

18 – 31 July 2010

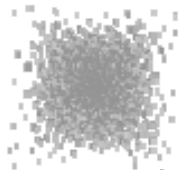
The project coordinated by



Cracow University of Economics
(Kraków, Poland)

in cooperation with

Fachhochschule Frankfurt am Main
University of Applied Sciences



Frankfurt University of Applied Sciences
(Frankfurt am Main, Germany)



Heilbronn University
(Heilbronn, Germany)



UNIVERSITATEA
Petru Maior
T Â R G U - M U R E Ş

Petru Maior University of Târgu Mureş
(Târgu Mureş, Romania)

This project has been funded with the support of the European Commission.
This communication reflects the views only of the authors, and the Commission cannot be held responsible
for any use which may be made of the information contained therein.

18 – 31 July 2010

TIMETABLE

| Day | Date | Time | Module (Topic and content) | Teaching hours | Instructor's Name and Title |
|---|---|-------------|---|----------------|---|
| Sunday | 18.07 | PM | Arrival | - | - |
| Monday opposite the CUE campus Rakowicka 16 Room 11 | 19.07 | 9.30-9.45 | WELCOMING | 15 min | Andrzej CHOCHÓŁ – Deputy Rector of CUE for Students Affairs |
| | | 9.45-10.15 | Introduction to the Intensive Programme (Summer School) -Why IP and how many ECTS will we receive? -What will we be learning during forthcoming 2 weeks? | 30 min | Magdalena KRASOWSKA, MA Krzysztof WACH, PhD |
| | | 10.15-11.15 | Getting to Know Communication | 60 min | Romana PASZKOWSKA, MA |
| | | 11.15-11.45 | Campus Tour | 30 min | Magdalena KRASOWSKA, MA |
| | | 11.45-12.45 | Individual meetings with IP Coordinators (for German and Romanian students only!) | 60 min | Katarzyna MAŁEK Magdalena KRASOWSKA, MA |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | 60 min | <i>Katarzyna MAŁEK</i> |
| | | 14.00-15.30 | Classes: Training into Entrepreneurship – Part 1 of 2 -developing courage and confidence -connecting to one's entrepreneurial spirit -development of one's mind, body and spirit | 90 min | Suzanne MULVEHILL, MBA |
| | | 15.30-15.45 | <i>Coffee Break (Room 13)</i> | 15 min | <i>Katarzyna MAŁEK</i> |
| | | 15.45-17.15 | Classes: Training into Entrepreneurship – Part 2 of 2 -overcoming the entrepreneurial obstacles -uncovering and facing entrepreneurial fears -learning to get out of one's comfort zone -dealing with the time of anxiety before the money flows | 90 min | Suzanne MULVEHILL, MBA |
| 19.00-23.00 | Welcoming Dinner at “Pod Wawelem” Restaurant <i>(26 Św. Gertrudy Street, opposite the Wawel Castle)</i> | 4 h | Magdalena KRASOWSKA, MA Katarzyna MAŁEK | | |

18 – 31 July 2010

| | | | | | |
|---|-------|-------------|---|--------|----------------------------|
| Tuesday opposite the CUE campus Rakowicka 16 Room 11 | 20.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Lecture: European Freedom of Establishment including Pan-European Forms of Doing Business, European Business Environment and Tax Competition -four freedoms of the European Market in favour of entrepreneurship -freedom of establishment for businesses in the EU -European business environment (comparison for EU-27 including costs, time, procedure for company registering, so called Benchmarking for Start-Up) -Pan-European legal forms of doing business in the EU -Taxation Competition in the EU and Taxation Optimalization | 90 min | Krzysztof WACH, dr. |
| | | 11.15-11.30 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| | | 11.30-13.00 | Lecture: Europeanization of Small and Medium-Sized Enterprises -Europeanization, internationalization and globalization of enterprises -models for enterprises internationalization -motives for enterprises Europeanization -forms for enterprises Europeanization -business Europeanization strategies | 90 min | Dieter HERTWECK, prof. dr. |
| | | 13.00-14.00 | <i>Lunch at "Barcelona" Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00-15.30 | Classes: Starting and Running Businesses in Romania - analysis of Romanian business environment (comparison to other EU member states) - start-up (registration, procedures, requirements, permissions) - legal forms of doing business in Romania (legal units) - legal aspects of doing business in Romania - taxation of business in Romania - socio-cultural aspects of doing business in Romania, rules for the negotiation with the Romanians | 90 min | Liviu CIUCAN-RUSU, dr. |
| | | 15.30-15.45 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |

