

# TED PROJECT – ERASMUS + KA 203

## ACTIVITY C1

### Short-term Intensive Programme for Higher Education learners (HE)

#### CALL FOR APPLICATIONS



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## 1. GENERAL INFORMATION

### 1.1 Purposes, goals, and expected learning results of the Short- term Intensive Programme for Higher Education learners

The short-term intensive program is planned as a teaching activity about "Digital Entrepreneurship in Europe," aiming to share, test, evaluate, and discuss the effectiveness of the intellectual outputs developed by the partnership within the TED project.

In line with the above, the textbook "*Doing Business Digitally*" and casebook "*How to do Business in Digital Era?*" will be used as a learning toolkit. At the end of the program, teachers and students will be asked to evaluate the teaching materials and provide suggestions to identify the main weaknesses of the program and the most effective way to improve it.

Teaching methods will be a mix of traditional (lectures, case studies, problem-solving activities, directed reading, and private/guided study) and innovative, such as virtual discussions, project-based learning, collaborative learning, and gamification. Interaction, discussion, and teamwork will be emphasized to a great extent to promote collaboration and knowledge sharing among students coming from different contexts.

The program aims to increase the sense of initiative of the participants, enabling them to plan and develop their digital enterprise, as well as to employ themselves in dynamic, digital businesses.

Notably, the following activity goals are expected:

- Development of digital and entrepreneurial competences
- Reduction of skills gaps and mismatches among the participants
- Reinforcement of the international strategic partnership

Having completed the program, participants will be able to fully understand the concept of digital entrepreneurship and how it differs from traditional entrepreneurship. Moreover, they will be able to recognize, evaluate and develop digital business opportunities in different contexts (mainly referring to European areas).

At the end of the class, the participants will be particularly able:

1. To identify the skills and resources required to create and manage a successful digital enterprise
2. To apply the criteria for the development of an excellent digital business plan and business plan presentation
3. To develop a unique digital business model

### 1.2 Teaching activity description and organization

Lectures will be delivered in English.

The duration of the teaching activities is 60 hours, split over four weeks. The intensive program will be organized as follows:

**Table 1 – Duration and Organization of the Activities**

| <b>DURATION AND ORGANIZATION OF THE ACTIVITIES</b> |   |  |
|--|---|--|
|  |   | <b>DATES</b>   |
| 60 HOURS   | 30 hours - of online activities   | 06 <sup>th</sup> March 2023 to 24 <sup>th</sup> March 2023 |
|  | 30 hours – onsite activities (Palazzo Pacanowski, Parthenope University, Naples)* | 27 <sup>th</sup> March 2023 to 03 <sup>rd</sup> April 2023 |

Students will be online for the first three weeks and onsite during the last week of activities.

Students from Parthenope University can obtain 3CFU for the participation to the 30 hours of onsite activities (no CFU will be recognized for the participation to the online activities). Procedures to get CFU will be detailed by the School of Economic and Law (Parthenope University).

An Internet connection will be guaranteed throughout the program to allow Ukrainian students to be engaged in it.

The online activities will be delivered from the 06<sup>th</sup> of March 2023 to the 24<sup>th</sup> of March 2023. They will be concentrated on two days a week, mainly on Thursday and Friday (see Attach 1). Some changes in the scheduling may occur with the agreement between students and teachers.

The onsite activities will be hosted by Parthenope University (leading organization) and will take place between the 27<sup>th</sup> of March 2023 and the 03<sup>rd</sup> of April 2023. During their stay in Parthenope, students will have access to the university rooms, reading rooms, and open spaces. Access to the inner restaurant (mensa) and cafeteria will be guaranteed to allow the participants to share meals and free time with Italian and international students.

Lectures will be delivered five days/ week (Monday - Friday), 6 hours/day according to the following schedule: 9:30-13:30 and 15:00-17:00. On the 03<sup>rd</sup> of April; all the participants will meet for conclusions, remarks, and greetings.

