

**Developing the  
 opportunity**

**From idea to start-up**

**Growth strategies**

**Financing and  
 profitability**

**Managing  
 responsibility**

**Business ethics**

The module will cover the first steps to take into the entrepreneurial world. The session will provide evaluation techniques to decide on types of business, will evaluate the idea and its potential, but also identifying personal/team skills and qualities. The module will also cover basics of market research and competition.

- Entrepreneurship
- Factors for starting up a business
- Evaluation of business idea
- Identifying personal skills, qualities and goals
- Common mistakes
- Market research
- Competitive businesses, products

The module will cover topics on how to acquire startup capital. The module will provide alternative strategies and curtail aspects to think about in the search for financial help. It will also teach how to locate, negotiate and maintain sources of money to help start and expand a business.

- Create a financial plan – predict future cash needs
- Types of financial instruments
- Where to get finances
- How to get finances
- Create a Business plan

The module will cover innovation management techniques within startup teams, from ideas generation to innovation strategy and implementation. The main advantage startup companies have is their entrepreneurial spirit which is most valuable in innovative management, as it gives opportunity to critically solve problems in different ways.

- Innovation management concepts
- Ideas generation and management
- Innovation strategy and implementation
- R&D
- IPR

The module will cover the concepts and tools needed to successfully develop a marketing strategy. The module will introduce aspects how to market, promote and advertise the business, product or service. It will also cover sales techniques and steps.

- Developing a marketing plan (strategy, tools, online marketing)
- Branding
- Promotion and advertising
- Sales and e-commerce

The module will cover how to recruit, train, manage and motivate employees. The success in finding, hiring, training and motivating good employees will play a key role in building a successful business.

- Recruiting and selecting employees
- Training
- Managing employees
- Motivating

The module will cover aspect of relevance and importance of ethics and social responsibility in business. The module will increase the awareness and understanding of ethical issues in business, and will provide tools to guide analysis and decisions.

- Business and society
- Moral responsibility
- Ethical decision-making
- Corporate social responsibility

The microclimate of protected cultivation systems. Common problems of protected cultivation system in SEE region. The management of light intensity and carbon dioxide.