

JEAN MONNET WINTER SCHOOL
“Innovations, Creativity and Entrepreneurship”
 29 January – 1st February 2019
 Venue: Academy of Economic Studies of Moldova, room 104, bloc B

Organisers: Dr. **Rodica Crudu**, associate prof., **EU2INNO** Coordonator,
 Dr. **Tatiana BUCOS**, associate prof., **HEIFYE** national coordinator

Ora/ zi	Tuesday, 30 January	Wednesday, 31st January	Thursday, 1st February	Friday, 2nd February
09.00 – 09.30	Registration of participants			
09.30 – 12.30	<ul style="list-style-type: none"> - EU2INNO project's presentation - HTIFYE project's presentation - Contemporary Issues in Entrepreneurship and Innovation - Practical Strategies to Develop and Implement Innovation <p><i>Speaker: Rodica CRUDU</i></p>	<ul style="list-style-type: none"> - The 10 skills you need to thrive in the Fourth Industrial Revolution - Skills of the future: new challenges for strenghtening creativity and innovation <p><i>Moderator: Rodica CRUDU</i></p>	<ul style="list-style-type: none"> - The creative economy and the firms. - Design Thinking and Innovation <p><i>Speaker: Rodica CRUDU</i></p> <p>Workshop: Innovation resilience <i>Moderator: Clive HOLTHAM, PhD, Prof. at Cass Business School; City, University of London</i></p>	<p>The role of mentoring and couching in business <i>Speaker: Rodica CRUDU</i></p> <ul style="list-style-type: none"> - Entrepreneurial success story! <i>Speaker: invited speaker (Ruslan Cjjocarul, founder of Tucano coffee)</i> <p>Work in groups on business model development</p>
12.30 – 13.00	Coffee/lunch break			
13.00 – 17.30	<p>Workshop: Entrepreneurship and problem solving: How to transform consumer problems into business opportunities</p> <p><i>Moderator: Tatiana BUCOS, Director of the Centre for Marketing, Partnerships and Career of ASEM</i></p>	<p>Workshop: Techniques for generating creative ideas</p> <p><i>Moderator: Tatiana BUCOS,</i></p>	<p>Workshop: How to design innovative business models</p> <p><i>Moderator: Tatiana BUCOS</i></p>	<p>Presentations of the participants' business models</p> <ul style="list-style-type: none"> - Winter School Closing <i>Rodica Crudu, EU2INNO Coordinator & Tatiana BUCOS, Heife project Coordinator</i>



HEIFYE
Higher education institutions for youth entrepreneurship