### **1.3 Target students and Admission Pre-Requisites**

The short-term intensive program addresses bachelor's and master's degree students. Four students from each partner university are expected to join the activity, with the only exception of the Ukrainian ones. Despite this, more participants could enjoy online activities depending on the agreement between the partners. Ukrainian students will be enabled to participate to online activities during the program (4 weeks).

Participation in the short-term intensive program requires the respect of the following pre-requisites:

1. Participants (students) must be enrolled in a bachelor, master, or single-cycle degree program in the sending University partner;

2. Participants must maintain the requirements of the enrolment for the entire duration of the application/selection procedure until the publication of ranking lists;
3. Participants should have basic knowledge of Management and Business Administration;
4. Participants should possess adequate language skills;
5. Participants are required to present their study plan and a related motivation statement (which will be subject to assessment by the scientific coordinator of the sending University partner)

The partner universities, in line with local, internal rules, may add additional requirements.

## 2. CONTRIBUTION AND FINANCIAL BENEFITS

### 2.1. Beneficiaries and Amount of contribution

Selected participants will benefit from a mobility grant to attend the onsite activities. The grant covers travel and other expenses (accommodation, meals) to stay abroad. **A grant, in any case, does not cover participation in** online activities. The available budget is calculated based on **the distance band, duration of the activity,** and the **number of participants**. It should be considered as a contribution to the major expenses linked to staying abroad. Local participants (students from Parthenope) will not receive funds.

Table 2 shows the total amount available for a single participant from each university partner. Travel Grant and Individual Support were calculated for eight days (6 working days + 2 days travel)

**Table 2 – Travel Grant and Individual Support for each Partner University**

|   | Sending Organization               | Travel Grant | Individual Support/day | Individual Support/8 days (6+2) | Total        |
|---|------------------------------------|--------------|------------------------|---------------------------------|--------------|
| 1 | BORYS GRINCHENKO KYIV UNIVERSITY   | -            | -                      | -                               | -            |
| 2 | UNIVERSIDAD DE JAEN                | 275 €        | 58 €                   | 464 €                           | <b>739 €</b> |
| 3 | UNIVERSITA' DEGLI STUDI DI FOGGIA  | 180 €        | 58 €                   | 464 €                           | <b>644 €</b> |
| 4 | UNIVERSITA' DEGLI STUDI DI SALERNO | 20 €         | 58 €                   | 464 €                           | <b>484 €</b> |
| 5 | UNIWERSYTET EKONOMICZNY W KRAKOWIE | 275 €        | 58 €                   | 464 €                           | <b>739 €</b> |
| 6 | WIRTSCHAFTS UNIVERSITAT WIEN       | 275 €        | 58 €                   | 464 €                           | <b>739 €</b> |

### 3. APPLICATION

#### 3.1. Procedure and Deadlines

Candidates can apply once the call is available on the partners' webpage. Each partner university will provide additional info about the procedure.

Once the call is open, students may submit their candidature by e-mail, addressing it to the local scientific coordinator of the project or the contact person identified by himself/herself.

The list of the local coordinators is provided in Table 3.

**Table 3 – List of coordinators/e-mail contacts**

|   | Partner University                 | Scientific Coordinator/contact person   | e-mail address                       |
|---|------------------------------------|---|--------------------------------------|
| 1 | UNIwersytet EKONOMICZNY W KRAKOWIE | Marek Ćwiklicki                         | cwiklicm@uek.krakow.pl               |
| 2 | UNIVERSIDAD DE JAEN                | Manuel Valverde Ibáñez                  | mvalver@ujaen.es                     |
| 3 | BORYS GRINCHENKO KYIV UNIVERSITY   | Олена Валентинівна Штепа (Olena Shtepa) | o.shtepa@kubg.edu.ua                 |
| 4 | UNIVERSITA' DEGLI STUDI DI FOGGIA  | Pierpaolo Magliocca                     | Pierpaolo.magliocca@unifg.it         |
| 5 | UNIVERSITA' DEGLI STUDI DI SALERNO | Roberto Parente                         | rparente@unisa.it                    |
| 6 | UNIVERSITA' PARTHENOPE             | Rossella Canestrino                     | Rossella.canestrino@uniparthenope.it |
| 7 | WIRTSCHAFTS UNIVERSITAT WIEN       | David Herold                            | d.herold@qut.edu.au                  |

