

Training on Entrepreneurship, main topic – IT

22-24 January 2019

Former Yugoslav Republic of Macedonia, Skopje, TCC Grand Plaza Hotel, Blvd.

Oktomvriska revolucija 2/2

Agenda

<i>Time</i>	<i>Module</i>	<i>Topics</i>	<i>Methods</i>
Day 1, 22 January 2019			
9:30 – 10:00	Official opening of the Event	Welcome session: Dr. Andrijana Bogdanovska, CKM Mr. Suhejl Fazliu, Minister of Local Self-Government Ms. Anita Nikova, President of MASIT	Welcome speech
10:00 – 10:15	PRESS		
10:00 – 10:30	Core module 1: Business and society	History of business, international and local markets, players, clubs, networks, platforms, financing	Presentation, Q&A Discussion
10:30 – 11:15	Specific module 1: Software	Global trends, EU trends and regional opportunities. Attractiveness of the sector	Presentation, Q&A Discussion
11:15 – 11:45	COFFEE BREAK		
11:45 – 12:30	Specific module 2: Artificial Intelligence	Global trends, EU trends and regional opportunities. Attractiveness of the segment	Presentation, Q&A Discussion
12:00 – 13:00	Specific module 3: Cloud services	Global trends, EU trends and regional opportunities. Attractiveness of the sector	Presentation, Q&A Discussion
13:00-14:00	LUNCH		
14:00 – 14:45	Specific module 4: Mobile applications	Global trends, EU trends and regional opportunities. Attractiveness of the sector	Presentation, Q&A Discussion
14:45 – 15:30	Specific module 5: Internet and the	Global trends, EU trends and regional opportunities.	Presentation, Q&A Discussion

	impact on Trade E-commerce trends	Attractiveness of the sector	
15:30 – 15:45	COFFEE BREAK		
15:45 – 18:00	WORK IN GROUPS Day 1. Game – brainstorming for generating business ideas in IT (Analysing sector opportunities, brainstorming, identification and /or assesment of business ideas)		
19:00	DINNER		

Day 2, 23 January 2019			
9:30 – 11:00	Specific Modules: Business model Canvass	What is business model, business model canvass, segments of the business model canvass.	Presentation, Q&A, Discussion
11:00 – 11:15	COFFEE BREAK		
11:15 – 12:00	Developing Business model Canvass in the IT sector	Presentation of innovative BMC of companies from the IT sectors	Presentation, Q&A, Brainstorming
11:15 – 12:00	Specific module 6: HR management in the IT sectors	Managing the New, Global Knowledge Workers	Presentation, Q&A Exercises, discussion
13:00 – 14:00	LUNCH		
14:00 – 16:00	WORK IN GROUPS Day 2. (Team work on developing a business model canvass and identifying the most appropriate value proposition for the ideas selected on Day 1.)		
16:00 – 16:15	COFFEE BREAK		
16:15 – 18:00	Presentations of the developed BMCs - discussion		
19:00	DINNER		

Day 3, 24 January 2019			
9:30 – 11:00	General Module 2: Do the math	Budgeting, Revenue forecasts, Financial reports and accounts Understanding the basics in investment analysis.	Presentation, Q&A, Discussion
11:00 – 11:15	COFFEE BREAK		
11:15 – 12:00	General Module 2: Do the Math	Budgeting, Revenue forecasts, Financial reports and accounts Understanding the basics in investment analysis.	Presentation, Q&A, Discussion
12:00 – 13:00	General Module 3: The Art of Communication	Business communication, General channels and protocols. Communicating with Investors. Developing a good Pitch!	Presentation, Q&A, Discussion
13:00 – 14:00	LUNCH		
14:00 – 16:00	WORK IN GROUPS Day 3 - Do the math Developing a draft business plan for the selected ideas on the Day 1.		
15:30 – 15:45	COFFEE BREAK		
15:30 – 16:15	Final Pitch - Presentation of the group ideas	Presentation of the draft business plans1	Exercise, Group Work, Discussion
16:15 – 17:00	Evaluation of the ideas!	Most innovative idea Best business model Best value proposition Best presentation skills	Evaluation by the Project Committee!
17:00- 18:00	Evaluation of the training	Evaluation of the training	Feedback from participants!
19:00	DINNER		