18 – 31 July 2010

| | | | | | |
|---|-------|-------------|---|--------|-------------------------|
| | | 15.45-17.15 | Classes: Introduction to Polish Culture, History and Language - Polish culture and heritage, - Basic facts from Polish history (1795-1918, 1918, 1939, 1945+, 1989) - Polish political system (constitutional institutions and parties) - stereotypes about the Poles - the Polish language – basic words, similarities to German and Latin | 90 min | Romana PASZKOWSKA, MA |
| Wednesday opposite the CUE campus Rakowicka 16 Room 11 | 21.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Lecture: Standardization and Certification on the European Market -HACCP system, GHP rules, GMP rules, GAP rules -CE marking -ecological certificates: Organic Farming, Eco Label “European Flower” -regional products certificates: PDO, PGI, TSG -traditional products register (different in each member state) | 90 min | Liviu CIUCAN-RUSU, dr. |
| | | 11.15-11.30 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| | | 11.30-13.00 | Lecture: Impact of EU Environmental Policy on Doing Business in Europe - ECAP = Environmental Compliance Assistance Programme for SMEs - EMAS = Eco-Management and Audit Scheme - system REACH - environmental requirements (dispute within the EU and in the world) | 90 min | Ksymena ROSIEK, MSc |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.30-15.30 | Classes: Starting and Running Businesses in Poland - analysis of Polish business environment (comparison to other EU member states) - start-up (registration, procedures, requirements, permissions) - legal forms of doing business in Poland (legal units) - legal aspects of doing business in Poland - taxation of business in Poland - socio-cultural aspects of doing business in Poland, rules for the negotiation with the Poles | 90 min | Krzysztof WACH, dr. |

18 – 31 July 2010

| | | | | | |
|--|-------|-------------|---|--------|--|
| | | 15.30-15.45 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| | | 15.45-17.15 | Mid-IP Feedback Session: -what is good? -what is bad? -what should be changed? | 90 min | Magdalena KRASOWSKA, MA |
| | | 18.30-21.00 | Evening Event in Salad Bar “Chimera” (3 Św. Anny Street) | 90 min | Magdalena KRASOWSKA, MA Katarzyna MAŁEK |
| Thursday | 22.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| opposite the CUE campus | | 09.45-11.15 | Lecture: Cultural Differences and Conducting Business in the EU(1 of 2) -classifications and typologies of cultural differences for business purpose -John Mole’s European Map of Entrepreneurial Culture -Richard Gesteland’s cultural behaviour in the EU-27 -rules for negotiation with European partners | 90 min | Romana PASZKOWSKA, MA |
| Rakowicka 16 | | 11.15-11.30 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| Room 11 | | 11.30-13.00 | Classes: Cultural Differences and Conducting Business in the EU (2 of 2) -workshop on cultural diversification within the European Union | 90 min | Romana PASZKOWSKA, MA |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00-15.30 | Classes: Starting and Running Businesses in Germany - analysis of German business environment (comparison to other EU member states) - start-up (registration, procedures, requirements, permissions) - legal forms of doing business in Germany (legal units) - legal aspects of doing business in Germany - taxation of business in Germany - socio-cultural aspects of doing business in Germany, - rules for the negotiation with the Germans | 90 min | Martina VOIGT, prof. dr. |
| | | 15.30-15.45 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |

18 – 31 July 2010

| | | | | | |
|--------------------------------|-------------|--|--|-------------------------|--|
| | | 15.45-17.15 | Lecture: Market Analysis (part 1 of 2) -market research for business plan and consulting projects, -analysis of business environment including general environment and task, environment, -methods of analysis like Porter's F5, PESTEL -research instruments (collecting data, writing report) | 90 min | Marek SZARUCKI, dr |
| | | 19.00-23.00 | Evening Event in Kraków Beach at the Vistula bank (volleyball and football, barbeque – shish kebab / shashlik) | 4 h | Magdalena KRASOWSKA, MA Katarzyna MAŁEK |
| Friday | 23.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| opposite the CUE campus | | 09.45-11.15 | Classes: Market Analysis (part 2 of 2) -how to prepare market research – practical aspects -how to write a research report – practical aspects | 90 min | Marek SZARUCKI, dr |
| Rakowicka 16 | | 11.15-11.30 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| Room 11 | | 11.30-13.00 | Lecture/Classes: Entrepreneurial creativity and opportunity detection -Where creativity is needed? -What is creativity? -What is problem solving? -How to detect opportunities? | 90 min | Martina VOIGT, prof. dr. |
| | | 13.00-14.00 | <i>Lunch at "Barcelona" Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00-15.00 | Real Business Case: Meeting with Dr. Junginger, ex-CEO of BOC Germany | 60 min | Stefan JUNGINGER, dr. |
| | | 15.00-15.15 | <i>Coffee Break (Room 13)</i> | 15 min | Katarzyna MAŁEK |
| | | 15.15-16.00 | Discussion: Europeanization of Software Companies - Chances and Barriers for High-Tech Medium-Sized Companies | 45 min | Dieter HERTWECK, prof. dr. (supported by Stefan JUNGINGER, dr.) |
| | | 16.00-16.30 | Workshop: Introduction to Team-Working | 30 min | Krzysztof WACH, dr. |
| | 20.00-23.00 | TRAM PARTY Meeting at the tram stop at Rakowicka Station | 3 h | Magdalena KRASOWSKA, MA | |

