

Title: Innovative Future: Digital Entrepreneurship and Creative Solutions for Real-World Challenges

Objectives and Description

Objectives:

- Foster creativity and entrepreneurial thinking among participants specializing in various business contexts.
- Equip students with practical examples in relation to the use of digital technologies and their practical applications in entrepreneurship.
- Promote collaboration and teamwork in addressing real-world challenges relevant to various business contexts.
- Provide an engaging set-up of theory and practice tailored to these objectives.

Description:

This 5-day Blended Intensive Programme (BIP) is designed to empower students with innovative thinking and entrepreneurial skills in various business contexts.

Through a combination of interactive workshops and a field trip, participants will explore how technologies and creative solutions can be applied to address real-world challenges effectively within these industries.

The 5-day Blended Intensive Programme will focus on applying digital entrepreneurship and creative problem-solving techniques, fostering a deeper understanding of practical scenarios in various business contexts.

Methods and Outcomes:

Methods:

The Blended Intensive Programme (BIP) will employ the following methods to achieve its objectives:

1. Workshops and Seminars:
 - Interactive sessions facilitated by experts from the fields of business, tourism, and computer science.
 - Focused on digital entrepreneurship, creative problem-solving, and real-world applications.
2. Team-Based Projects:
 - Participants will work in diverse teams to develop innovative solutions to case studies and practical challenges.
 - Emphasis on collaboration, critical thinking, and interdisciplinary learning.
3. Field Trip:
 - Practical experience on May 1st, offering real-world exposure to innovative practices in relevant industries.
 - Provides students the opportunity to explore how technologies are incorporated in a practical entrepreneurship setting.
4. Blended Learning Approach:
 - Incorporates both online and on-site components to ensure flexible and comprehensive learning experiences.

- Online resources will include preparatory materials, self-assessments, and follow-up discussions, while on-site activities will emphasize practical implementation.

Outcomes:

By the end of the BIP, participants will:

1. Develop enhanced creativity and entrepreneurial thinking skills applicable to various business industries.
2. Gain practical expertise in digital tools and technologies relevant to their fields of study.
3. Acquire experience in teamwork and interdisciplinary collaboration through real-world problem-solving exercises.
4. Build a deeper understanding of how digital entrepreneurship and creative strategies can address industry-specific challenges.
5. Complete a field trip, equipping them with practical insights and connections between academic concepts and real-world practices.
6. Strengthen their networks with peers and professionals from various disciplines and regions.

Virtual Component:

The virtual component of the Blended Intensive Programme (BIP) date: **April 23, 2025**

Time: **12:00 – 13:30 pm Nicosia Time**

Duration: **90 minutes**

Agenda:

1. **Welcome to the Virtual Component:** Opening remarks to set the tone and objectives for the session.
2. **Introduce Yourself:** A brief icebreaker activity where participants introduce themselves to foster connections among the group.
3. **Introduction to CTL Eurocollege:** A presentation about the host institution, highlighting its role in education and innovation.
4. **Introduction to Limassol:** Insights into the cultural and economic significance of the host city, providing context for the program.
5. **Quiz:** An interactive activity to engage participants and test their knowledge about the presentations so far.
6. **PPT on Entrepreneurship:** A concise and engaging presentation on the fundamentals of entrepreneurship, tailored to the fields of business, tourism, and technology.
7. **PPT on Digital Entrepreneurship:** A focused presentation on how digital tools are transforming entrepreneurship and enabling innovative solutions.
8. **Quiz:** A second quiz to reinforce learning and maintain engagement.
9. **Closing:** Wrap-up remarks and an overview of the next steps leading into the on-site component.

Programme – BIP 2025

Title:

Innovative Future: Digital Entrepreneurship and Creative Solutions for Real-World Challenges

Dates: April 28 – May 2, 2025

Format: Blended (Online and On-Site Components)

Location: CTL Eurocollege, Limassol, Cyprus

Virtual Component

Date: April 23, 2025 (90 minutes)

Time: 12:00 – 13:30 pm Nicosia Time

- Welcome and Opening Remarks
- Icebreaker Activity: Introduce Yourself
- Introduction to CTL Eurocollege
- Introduction to Limassol
- Quiz 1: Knowledge Check on CTL Eurocollege and Limassol
- PPT Presentation: Fundamentals of Entrepreneurship
- PPT Presentation: Digital Entrepreneurship in Practice
- Quiz 2: Insights on Entrepreneurship and Digital Entrepreneurship
- Closing Remarks and Next Steps

On-Site Component

Location: CTL Eurocollege, Limassol, Cyprus

Day 1: Monday, April 28, 2025

09:00 – 09:30: Welcome and Registration

09:30 – 10:30: Building the Foundation for Digital Entrepreneurship: Key Principles and Essential Skills for Success in the Digital Era

Understanding the skills behind successful entrepreneurial efforts. A discussion to discover what it takes to be a Digital Entrepreneur

10:30 – 11:00: Coffee Break

11:00 – 13:00: Promotion in digital means

Using our skills to promote in digital means. Creating content that will keep the interest of our target market. Working together in combining entrepreneurial skills to create a successful campaign.

Day 2: Tuesday, April 29, 2025

09:00 – 10:30: Unleashing Creativity with Makerspaces

What are Makerspaces?

Discover the collaborative environments where creativity meets technology, providing tools, resources, and community support to turn ideas into tangible products.

Cutting-Edge Tools and Technologies

Explore key makerspace tools such as 3D printers, laser cutters, CNC machines, and electronics workstations that enable rapid prototyping and innovation.

Success Stories from Makerspaces

Learn from real-world examples of successful products and thriving businesses that originated in makerspaces, illustrating how creativity and hands-on experimentation can drive entrepreneurial success.

10:30 – 11:00: Coffee Break

11:00 – 12:30: AI as a Catalyst for Innovation

Understanding AI and its Business Potential

Gain a clear overview of Artificial Intelligence, its core capabilities, and how it revolutionizes industries through automation, data-driven decision-making, and enhanced customer experiences.

Hands-On Implementation of AI for Business Productivity

Collaborate with peers to develop and deploy chatbot prototypes, gaining hands-on experience with AI technologies while solving real-world business challenges.

Day 3: Wednesday, April 30, 2025

09:00 – 10:30: Tourism and Hospitality: Digitalization, Agility, and Customer Value in Tourism Understand the Concept of Digitalization, explore value creation through digitalization, grasp the principles of business agility, examine strategic agility in value creation, link digitalization, agility, and customer value, and identify and analyze types of agility.

10:30 – 11:00: Coffee Break

11:00 – 13:00: Workshop 1: Leveraging Digital Transformation and Innovation in the Tourism and Hospitality Industry

Based on the presentation at 9 am, the workshop will focus on applying key concepts discussed earlier. Students will explore practical strategies to harness digital technologies and innovation for enhanced customer value and competitive advantage. Specifically, the students will collaborate to create actionable frameworks linking digitalization, agility, and customer-centric value, fostering a forward-thinking mindset for sustainable industry growth.

Day 4: Thursday, May 1, 2025

09:00 – 13:00: Field Trip

Day 5: Friday, May 2, 2025

09:30 – 11:00: Wrap-Up and Reflection: Exit thoughts and Future Directions

11:00 – 11:30: Coffee Break

11:30 – 13:00: Certificate Distribution Ceremony