

Summer School - Jean Monnet Module (Online)

BE SUSTAIN ABLE



Business Models for Sustainability: Challenges and Digital Transformation

101085651 – BeSustainAble

June 4th - June 9th 2025

BENEFITS YOU WILL GET:

E-Certificate for
participation

Cash prizes for the
TOP 3 winners

International teamwork

Broader practical experience
by using digital tools



REGISTER HERE:



Business Models for Sustainability: Challenges and Digital Transformation



This INTERNATIONAL SUMMER SCHOOL is part of JEAN MONNET MODULE - 101085651 **BESUSTAINABLE**
“Business Models for Sustainability: Challenges and Digital Transformation”
coordinator Svitlana Strapchuk,
co-coordinator Olena Mykolenko

COURSE DESCRIPTION

The school is supposed to organise multicultural communications and group work on improving existing business models to make it more sustainable based on new approaches and tools.

Speakers: Svitlana Strapchuk, Olena Mykolenko, Michalis Koniordos, Polina Podlepina, Anna Kocherova

COURSE TARGET

The summer school is open to university students interested in the topic, including PhD students. In selecting applications, however, preference will be given to students with special needs. Participation is free.

TEACHING METHODS

The summer school offers 48 hours of classes spread over 6 days. It will take place online. During the International summer school, we suppose to use the following teaching methods: case studies, simulations, storytelling etc. Additionally, we suppose to use Quizalize, Miro, Padlet and other digital tools to make learning interactive, visible.

THE SUMMER SCHOOL PROVIDES 2 CREDITS ECTS

DEADLINE CALL:
June 1TH 2025

Wed, June 4th

Presentation of Erasmus+ Programme: goals opportunities. Presetation of the Module and Summer School. **The game “Present yourself in groups”:** explanation, group creation. **Effective team- building:** main concepts and approaches.

Thu, June 5th

Recognizing cultural differences and taking leadership decisions in a multicultural environment. **Team Work. Interactive Game.**

Fri, June, 6th

Business-models for sustainability: how firms' value creation processes can be driven by sustainability and social responsibility and how this impacts business and society. **Team Work. Case Study.**

Sat, June 7th

Sustainable Business Models of SME: different cases. **Team Work. Design Thinking Training.**

Sun, June, 8th

Digital Transformation: new opportunities for business. **Cross-cultural communications. Team Work. Design Thinking Training.**

Mon, June 9th

The firs draft of individual (group) students' projects. **Presentation of the project** by participants.



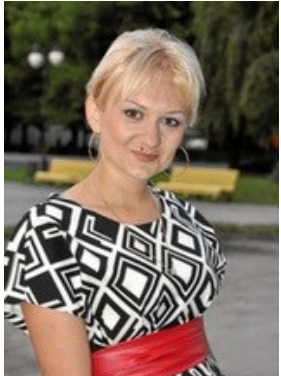
Svitlana Strapchuk

is Associate Professor at V.N. Karazin Kharkiv National University (Ukraine). Her research is on Sustainable Development, Circular Economy.

The teaching experience is more than 19 years.

She is the coordinator of the project Jean Monnet Module “Business Models for Sustainability: Challenges and Digital Transformations”, lecturer of the project Jean Monnet Module “Sustainability Thinking and Entrepreneurship”.

She is the author of «Sustainable development of agricultural enterprises based on circular economy», monography book, (2022), “Integrated business model of sustainable development for agricultural sector”, article (2023).



Olena Mykolenko

is Associate Professor at V.N. Karazin Kharkiv National University (Ukraine). Her research is on Entrepreneurship, Humane Entrepreneurship and Sustainable Thinking.

The teaching experience is more than 12 years.

She is the coordinator of the project Jean Monnet Module “Sustainability Thinking and Entrepreneurship”, lecturer of the project Jean Monnet Module “Business Models for Sustainability: Challenges and Digital Transformations”.

She is the author of “The impact of entrepreneurship education and cultural context on entrepreneurial intentions of Ukrainian students: the mediating role of attitudes and perceived control”, article (2022), “Sustainable Development in Agriculture: Definitions, Barriers and Consequences for Ukrainian Agricultural Producers”, article (2023).



Michalis Koniordos

is Professor at University of West Attica (Greece). Hi is teaching Economics and Cross-Cultural Communication and Management and he is active member of the platform-community The teaching experience is more than 26 years.

Prof. Michalis Koniordos is the coordinator of several European projects funded by European Commission. The last is the European Project “Digital Internship Model for Higher Professional Studies” (2020-1-RS01-KA226-HE-094527) at University of West Attica.

His last scientific publication was the following: Value co-creation and customer citizenship behavior He was Erasmus+ ICM coordinator of Erasmus+ Credit mobility (Ukraine-Greece, Greece- Ukraine) for teaching (2019-2027).

Co-organizer of annual international summer schools with partner countries (Ukraine, Serbia, Turkey, Italy), has rich experience of implementing EU projects. He is columnist at Hoffhost at Fractal and at Efsyn.



Polina Podlepina

is Deputy Director for international activities Karazin Institute of International Relations and Travel Business, Associate Professor V.N. Karazin Kharkiv National University (Ukraine). Her research is on International Tourism, Sustainable Development.

The teaching experience is more than 17 years.

She is the author of “International tourism as a tool of European integration within Eastern European countries”, article (2022), “The Problems and Perspectives of the International Tourism Development in the Post-Covid World“, article (2022).



Anna Kocherova

is a PhD Student and research assistant at the South Westphalia University of Applied Sciences in Meschede, Germany.

She is a part of "Entrepreneurship Team" at university. Her research field is Entrepreneurship, Humane Entrepreneurship.

Anna Kocherova works as a project manager and coordinates international project "Joukraine - Joint online learning with Kharkiv universities", which is supported by DAAD. She teaches Module “Sustainability Thinking and Entrepreneurship”, “Entrepreneurial Communication” and mentors students’ start-ups.



BUSINESS MODELS FOR SUSTAINABILITY CHALLENGES AND DIGITAL TRANSFORMATIONS

SCHEDULE:

*Wednesday 4th of June - Monday 9th of June
2025*

48 total hours of lectures and trainings
2 credits ECTS

CONTACTS:

Svitlana Strapchuk
svitlanastrapchuk@karazin.ua

Olena Mykolenko
olenamykolenko@karazin.ua



**Co-funded by
the European Union**