18 – 31 July 2010

| | | | | | |
|---|---|-------------|--|-----------------|--|
| Saturday | 24.07 | 10.30-15.00 | Sightseeing Tour of: - Kraków Old Town - Kazimierz Jewish District - Cathedral - Wawel Castle (Royal Chambers as well as Treasure) | - | Professional Guide |
| | | 15.00-16.30 | Da Grasso Pizzeria (32 Starowiślna Street) | 90 min | Magdalena KRASOWSKA, MA Krzysztof WACH, PhD |
| Sunday | 25.07 | any time | Free activities on your own (suggestions: Trip to Auschwitz /or/ Wieliczka Salt Mine /or/ Zakopane) | - | - |
| Monday campus Building A Rooms: 115, 116, 117, 118, 121, 122 (computer labs) | 26.07 | 8.30 | Meeting at the University Campus (in front of the Main Building) /transportation to MIJUMA Company/ | bang on time | Magdalena KRASOWSKA, MA Krzysztof WACH, dr. |
| | | 09.00-11.00 | Real Business Case: Meeting with the CEO of MIJUMA Company | 90 min | Michał KLUZEWICZ, MA Bartłomiej FLAK, MSc |
| | | 11.30-13.00 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Gabriele SCHÄFER, prof. dr. |
| | | | | 90 min | Krzysztof WACH, dr. |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | <i>60 min</i> | <i>Katarzyna MAŁEK</i> |
| | | 14.00-15.30 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Martina VOIGT, prof. dr. Liviu CIUCAN-RUSU, dr. |
| | | 15.30-15.45 | <i>Coffee Break (Room 201A)</i> | <i>15 min</i> | <i>Katarzyna MAŁEK</i> |
| | | 15.45-17.15 | Self-Study: Problem Solving / Project | 90 min | Self-Study. Team Working |
| 18.30-20.30 | Evening Event: Dinner at “Kuchnia Staropolska u Babci Maliny” (Szpitalna St.) Polish specialities: “pierogi” | 2 h | Coordinators (Kasia, Madzia, Krzysztof) | | |
| Tuesday campus Building A | 27.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Martina VOIGT, prof. dr. Liviu CIUCAN-RUSU, dr. |
| | | | | 15 min | Katarzyna MAŁEK |

18 – 31 July 2010

| | | | | | |
|---|-------|-------------|--|-----------------|---|
| Rooms: 115, 116, 117, 118, 121, 122 (computer labs) | | 11.30-13.00 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Krzysztof WACH, dr. Gabriele SCHÄFER, prof. dr. |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00 | Meeting at the University Campus (in front of the Main Building) /for transportation purpose/ | bang on time | Magdalena KRASOWSKA, MA |
| | | 14.30-17.15 | Field Study: Study Visit in Krakow Technology Park (SEZ KTP / SSE KPT) 14 ³⁰ -14 ⁴⁵ Welcoming 14 ⁴⁵ -15 ⁰⁰ Presentation of Krakow Technology Park KPT 15 ⁰⁰ -16 ¹⁵ Presentation of Techno-Incubator 16 ¹⁵ -16 ⁴⁵ Presentation of Special Economic Zone SSE 16 ⁴⁵ -17 ⁰⁰ Presentation of Selected Firms from Techno-Incubator 17 ⁰⁰ -17 ¹⁵ Visiting Techno-Incubator | 180 min | Magdalena KRASOWSKA, MA Katarzyna MAŁEK |
| | | 20.00-23.00 | Evening Event. Great fun in AQUA PARK | 3 h | Students only |
| Wednesday campus Building A Rooms: 115, 116, 117, 118, 121, 122 (computer | 28.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Liviu CIUCAN-RUSU, dr. Gabriele SCHÄFER, prof. dr. |
| | | 11.15-11.30 | <i>Coffee Break (Room 201A)</i> | 15 min | Katarzyna MAŁEK |
| | | 11.30-13.00 | Workshop: Problem Solving / Project (Individual Consultations with Scientific Advisors) | 90 min | Krzysztof WACH, dr. Liviu CIUCAN-RUSU, dr. |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | | Katarzyna MAŁEK |
| | | 14.00-15.30 | Self-Study: Problem Solving / Project (90 min) | 90 min | Self-Study. Team Working |

