



SUMMER SCHOOL ENTREPRENEURSHIP AND CREATIVITY FOR ALL

Final Programme*

* The programme is subject to change.

- FIRST WEEK, 22nd - 26th AUG / **HEALTHY LIFESTYLE**
A healthy mind in a healthy body!

PLACE: Department of Human Movement Studies, Varenská 3098/40A + other locations according to the programme

TIME: The programme **starts at 9:00 every day**, the end of the programme may be different each day, the estimated end is 17:00.

MONDAY 22.8.	TUESDAY 23.8.	WEDNESDAY 24.8.	THURSDAY 25.8.	FRIDAY 26.8.
<p>08:30 - 09:00 Registration and welcome bags giveaway (at the entry of the building)</p> <p>09:00 Welcome and introduction</p> <p>Excursion of Human Motion Diagnostic Centre Monitoring of physical activity Distribution of Polar bands</p> <p>Team games</p> <p>Lecture: The Theory of Importance of Physical Activity</p>	<p>09:00 Hiking (Prašivá chalet, Vyšní Lhoty)</p> <p>Olešná water reservoir, Frýdek-Místek (inline, slackline, snake board)</p>	<p>09:00 Lecture: The theory of health, health prevention, air pollution influence on health, nutrition</p> <p>Nordic-walking</p> <p>Team games (petanque, padel, etc.)</p>	<p>09:00 Safety instructions, how to rescue a drowning person</p> <p>Water tourism Hlučín + Opava wakeboarding</p> <p>Děhylov, roasting of sausages on fire</p>	<p>09:00 Evaluation of Polar bands data (Theory + Lecture)</p> <p>Volleyball, beach volleyball</p> <p>Social evening</p>





▪ **SECOND WEEK, 29th AUG - 2nd SEP / CREATIVITY**

If you can dream it, you can do it. (Walt Disney)

PLACE: Českobratrská 16, 3rd floor + other locations according to the programme

MONDAY 29.8.	TUESDAY 30.8.	WEDNESDAY 31.8.	THURSDAY 1.9.	FRIDAY 2.9.
<p>09:00 - 10:30 How creative are you? Various activities/quizzes to explore our own creativity</p> <p>How creative is your environment? Creative societies.</p>	<p>09:00 - 10:30 Individual creativity - how to develop it</p>	<p>09:00 - 10:30 Organizational creativity - what it means and why we should care. Can organizations learn creativity? 1/2</p>	<p>09:00 - 10:30 Artificial intelligence, robots and human creativity. Who is the winner?</p>	<p>09:00 - 10:30 Projects presentations, discussions, challenges and dilemmas. 1/2</p>
<p>10:30 - 10:45 Coffee break</p>	<p>10:30 - 10:45 Coffee break</p>	<p>10:30 - 10:45 Coffee break</p>	<p>10:30 - 10:45 Coffee break</p>	<p>10:30 - 10:45 Coffee break</p>
<p>10:45 - 12:00 Presenting the overview of the Creativity Week Is creativity really important? The effect of COVID-19?</p>	<p>10:45 - 12:00 Activities to support us in finding out what type of creative person we are, the preferences we have; how we develop and improve our thinking skills</p>	<p>10:45 - 12:00 Organizational creativity - what it means and why we should care. Can organizations learn creativity? 2/2</p>	<p>10:45 - 12:00 Working on projects in your groups 1/2</p>	<p>10:45 - 12:00 Projects presentations, discussions, challenges and dilemmas. 2/2</p>
<p>12:00 - 13:00 Lunch break</p>	<p>12:00 - 13:00 Lunch break</p>	<p>12:00 - 13:00 Lunch break</p>	<p>12:00 - 13:00 Lunch break</p>	<p>12:00 - 13:00 Lunch break</p>
<p>13:00 - 15:00 Deciding on projects and project teams</p>	<p>13:00 - 15:00 Problem solving and decision making</p> <p>De Bono's 6 thinking hats - application</p>	<p>13:00 - 15:00 Are we on the same page? Of the same book?!?! Readings and discussions about creativity.</p>	<p>13:00 - 15:00 Working on projects in your groups 2/2</p>	<p>13:00 - 15:00 Round up, conclusions, awards for the most creative project and/or team</p>
<p>18:00 - 20:00 Pub quiz</p>	<p>16:00 - 17:30 Dolní oblast Vítkovice guided tour (incl. Bolt Café visit)</p>	<p>16:00 - 17:00 Gallery of Fine Arts in Ostrava - exhibition visit + workshop</p>		

