

## ***FORTHEM Collective Short-Term Mobility***

### **Business and Entrepreneurship Summer School: FUTURE TALENTS**

**Organising university:** University of Valencia

**Dates of the STM:** 11<sup>th</sup>-15<sup>th</sup> of July 2022

**Location of the event:** Valencia, Spain

**Organisers:** The International Relations Office (ORI) of the Faculty of Economics, Staff from the Faculty's Administrative office; Academic staff from various Departments

**Project description:** The Short-Term Mobility aims to offer an innovative pedagogical approach to educating the future generations (FUTURE TALENTS) in Business and Entrepreneurship by encouraging their critical thinking and creativity through a series of interactive workshops, practical tasks and case studies conducted at the University of Valencia, one of the European leaders in the Erasmus program. In 5 days, the students will learn about what it takes to be an entrepreneur starting a business and marketing a product/service. This summer school is a unique opportunity to combine academic learning, cross-cultural enrichment, and action-packed social activities.

#### **Day by day programme:**

Time	Day 1 (11.07)	Day 2 (12.07)	Day 3 (13.07)	Day 4 (14.07)	Day 5 (15.07)
09:30 – 11:00	Keynote welcoming session at Faculty of Economics	Digital Marketing I	Entrepreneurship and startups I	International Business I	Business model proposal: Presentations
11:00 – 11:30	Wine of honour	Break	Break	Break	Break
11:30 – 13:00	Spanish for business: beginner class	Digital Marketing II	Entrepreneurship and startups II	International business II	Business model proposal: Presentations
13:00 – 14:00	Break	Break	Break	Break	Break
14:00 – 15:30	Introduction to Cross cultural management  Register attendance	Teamwork (Case study analysis and modelling)	Mentoring Session Teamwork (Development of good practices)	Mentoring Session Teamwork (Development of recommendations and presentation)	Farewell event + certificate delivery
15:30 – 16:00	Break	Break	Break	Break	Break
16:00 – 18:30	Social activities (e.g. sightseeing tour, paella cooking class, etc.)	Social activities (e.g. Valencia sightseeing tour, paella cooking class, etc.)	Social activities (e.g. Valencia sightseeing tour, paella cooking class, etc.)	Free time for shopping	Free time to go to the beach

#### **Eligibility criteria and selection criteria specific to this project:**

- Undergraduate or graduate students
- Language skills in English accredited according to the CEFR: B2 English level
- Degree in Social Sciences, Business or Management.

**Documents needed for the selection procedure:** 1. CV (1 page); 2. Motivational letter (1 page); 3. Proof of language level; 4. Official certificate of university studies (in English)