2nd International Entrepreneurship Summer School 2015
Entrepreneurship, Strategy and Innovation on Cross-cultural Business Contexts
Course Outline

Shuttle Bus from Hotel Elena to Campus leaves Monday: 9.45 a.m., Tuesday - Friday: 8.30 a.m.

TIme	Monday 29/06/2015	TIme	Tuesday 30/06/2015	Wednesday 01/07/2015	Thursday 02/07/2015	Friday 03/07/2015
10:30 – 11:00	**Welcome & Opening the Course** *Vice Rector, Research and Innovation, Prof. P. Botsaris, DUTH* **Summer School Course Presentation** *Dr. P. Giourka, Unit of Innovation and Entrepreneurship, DUTH*	09.00 – 10.30	**Creative Confidence and Facilitation Workshop (Part A)** *Moderator: Silvia Giovannoni, PYE*	**Negotiating and Influencing skills for managers** *Moderator:* **A/CP presentations** CP for 'Cocomat' CP for 'Green Cola' CP for 'Procter & Gamble' *Assessors:* *Dr O. Palermo, Dr K. Galanakis,, Company representatives*	**Summer School Consultancy Project Assignment (SSCP3)** *'Translation24.gr'* **Skills for developing successful Strategies for Business (Part A – The ideation process)** *Moderators - Mentors:* *Dr. P. Giourka,, P. Dimitriadou A. Thrash A. Spyridis*	**The art of Pitching** Dr. P. Giourka, **SSCP Pitching preparation**
		10.30 – 10.45	**Coffee Break**	**Coffee Break**	**Coffee Break**	**Coffee Break**
11:00 – 12:30	**Strategies for Achieving and Sustaining Growth** *Moderator:* *Dr K. Galanakis, NBS Dr O. Palermo*	10.45 – 13.00	**Creative Confidence and Facilitation Workshop (Part B)** *Moderator: Silvia Giovannoni, PYE*	**Theory of Inventive Problem Solving in Practice (TRIS) – The M&Ms Case Study** *Moderator: Mountelos Stavros*	**Skills for developing successful Strategies for Business (Part B – Idea validation)**	**SSCP - Presenting Business Strategies (Pitch the idea)** 'Rodopi' Representatives 'Cocomat' Representatives 'Translation24' Representative
12:30 -14:00	**LUNCH BREAK**	13.00 -14:00	**LUNCH BREAK**	**LUNCH BREAK**	**LUNCH BREAK**	**LUNCH BREAK**
14:00– 17:00	**Performance Skills for Leaders** *Moderator:* *Dora Founta, Executive Coach and Mentor, National Kapodistrian University of Athens*	14:00– 17:00	**Company visit at 'Rodopi'** **Summer School Consultancy Project Assignment (SSCP1)** *'Rodopi'*	**Company visit at 'Cocomat'** **Summer School Consultancy Project Assignment (SSCP2)** *'Cocomat'*	**Skills for developing successful Strategies for Business (Part C – Idea Iteration and Infiltration)**	**Award Celebration** *End of Summer School*