The candidature should include the following information:

- Personal data
- Study plan
- Motivation statement (which will be subject to assessment by the scientific coordinator of the sending University partner)
- English certificate (if available)

In the absence of the English certificate, the candidate's language abilities will be evaluated by the scientific coordinator of the program.

Students who want to apply to the Short-term Intensive Programme for Higher Education learners must submit their candidature exclusively via e-mail **by the 03<sup>rd</sup> of March 2023, 12.00 a.m.**

**E-mails received after the deadline will not be considered.**

## 4. SELECTION

### 4.1. Award Criteria and Acceptance

After the deadline for the submission of candidature (see the *Deadline Calendar*), the coordinator will evaluate applications. **Notably, evaluations will be based on the following criteria:**

- a) The compatibility of the study plan and the individual candidate's course of study with the Short-term Intensive Programme;
- b) Motivation as specified in the motivation statement or during the assessment interview (if required);
- c) Language abilities;

**N.B.: for applications with the same evaluation, the priority will be determined by the chronological order of the submissions (from the first to the last sent mail).**

## Attachment 1 - Scheduling of the online activities

First week - 06<sup>th</sup> March 2023 to 10<sup>th</sup> March 2023

|               | Monday<br>06/03   | Tuesday<br>07/03 | Wednesday<br>08/03 | Thursday<br>09/03                                   | Friday<br>10/03  |
|---------------|---|------------------|--------------------|---|--|
| 9:30 - 10:30  |   |                  |                    | <b>LECTURE I</b><br>Disruptive Technologies<br>(WU) | <b>LECTURE II</b><br>Digital Business and Digital<br>Transformation in Business<br>(UEK) |
| 10:30 - 11:30 | <ul style="list-style-type: none"> <li>• Presentation of TED project and staff.</li> <li>• Students' presentation (Q&amp;A session)</li> <li>• Presentation of the activities scheduling</li> </ul> |                  |                    |   |  |
| 11:30 - 12:30 |   |                  |                    |   |  |
| 12:30 - 13:30 |   |                  |                    |   |  |
| 13:30 - 15:00 | LUNCHTIME   |                  |                    |   |  |
| 15:00 – 16:00 |   |                  |                    | <b>LECTURE III</b>                                  |  |
| 16:00 - 17:00 |   |                  |                    | Digital Infrastructure<br>(BGKU)                    |  |

Second week - 13<sup>rd</sup> March 2023 to 17<sup>th</sup> March 2023

|               | Monday<br>13/03 | Tuesday<br>14/03 | Wednesday<br>15/03 | Thursday<br>16/03  | Friday<br>17/03  |
|---------------|-----------------|------------------|--------------------|--|--|
| 9:30 - 10:30  |                 |                  |                    | <b>LECTURE IV</b><br>Digital Business Plan<br>(WU)   | <b>LECTURE V</b><br>Skills for Disruptive Digital<br>Business<br>(UJA) |
| 10:30 - 11:30 |                 |                  |                    |  |  |
| 11:30 - 12:30 |                 |                  |                    |  |  |
| 12:30 - 13:30 |                 |                  |                    |  |  |
| 13:30 - 15:00 | LUNCHTIME       |                  |                    |  |  |
| 15:00 – 16:00 |                 |                  |                    | Assignment of the project work for the final business pitch – venture teams’ organization (UP) |  |
| 16:00 - 17:00 |                 |                  |                    |  |  |



