneurship and entrepreneurs
4. Definition of innovation
— Lunch —
5. 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 business idea development

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

Application and registration

Students can apply until **15 August 2023** through our web page: mfdps.si

The maximum number of participants in BIP is limited to 30.

Tuition fee

No tuition fees.

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.

Accommodation and Meal

Low-cost meals at the restaurant in the ISSBS building **Cafeteria Stolpič**. Coffee and snacks will be provided by the host institution.

Accommodation advised at **MCC Hostel**.
Low-cost breakfast and dinner at MCC Hostel.

Alternative accommodation at **Hotel Faraon** or **Student dormitories Celje**.

Contact for more information

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