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PAN-EUROPEAN  
UNIVERSITY

# Knowledge Exchange Roadshow *in Ostrava*



## SCOPE

An interdisciplinary week focused on innovation in business, marketing and management. The aim of the program is to develop the exchange of knowledge and cooperation between university students/staff and business sector in the region. Main focus is on the innovative digital methods, covering business needs and potential employment of university graduates. Experience from transformation of the former industrial region are interesting opportunities for analyzing the potentials in other regions.

## ADDED VALUE

The program will offer theoretical base for practical examples how the cooperation is implemented in real services for the development of business environment in the region. The university plays the important role in the process of transformation of the region. The practical part is an opportunity to rise the employment of university students and decrease the unemployment rate of the region.

## OUTCOMES

Students/staff will see and analyze best practices in real time from academic sector on university level and also from regional stakeholders accompanied by company visits in real SMEs that use the advantage from the cooperation with the university and its students and employees. Real outputs are as follows: Team work on the project, Concept testing (feedback loop with lecturers and professionals), Final presentation preparation and Team presentations (startup pitch format).

## COMPETENCE GAINED

Best practices of the activities and services provided by the university for students and help with future employment. Core Competencies Students Should Develop are Entrepreneurial Thinking, Interdisciplinary Collaboration, Strategic and Sustainable Thinking, Marketing and Customer Insight, Management and Leadership Skills and Critical Thinking.

## EXPENSES

BIP individual support (Erasmus+ scholarship) covers expenses related to travel, accommodation, catering (breakfast, lunch, dinner). Sending institutions provides this individual support under Erasmus+ program. All the cultural activities, excursions, travels etc. are being covered by organizing institutions.

## CONDITIONS

The minimum number of Erasmus+ funded participants is 15 (not including teaching/training staff involved to the delivery program). BIP individual support (Erasmus+ scholarship), and when applicable, travel support to participants for the physical activity is provided by the sending organisation.

# INNOVATIVE METHODS FOR COOPERATION BETWEEN STUDENTS AND BUSINESS SECTOR

25-29 AUGUST

OSTRAVA, CZECH REPUBLIC

## WHO CAN PARTICIPATE

Students from partner universities

## THE DURATION

6 Days: 5 physical, 1 virtual

## APPLICATION

Application deadline: July 31

## ARRIVAL & DEPARTURE

Should be plan before and after the physical activity days

## ACCEPTANCE

Acceptance letters will be sent by August 8

## APPLY HERE



# Roadshow

## PROGRAMME

Monday	Tuesday	Wednesday	Thursday	Friday
<b>09.30</b> <ul style="list-style-type: none"><li>Registration</li><li>Introduction</li><li>Opening</li></ul>	<b>1</b> <b>09.30</b> SMART CITY CAMPUS, Environmental centre (Technical University Ostrava) <a href="#"><u>LINK</u></a>	<b>3</b> <b>10.00</b> RADEGAST brewery visit in Nošovice <a href="#"><u>LINK</u></a>	<b>5</b> <b>9.00</b> Ostrava + Town Hall Tower Visit <a href="#"><u>LINK</u></a>	<b>10.00</b> Assessment of the Knowledge Exchange Roadshow & Award Ceremony
<b>11.00</b> <ul style="list-style-type: none"><li>Presentations of partner universities</li><li>StudyEU Amber Road &amp; BIP introduction</li></ul>	<b>13.30</b> Lunch (L'osteria Ostrava) <a href="#"><u>LINK</u></a>	<b>13.00</b> Lunch (Radegastův šenk) <a href="#"><u>LINK</u></a>	<b>12.00</b> Lunch (Plzeňka U staré radnice) <a href="#"><u>LINK</u></a>	<b>11:00</b> Snack + departure
<b>12.00</b> Entrepreneurship Support Activities	<b>2</b> <b>15.00</b> Lower Vítkovice city part visit <a href="#"><u>LINK</u></a>	<b>4</b> <b>15.00</b> Marlenka company visit <a href="#"><u>LINK</u></a>	<b>14:00</b> BIP activity preparation	
<b>13.00</b> Lunch			<b>15:30</b> BIP activity presentation	
<b>14.00</b> <ul style="list-style-type: none"><li>Erasmus Programme</li><li>New Marketing Trends</li></ul>				