

**Cross-border Bees in V4 Countries-Building of Educational Entrepreneurship Start-ups in V4 Group, Grant No. 11610602**  
**WORKSHOP SCHEDULE**



**and partner Universities:**



**Alexander Dubček**  
**University of Trenčín**



**VŠB - Technical University of Ostrava**



**Szent István University**

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<b>DATE AND HOUR*</b>	<b>PLACE</b>	<b>TOPIC OF THE WORKSHOP</b>	<b>ACADEMICS LEADING THE WORKSHOP</b>	<b>EXTERNAL PARTNERS TO THE PROJECT INVOLVED IN WORKSHOP</b>
<b>16/11/2016</b>  10.00-12.00 (the group should be gathered at 9.00 in front of the main entrance of building L)	<b>SZCZESNIAK</b> Special Vehicles Ltd.  Bestwinska 105A Str. 43- 346 Bielsko-Biala, Poland	<b>Study visit</b>	Prof. Katarzyna Żyminkowska, University of Bielsko-Biala, Poland  Dr. habil. Róbert Magda Ph.D. Szent István University, Hungary	Grzegorz Szczęśniak, President of the Board, Anna Szczęśniak, Board Member Paulina Nogowczyk, Phd., Project manager, Agnieszka Haslette, Export Specialist
<b>16/11/2016</b>  13.00-14.00 (room 331a, building L)	University of Bielsko-Biala, Poland	<b>FORMAL AND LEGAL ASPECTS OF ECONOMIC ACTIVITY IN MEMBER STATES OF THE VISEGRAD GROUP (PART I)</b> <ul style="list-style-type: none"> <li>- Legal forms of business</li> <li>- Registration and restrictions of economic activity</li> <li>- Forms of business taxation</li> </ul>	Marcel Kordoš, Ph.D. Alexander Dubček University in Trenčín, Slovakia	
<b>16/11/2016</b>  14.30-16.00 (room 331a, building L)	University of Bielsko-Biala, Poland	<b>INTRODUCTION TO ACADEMIC ENTREPRENEURSHIP</b> <ul style="list-style-type: none"> <li>- Designing start-ups – rules for workshop projects</li> <li>- Successful start-ups – case studies</li> </ul>	Prof. Katarzyna Żyminkowska, University of Bielsko-Biala, Poland	

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<b>17/11/2016</b>  10.00-12.00 (room 410, building L)	University of Bielsko-Biala, Poland	<b>FORMAL AND LEGAL ASPECTS OF ECONOMIC ACTIVITY IN MEMEBR STATES OF THE VISEGRAD GROUP (PART II)</b> <ul style="list-style-type: none"> <li>- Legal forms of business</li> <li>- Registration and restrictions of economic activity</li> <li>- Forms of business taxation</li> </ul>	Dr. habil. Róbert Magda Ph.D. Szent István University, Hungary  Ing. Hana Štverková, Ph.D., MBA, Technical University of Ostrava, Czech Republic  Piotr Dziwiński Ph.D., University of Bielsko-Biala, Poland	
<b>17/11/2016</b>  13.30-15.00 (room 410, building L)	University of Bielsko-Biala, Poland	<b>TEAM WORKING – CREATING INITIAL START-UP IDEAS</b>  <b>Initial marketing strategy:</b> <ol style="list-style-type: none"> <li>1. Product / service idea</li> <li>2. Prospective customers</li> <li>3. Demand trends and factors</li> </ol>	Dr. habil. Róbert Magda Ph.D. Szent István University, Hungary  Ing. Hana Štverková, Ph.D., MBA, Technical University of Ostrava, Czech Republic  Piotr Dziwiński Ph.D., University of Bielsko-Biala, Poland	

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<b>14/12/2016</b> 14.15-15.00 (room 410, building L)	Szent Istvan University, Gödöllő, Hungary	<b>BUSINESS FINANCING</b>	Dagmara Mika Ph.D., University of Bielsko-Biala, Poland  Agnieszka Barcik Ph.D., University of Bielsko-Biala, Poland  Marcin Jakubiec Ph.D., University of Bielsko-Biala, Poland	Henrietta Nagy PhD habil. (Ms.), associate professor, Vice- Dean for International Relations
<b>14/12/2016</b> 15.00-16.45 (GTK meeting room, 2 <sup>nd</sup> floor)  <b>15/12/2016</b> 10.00-12.00 (GTK meeting room, 2 <sup>nd</sup> floor)	Szent Istvan University, Gödöllő, Hungary	<b>TEAM WORKING – DEVELOPING START-UP IDEAS</b>  <b>Developing marketing strategy based on benchmarking results:</b> 1. Competition analysis (product, price, distribution, promotion) 2. Improved marketing strategy (product, price, distribution, promotion) → <b>first presentation: start-up name and its marketing strategy</b>	Dr. habil. Róbert Magda Ph.D. Szent István University, Hungary  Ing. Monika Mynarzová Ph. D., Technical University of Ostrava, Czech Republic  Ing. Hana Štverková, Ph.D., MBA, Technical University of Ostrava, Czech Republic  Ing. Katarína Havierniková Ph D Alexander Dubček University in Trenčín, Slovakia  Ing. Karol Krajčo	

