

# UNIVERSITY OF OSTRAVA SUMMER SCHOOL



ENTREPRENEURSHIP  
AND CREATIVITY FOR ALL



**Get started with your start-up idea  
and learn more about the creative  
processes together with  
the importance of healthy lifestyle  
and work-life balance.**



## PROGRAMME OVERVIEW

Get outstanding theoretical and practical experience in this 3-week intensive programme which consists of classroom lectures, field trips and practical exercise. You will have the opportunity to better understand the creative processes of building on your own business idea and to learn more about how much is the healthy lifestyle important. Moreover, you will meet international students and will be able to discuss your ideas with our international experts. The programme is designed to be interactive and is divided into three areas – healthy lifestyle, creativity and start-up parts.

## FIELD TRIPS

Over the course, many field trips and other activities are organized, e.g. hiking in Beskydy mountains, wakeboarding, planetarium visit and visit to a couple of start-up companies in the region.

## PERIOD

August 24, 2020 – September 11, 2020 / 3 weeks

## ELIGIBILITY

International and Czech students (currently enrolled at a university)

## LANGUAGE OF INSTRUCTION

English

## DEADLINE FOR APPLICATIONS

May 15, 2020

## PRICE

The programme is **free of charge**.

Participants are supposed to pay their travel expenses, accommodation and meals.

Recommended accommodation: Kampus Palace ([kampuspalace.cz](http://kampuspalace.cz));  
The rooms will be booked for you upon your request.

## **MORE INFORMATION ABOUT THE PROGRAMME:**

### **PART 1: HEALTHY LIFESTYLE**

The importance of a balanced lifestyle will be discussed throughout the first week. You will start with the excursion to the Human Motion Diagnostic Centre where you will be given the Polar bands to monitor your physical achievements for the week, the series of lectures on the Theory of Health, the Influence of the Environment on Health and others will be followed by exciting sport activities, e.g. team games, hiking to Beskydy mountains, Nordic walking and wakeboarding.

### **PART 2: CREATIVITY**

There will be 25 hours of workshop consisting of a topic introduction, interactively facilitating the main concepts related to the respective creativity topic, followed by activities, quizzes and discussions. There will be a reading list, a proposal for TED talks and mini projects to be done in small teams.

### **PART 3: START-UP: HOW TO DESIGN YOUR OWN CREATIVE BUSINESS**

The aim of this part is to teach students how to design and develop their own start-up to promote self-employment. Creative thinking and business-oriented philosophical approaches will be mixed to deliver a highly innovative learning experience. Some of the topics are The Role of Entrepreneur in Modern Society and How to Develop a Winning Business Model, From Ideas to Reality.

### **CONTACT INFORMATION**

Please visit the website below for more information and application requirements.

**[www.osu.eu](http://www.osu.eu)**

### **COORDINATOR**

**Monika Šmídlová / email: [monika.smidlova@osu.cz](mailto:monika.smidlova@osu.cz)**

Our coordinator from the Centre for International Cooperation is ready to answer your questions and help you with the application.

## **MORE INFORMATION ABOUT THE COUNTRY, CITY AND UNIVERSITY:**

### **CZECH REPUBLIC**

Czech Republic, also known as Czechia, is a landlocked country in the Central Europe. According to the Global Peace Index, it is the 6th safest country in the world. The capital city is Prague and the currency is the Czech crown (CZK). The population is over 10,000,000 people. Culturally, the Czech Republic has a rich history in music, literature, visual arts and decorating glass and crystal.

### **OSTRAVA**

Ostrava is the third largest city in the Czech Republic. It is in the middle of everything just hours from Prague, Berlin, Krakow, Budapest, Vienna and Warsaw. Ostrava is a developing and vibrant city taking special care to cultivate public greenery. Its industrial heritage makes for a dramatic backdrop in which to study. It is an ideal destination for sightseeing. Nearby, there are two mountain ranges, Beskydy and Jeseníky mountains, which provide beautiful views of the landscapes and are perfect for hiking and skiing.

### **THE UNIVERSITY OF OSTRAVA**

The University of Ostrava is a dynamic research institution which offers a high quality level of education and research in the humanities, social and natural sciences, health studies, medicine and fine arts.

