



**Agenda of Students Workshop:
INTERNATIONAL CAREER CENTER FOR
ENTREPRENEURSHIP**

November 23 and December 7, 2017, Riga, Latvia

The University of Economics and Culture (EKA)



AGENDA

ICCE Workshop for Students in Riga, EKA

This intensive workshop program for students gives them the opportunity to gain personal experience of how a business works, understand the role it plays in providing employment and creating prosperity, and be inspired to improve their own prospects. Students will receive guidance, skills and new methods for business plan development and entrepreneurship. The workshop will include the themes, presentation, study and company's materials.

DAY 1: November 23, 2017		
Time	Activity	Details
09:15-10:00	Registration of the participants Introduction to the workshop Forming of the groups of students Brainstorming activity – Generation of business ideas	Mentor: Edgars Čerkovskis
10:10-11:00	Presentation “Business Plan Development”	Lecturer: Jekaterina Bierne
11:00-11:45	Group work on business idea (adjustments, details)	Mentors: Edgars Čerkovskis Jekaterina Bierne
11:45-12:30	Break	
12:30 – 14:30	Group work on marketing research supporting the developed business idea	Mentors: Edgars Čerkovskis Jekaterina Bierne
14:30 – 15:50	Group work on the Business plan draft	
DAY 2: December 7, 2017		
Time	Event	
10:00 – 10:40	Guest lecture – Latvian Business Environment	Solvita Šmite, Representative of Ogre Business Incubator
10:40 - 12:40	Students’ presentations of business plan	
12:40 - 13:40	Break	
13:40 – 14:30	Business plans’ evaluation and feedback	Solvita Šmite, Edgars Čerkovskis, Jekaterina Bierne, Jelena Titko
14:30 – 15:30	Concluding remarks. Students’ feedback on the workshop	
15:30 – 16:00	Closing of the workshop and granting of certificates	