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			Alexander Dubček University in Trenčín, Slovakia	



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<b>18/01/2017</b> 14.00-18.00 (FSEV room, building C)	Alexander Dubček University of Trenčín, Slovakia	<b>BUSINESS PLAN PRESENTATION</b>  <b>TEAM WORKING – DEVELOPING START-UP IDEAS AND BUSINESS PLAN PRESENTATIONS</b>  <b>Developing the start-up business model elements:</b> 1. Structure and operations – firm organization and resources, processes 2. Network – partners: suppliers, middlemen, customers, competitors 3. Finance – projections for 12 months (sales, costs, financial results)	Ing. Karol Krajčo Alexander Dubček University in Trenčín, Slovakia	Prof. RNDr. Jaroslav Holomek, CSc. Vice Dean for research and science
<b>19/01/2017</b> 9.00-12.45 (FSEV room, building C)			Ing. Katarína Kráľová Alexander Dubček University in Trenčín, Slovakia	Ing. Martn Hošťák, PhD. – secretary of the National Union of Employers
			Ing. Jana Sochuľová Alexander Dubček University in Trenčín, Slovakia	Ing. Martin Grenčík – entrepreneur / business owner
			Marcel Kordoš, Ph.D. Alexander Dubček University in Trenčín, Slovakia	Ing. František Antal – entrepreneur / business owner
			Ing. Karol Krajčo Alexander Dubček University in Trenčín, Slovakia	

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<b>15.02.2017</b>  14.00-17.30 (Business Incubator VŠB-TUO 17 Listopadu 15/2172 708 33 Ostrava - Poruba)	VŠB – Technical University of Ostrava Business Incubator	<b>STUDY VISIT</b>  <b>LECTURE „PRESENTATION                      SKILLS”</b>  <b>TEAM WORKING – DEVELOPING                      FINAL START-UP IDEAS AND                      RECEIVING FEEDBACK FROM                      EXPERTS (BUSINESS                      INCUBATOR AND ACADEMICS)</b>	Ing. Monika Mynarzová, Ph. D., Technical University of Ostrava, Czech Republic  Ing. Hana Štverková, Ph.D., MBA, Technical University of Ostrava, Czech Republic  Ing. Radomír Kaná Ph. D., Technical University of Ostrava, Czech Republic	Ing. Andrea Šimoníková – Innovation Support Centre VŠB-TU Ostrava (Business Incubator), Team leader for Support of Entrepreneurship, Analyst  Ing. Mgr. Veronika Čerbáková – Inovation Support Centre VŠB-TU Ostrava, PR manager  Ing. Jan Jůzl - Inovation Support Centre VŠB-TU Ostrava (Business Incubator), Consultant, GREEN LIGHT program co- ordinator  Ing. Jan Adam Plaček - Inovation Support Centre VŠB-TU Ostrava (Business Incubator), Entrepreneurship support specialist  Ing. Sandra Vítková, Ing. Kristýna Dekická - business owners in SWANKY (www.swanky.cz)
<b>16/02/2017</b> 9.00-10.55 ( Faculty of Economics VŠB – Technical University of Ostrava)	VŠB – Technical University of Ostrava, Czech Republic	<b>TEAM WORKING – FINAL                      START-UP IDEAS                      PRESENTATIONS BY STUDENTS:</b>	Ing. Hana Štverková, Ph.D., MBA, Technical University of Ostrava, Czech Republic	Prof. Dr. Ing. Zdeněk Zmeškal, Dean of the Faculty of Economics VŠB-TUO  Prof. Dr. Ing. Dana Dluhošová, Vice Dean of Faculty of Economics,

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11.00-12.00 (Sokolská třída 1263/24 Ostrava, 702 00)	IMPACT HUB OSTRAVA	<p><b>Start-up contests:</b> 15 minutes per team: 10-minute presentation + answering questions</p> <p><b>EVALUATION OF THE COMPETING PROJECTS AND ANNOUNCEMENT OF THE WINNING TEAM: the best cross-border start-up idea</b></p> <p><b>STUDY VISIT</b></p>	<p>Ing. Monika Mynarzová, Ph. D., Technical University of Ostrava, Czech Republic</p> <p>Ing. Radomír Kaná Ph. D., Technical University of Ostrava, Czech Republic</p> <p>Prof. Katarzyna Żyminkowska, University of Bielsko-Biala, Poland</p>	Jan Slovioček – Impact HUB Ostrava, Community Manager