18 – 31 July 2010

| | | | | | |
|---|-------|-------------|---|--------|--|
| labs) | | 15.30-15.45 | <i>Coffee Break (Room 201A)</i> | 15 min | Katarzyna MAŁEK |
| | | 15.45-17.15 | Self-Study: Problem Solving / Project (90 min) | 90 min | Self-Study. Team Working |
| | | 18.00-19.30 | Evening Event: Dinner at “Fakbryka Pizzy” (Lubomirskiego Street) | 90 min | Katarzyna MAŁEK |
| | | 20.45-23.45 | Evening Event: KARAOKE (meeting at 20.30 in front of Brama Hostel) | 3 h | Coordinators: Kasia, Madzia |
| Thursday campus Building A Rooms: 115, 116, 117, 118, 121, 122 (computer labs) | 29.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Workshop: Problem Solving / Project (90 min) (Individual Consultations with Scientific Advisors) | 90 min | Gabriele SCHÄFER, prof. dr. Liviu CIUCAN-RUSU, dr. |
| | | 11.15-11.30 | <i>Coffee Break (Room 201A)</i> | 15 min | Katarzyna MAŁEK |
| | | 11.30-13.00 | Self-Study: Problem Solving / Project (90 min) | 90 min | Self-Study. Team Working |
| | | 13.00-14.00 | <i>Lunch at “Barcelona” Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00-15.30 | Workshop: Problem Solving / Project (90 min) (Individual Consultations with Scientific Advisors) DEADLINE FOR WRITTEN REPORT SUBMISSION: 15.00 Sending to Academics via e-mails or CELT platform 17.00 Sending via e-mails to Mijuma Staff (Michał, Bartek, Paweł) | 90 min | Gabriele SCHÄFER, prof. dr. Krzysztof WACH, dr. |
| | | 15.30-15.45 | <i>Coffee Break (Room 201A)</i> | 15 min | Katarzyna MAŁEK |
| | | 15.45-17.45 | Self-Study: Final Presentation Preparation (90 min) | 90 min | Self-Study. Team Working |
| Friday opposite the CUE campus Rakowicka 16 | 30.07 | 9.30-9.45 | Attendance List and Current Information Meeting <i>Please make sure that you will give your signature on the attendance list!</i> | 15 min | Magdalena KRASOWSKA, MA |
| | | 09.45-11.15 | Workshop: Project Presentation - Par 1 of 2 (90 min) (Presentations and Evaluations Coordinated and Led by Scientific Consultant) | 90 min | Gabriele SCHÄFER, prof. dr. supporter by Liviu CIUCAN-RUSU, dr. Krzysztof Wach, dr. |
| | | 11.15-11.30 | <i>Coffee Break (Room 201A)</i> | 15 min | Katarzyna MAŁEK |

18 – 31 July 2010

| | | | | | |
|----------------|-------|-------------|--|---------|--|
| Room 11 | | 11.30-13.00 | Workshop: Project Presentation - Par 2 of 2 (90 min) (Presentations and Evaluations Coordinated and Led by Scientific Consultants) | 90 min | Liviu CIUCAN-RUSU, dr. supporter by Gabriele SCHÄFER, prof. dr. Krzysztof Wach, dr. |
| | | 13.00-14.00 | <i>Lunch at "Barcelona" Canteen (Topolowa Street)</i> | 60 min | Katarzyna MAŁEK |
| | | 14.00-14.45 | RECAPITULATION & FEEDBACK SESSION What have we learnt? Final Discussion | 60 min | Magdalena KRASOWSKA, MA Katarzyna MAŁEK, MA Krzysztof WACH, dr. |
| | | 17.30-20.30 | Graduation Ceremony & Farewell Dinner <i>at "Project Barka" Restaurant, the barge on the Vistula River</i> | 180 min | Magdalena KRASOWSKA, MA Katarzyna MAŁEK |
| Saturday | 31.07 | AM | Departure | | |

If you have any remarks as for the contents of modules/courses - please contact **Krzysztof WACH**, who is in charge of the curriculum development:

wachk@uek.krakow.pl

Any other comments and questions regarding the organization issues, please contact **Magdalena KRASOWSKA**, who is in charge of the organizational matters:

magdalena.krasowska@uek.krakow.pl