

Summer School - Jean Monnet Module

BE SUSTAINABLE



Business Models for Sustainability: Challenges and Digital Transformation

101085651 – BeSustainAble

June 19th - June 24th 2023

BENEFITS YOU WILL GET:

E-Certificate for
participation

1st place for a
winner team

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 - **BESUSTAINABLE**
“Business Models for Sustainability: Challenges and Digital
Transformation” – coordinated by Svitlana Strapchuk.

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, 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 17TH 2023**

Mon, June 19th

10-11 a.m.
Introduction to the summer school by Svitlana Strapchuk, Olena Mykolenko
11 a.m.- 6 p.m.
The game "Present yourself in groups": explanation, group creation
Effective team-building: main concepts and approaches
Lunch: 1-2 p.m

Tue, June 20th

10 a.m. - 1 p.m.
Lecture by Svitlana Strapchuk, Olena Mykolenko
"Recognizing cultural differences and taking leadership decisions in a multicultural environment"
1-2 p.m: Lunch
2-6 p.m.: Team Work, Interactive Game

Wed, June 21th

10 a.m. - 1 p.m.:
Lecture by
"Business-models for sustainability: how firms' value creation processes can be driven by sustainability and social responsibility and how this impacts business and society"
1-2 p.m.: Lunch
2-6 p.m.: Team Work, Case Study

Thu, June 22th

10 a.m. - 1 p.m.: Lecture by
"Sustainable Business Models of SME: different cases"
1-2 p.m.: Lunch
2-6 p.m.: Team Work, Design Thinking Training

Fri, June 23th

10 a.m. - 1 p.m.: Lecture by Michalis Koniordos
"Digital Transformation: new opportunities for business"
1-2 p.m.: Lunch
2-6 p.m.: Team Work, Design Thinking Training

Sat, June 24th

10 a.m. - 17 p.m.:
Students' projects and presentations

HOW TO APPLY

Please apply by using the template provided on our website:

<http://surl.li/gwvzh>



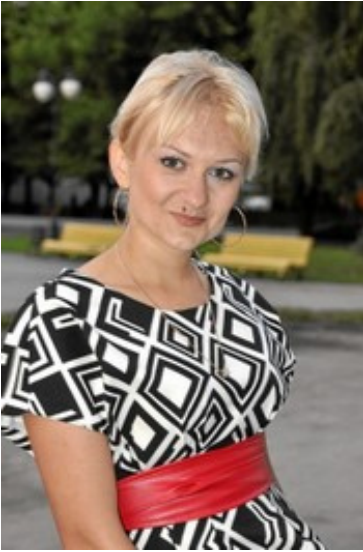
Svitlana Strapchuk

is Associate Professor at V.N. Karazin Kharkiv National University (Ukraine). Her research is on sustainable development in agricultural, circular economy.

The teaching experience is more than 18 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), «Sustainable Development in Agriculture: Definitions, Barriers and Consequences for Ukrainian Agricultural Producers», 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 11 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" (2022), Sustainable Development in Agriculture: Definitions, Barriers and Consequences for Ukrainian Agricultural Producers (2023).



Michalis Koniordas

is Professor at University of West Attica (Greece). His research is business and Management, sustainable tourism and hospitality.

The teaching experience is more than 25 years.

Prof. Dr. Michalis Koniordas 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.

Erasmus+ ICM coordinator of Erasmus+ Credit mobility from Ukraine to Greece (and from Greece to Ukraine) for teaching (2020-2027). Co-organiser of annual international summer schools with partner countries (Ukraine, Serbia, Italy), has rich experience of implementing EU projects.



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 "Entrepreneurial and Sustainable Thinking", mentors students's start-ups.



BUSINESS MODELS FOR SUSTAINABILITY
CHALLENGES AND DIGITAL
TRANSFORMATIONS

DATES:

Monday 19th June - Saturday 24th June 2023

48 total hours of lectures and trainings - 2
credits ECTS

CONTACTS:

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