

# EDUCATIONAL PROGRAM

project „NEW START UPS“



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## **EDUCATIONAL PORGRAM**

### **1. How to be a good entrepreneur, Technics of memory improving and stress handling in business**

During the seminar we defined what behaviour makes an entrepreneur successful. We specified characteristics of leader, described its behaviour and an impact on employees and customers. We inspired and bring you to knowledge of how to improve your memory and stress handling in business.

### **2. The business plan (with a special focus on financial aspects)**

The seminar focused on the analysis and writing of the business plan with special focus on financial aspects. In the seminar there were conducted analysis of competitive environment, factors of production, prices of inputs, economic calculation, financial plan, investment and other factors that may affect business prosperity.

### **3. The market and the customers**

The seminar helped participants to find a way to new customers. They have learned how effectively monitor position and motivation of customers and their needs and adapted your business to it.

### **4. The effective communication**

Basic communication skills were strengthen during this seminar, which participants can use for an effective management and development of dialogue, negotiations with superiors, subordinates, colleagues, customers, clients or professional partners.

### **5. Management profiles**

The aim of the seminar was to improve processes and techniques that enable participants to make better use of working time, to develop abilities of participants prioritize tasks according to their importance and urgency, to build a model and personal weekly plans, get practical advice for efficient use of time, to monitor and evaluate possibilities of executives how to effectively use their position to effectively organize time.

## **6. Human resources : research, selection and management**

This seminar learned participating students to strengthen their skills for successful presentation of your company. It provided guidance on how to clearly articulate their thoughts and how to keep the audience interested, how to respond to questions and objections of the audience.

## **7. Creativity in your business**

During this seminar we developed student's capability to innovative thinking and we strengthened student's creativity to maximum. We realized every problem can be solved. We improved how to increase creativity of students or entrepreneurs.

## **8. To adapt and "ride" the change in business**

The seminar worked with a positive approach to changes in the business. During the lesson we worked with organizational changes, update services and insecurity in the organization, definition of rules of communication changes in the company, problems solving.

## **9. Decision making**

This seminar topics associated with planning process, organizing, managing people, communication and control. Special attention was paid to a decision making process, even under conditions of uncertainty and risk.

## **10. Work -private life balance and stress handling**

This seminar focused on solutions for a balanced work and private life. We focused on a search for a personal identity and motivation, at workplace communication solutions, aligning with changes at work, time management cope with stress, crisis management, clarification of priorities and objectives.