

ENOVA IP MODULE COURSE SCHEDULE PRIMORSKA UNIVERSTY, KOPER - SLOVENIA

<i>WEEK 1</i>	12.June.2017 – 17.June.2017					
<i>HOURS</i>	12.June.2017 1 st Day 1 - Monday	13.June.2017 2 nd Day Tuesday	14.June.2017 3 rd Day Wednesday	15.June.2017 4 th Day Thursday	16.June.2017 5 th Day 5	17.June.2017 6 th Day Saturday
09.30-12.30	Introduction Lecture: ENOVA Project <i>Cagri BULUT</i> Yasar University	Open Innovation & Entrepreneurship <i>Wolfgang SCHABEREITER</i> BRAINPLUS	Networking, Strategic Alliances, and Industry-University Cooperation for Entrepreneurship and Innovation Management <i>Gözde SİDAL</i> Aegean Exporters Association	Entrepreneurial Opportunities and Entrepreneurial Marketing <i>Elisabeth S.C. BERGER</i> Hohenheim University	Business Planning for New Venture Creation <i>Leif Brändle</i> Hohenheim University	Free Day Activity
12.30-14.00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	
14.00-17.00	Typology of Innovation: Innovation Strategy and Innovation Audit <i>Wolfgang SCHABEREITER</i> BRAINPLUS	Creativity, Idea Generation and Design Thinking <i>Clara GÖGELE</i> BRAINPLUS	Organizational Innovativeness, Intellectual Capital, and Innovation Audit <i>Eda CİNER</i> Aegean Exporters Association	Entrepreneurial Personality, Entrepreneurial Teams & Entrepreneurship <i>Andreas KUCKERTZ</i> Hohenheim University	Preparation for the essay	

<i>Week 2</i>	19.June.2017 – 24.June.2017					
<i>HOURS</i>	19.June.2017 7 th Day Monday	20.June.2017 8 th Day Tuesday	21.June.2017 9 th Day Wednesday	22.June.2017 10 th Day Thursday	23.June.2017 11 th Day Friday	24.June.2017 12 th Day Saturday
9.30-12.30	Marketing Research and New Product Development Anita TRNAVCEVIC Primorska University	Understanding corporate culture for Intrapreneurship and Corporate Entrepreneurship Çağrı BULUT Yasar University	Business Model Innovation, Value Proposition and CANVAS Business Modelling Roberto BILOSLAVO Primorska University	Project Management: Entrepreneurship and Innovation Management Perspective Burcu KİPER Yasar University	Preparation for the essay	SUBMISSION OF ESSAYS & QUALITY ASSESMENT SURVEY Burcu KİPER Yasar University
12:30-14:00	LUNCH BREAK			LUNCH BREAK		
14.00-17.00	Competitive Analysis and Strategic Planning: Entrepreneurship and Innovation Management Perspective Çağrı BULUT Yasar University	Preparation for the essay / Company visit	Preparation for the essay / Company visit	Preparation for the essay / Company visit		Conclusion of the Project Cagri Bulut Yasar University