A brief reading list:

- Nicolae, M., (coord.), Moulder, J., Lixandru, I., Managing creativity – one's own & other people's, ASE Publishing House, 2010
- Luc De Brabandere, Alan Iny, Thinking in New Boxes: A New Paradigm for Business Creativity, Random House, NY, 2013
- Keith Sawyer, Zig Zag: The Surprising Path to Greater Creativity, Wiley, 2013
- Matt Ridley, How Innovation Works: And Why It Flourishes In Freedom, Harper, 2020
- <https://www.ted.com/topics/creativity>





▪ **THIRD WEEK, 5th - 9th SEP / START-UP: HOW TO DESIGN YOUR OWN CREATIVE BUSINESS**

Entrepreneurship has never been so fun before!

PLACE: Českobratrská 16, 3rd floor + other locations according to the programme

MONDAY 5.9.	TUESDAY 6.9.	WEDNESDAY 7.9.	THURSDAY 8.9.	FRIDAY 9.9.
09:00 - 10:30 Teaching time	09:00 - 10:30 Teaching time	09:00 - 10:30 Teaching time	09:00 - 10:30 Teaching time	09:00 - 10:30 Teaching time
10:30 - 10:45 Coffee break	10:30 - 10:45 Coffee break	10:30 - 10:45 Coffee break	10:30 - 10:45 Coffee break	10:30 - 10:45 Coffee break
10:45 - 12:00 Teaching time	10:45 - 12:00 Teaching time	10:45 - 12:00 Teaching time	10:45 - 12:00 Teaching time	10:45 - 12:00 Teaching time
12:00 - 13:00 Lunch break	12:00 - 13:00 Lunch break	12:00 - 13:00 Lunch break	12:00 - 13:00 Lunch break	12:00 - 13:00 Lunch break
13:00 - 15:00 Teaching time	13:00 - 14:00 Teaching time	13:00 - 14:00 Teaching time	13:00 - 15:00 Teaching time	13:00 - 15:00 Teaching time
	15:00 - 16:30 MSIC Moravian-Silesian Innovation Centre - Introduction of services and meeting with start-up companies	15:00 - 16:30 Marlenka factory guided tour		15:00 - 15:30 Summary and closure of the SS

TEACHING IS DIVIDED INTO FOUR MODULES AND WILL COVER THE FOLLOWING:

MODULE 1 - Understanding the business context: trends and future entrepreneurial drivers in the new world

- World economic and social context: what's next?
- The impact of covid-19 on companies, start-ups and innovation ecosystems
- Business and technology: game-changers and applications in everyday business life
- Time to market: why business ideas fail. And how to avoid it. Case analysis

MODULE 2 - Hands on creativity: exploring design thinking to develop your own business

- Understanding the power of creativity and design thinking approach
- Investigating today's world: why do we need to improve it and how?
- Create your own business in 5 steps. Is there any market?
- Story telling: is your business really interesting? One-off sales competition

MODULE 3 - Hands on reality: how to fine-tune your business according to investors' mindset

- From your idea to real business: designing and developing an investor-proof business model
- Testing the business model: how-to session
- Fine-tuning your business: does it work? How can we make profit out of it?
- How we did it: case analysis and open discussion

MODULE 4 - Business planning: developing and properly presenting your business to foster start-up sustainability

- From business modeling to business planning: how to switch your entrepreneurial mindset
- How to structure your business plan: structure and numbers to implement your idea
- Developing a well-structured business plan in real life: a step by step market-driven approach
- Discussing your business plan: how to conquer the market by boosting your self-confidence