Third week - 20<sup>th</sup> March 2023 to 24<sup>th</sup> March 2023

|               | Monday<br>20/03 | Tuesday<br>21/03 | Wednesday<br>22/03 | Thursday<br>23/03  | Friday<br>24/03  |
|---------------|-----------------|------------------|--------------------|--|--|
| 9:30 - 10:30  |                 |                  |                    | <b>LECTURE VI</b><br>Business Model<br>Innovation<br>(UP)  | <b>LECTURE VII</b><br>Developing successful<br>digital venture: resource<br>and competence analysis<br>(UNISA)   |
| 10:30 - 11:30 |                 |                  |                    |  |  |
| 11:30 - 12:30 |                 |                  |                    |  |  |
| 12:30 - 13:30 |                 |                  |                    |  |  |
| 13:30 - 15:00 | LUNCHTIME       |                  |                    |  |  |
| 15:00 – 16:00 |                 |                  |                    | <b>OPEN DISCUSSION</b><br>Q&A open session about<br>all the topics examined<br>during the three weeks (all<br>the partners will be<br>available online in<br>accordance with their<br>knowledge/competences) | <b>OPEN DISCUSSION</b><br>Q&A open session about<br>all the topics examined<br>during the three weeks<br>(all the partners will be<br>available online in<br>accordance with their<br>knowledge/competences) |
| 16:00 - 17:00 |                 |                  |                    |  |  |

Fourth Week – ONSITE - 27<sup>th</sup> March 2023 – 03<sup>TH</sup> APRIL 2023

|               | Monday<br>27/03   | Tuesday<br>28/03  | Wednesday<br>29/03                          | Thursday<br>30/03  | Friday<br>31/03  | Weekend             | Monday<br>03/04                                 |
|---------------|---|---|---|--|--|---------------------|---|
| 9:30 - 10:30  |   | Welcome students and Professors (UP and UEK)                    | <b>LECTURE X</b><br>Digital Strategies (UP) | <b>LECTURE XI</b><br>Digital Business Activities (UNIFG)       | <b>BUSINESS PITCH BY THE VENTURE TEAMS</b><br>(UP and UNIFG) | <b>Free weekend</b> | Conclusions Sessions and Greetings (UP and UEK) |
| 10:30 - 11:30 | Welcome students and Professors.<br><br>Visiting the building (UP and UJA)  | <b>LECTURE IX</b><br>Socio-materiality and Digitalization (UEK) |   |  |  |                     |   |
| 11:30 - 12:30 | <b>LECTURE VIII</b><br>Background and relevant issues in Industry 4.0 (UJA) |   |   |  |  |                     |   |
| 12:30 - 13:30 |   |   |   |  |  |                     |   |
| 13:30 - 15:00 | LUNCHTIME   |   |   |  |  |                     |   |
| 15:00 – 16:00 | <b>LECTURE VIII</b><br>Background and relevant issues in Industry 4.0 (UJA) | <b>LECTURE IX</b><br>Socio-materiality and Digitalization (UEK) | <b>LECTURE X</b><br>Digital Strategies (UP) | <b>LECTURE XII</b><br>From Industry 4.0 to Society 5.0 (UNISA) | Free time  |                     |   |
| 16:00 - 17:00 |   |   |   |  |  |                     |   |

## Attachment 2 – Calendar of the Key dates

|  |  |
|--|--|
| <b>CALL PUBLISHING</b><br>(Partner Universities' communication channels) | 20 <sup>th</sup> of February 2023            |
| <b>DEADLINE FOR STUDENTS' APPLICATION</b>                                | 03 <sup>rd</sup> of March 2023 at 12.00 a.m. |
| <b>DEADLINE FOR THE PUBLICATION OF THE ELECTION RESULTS</b>              | 05 <sup>th</sup> of March 2023               |
| <b>STARTING OF THE ONSITE ACTIVITIES (NAPLES)</b>                        | 27 <sup>th</sup> of March 2023               |