

21st International Project Week 2019
20th – 24th May 2019

Lecturer: Ilona Kojelyte

University/Company: Vilniaus Kolegija

Country: Lithuania

Entrepreneurship and creativity

Content:

Starting with the defining of business idea. Then making different approaches of its feasibility. Features of the entrepreneur. Creativity method. Business planning. PESTEL analysis. Market research. Competition environment. SWOT analysis of future business perspectives.

Methods:

Creativity methods, analytical thinking methods.

Competences and skills to be acquired:

Idea generation skills, business planning skills, market research skills, analytical thinking competence, entrepreneurial approach.

Prerequisites:

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Language of instruction:

English

Recommended for:

Economics