



INTERNATIONAL SUMMER SCHOOL INNOVATIVE ENTREPRENEURSHIP

2 June – 13 June 2025 — Bruges and Kortrijk, Belgium

BECOME THE **ENTREPRENEUR** OF THE NEXT GENERATION

The world is changing faster than ever before, therefore thinking ahead is key.

2

In this Summer School, you will focus on current global issues, the need for alternative production processes and offer tools on becoming an entrepreneur in a challenging economic order.

In just **two weeks' time**, you will get refreshing insights into A.I. applications in Business, Sustainable Entrepreneurship, Circular Economy, Business Development, Business Ethics, Social Economy, and Finances.

The school is held in **two Belgian cities**, Bruges and Kortrijk, and open to graduate and undergraduate students as well as staff (on demand) from around the globe.





Calendar.

4

Summer School Innovative Entrepreneurship — Bruges 2025					
	MONDAY 2 June	TUESDAY 3 June	WEDNESDAY 4 June	THURSDAY 5 June	FRIDAY 6 June
09.00 - 10.00		Bus departure	Bus departure	Bus departure	Bus departure
	Bus departure	Business development Annelies Van der Jagt	Global sustainability and entrepreneurship Lies Verstraete	Brainstorming session on 21 st-century thinking skills Joost Cottyn	AI & business Maté Prorok
10.00 - 11.00	WELCOME Introduction to the programme				
11.00 - 12.00	Getting to know each other				
				Social Economy Teodor Boldeanu	
12.00 - 13.00	Lunch Break	Lunch Break	Lunch Break		Lunch Break
				Bus departure	
13.00 - 14.00	Brainstorming session on 21 st-century thinking skills Joost Cottyn	Business development Annelies Van der Jagt	Emotional intelligence in Business Maté Prorok	Lunch Break at ODAS	
14.00 - 15.00					
15.00 - 16.00	CITY TOUR BRUGES				
16.00 - 17.00					
17.00 - 18.00		Visit to HALVE MAAN (brewery)		Social Economy Teodor Boldeanu	

Summer School Innovative Entrepreneurship — Kortrijk 2025

	MONDAY 9 june	TUESDAY 10 june	WEDNESDAY 11 june	THURSDAY 12 june	FRIDAY 13 june
09.00 - 10.00			Brainstorming session on 21 st-century thinking skills Joost Cottyn	Looking at finances in a different way José Antonio Clemente	
10.00 - 11.00	Circular economy Inyene Kanta	Circular economy Inyene Kanta	Business ethics José Antonio Clemente		Visit FLAX (House of AI VIVES)
11.00 - 12.00					
12.00 - 13.00	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
13.00 - 14.00		Looking at finances in a different way José Antonio Clemente	Business ethics José Antonio Clemente		Brainstorming session on 21 st-century thinking skills Joost Cottyn
14.00 - 15.00	Company visit Kortrijk Sustainable Development Group (SDG)			Visit to Hangar K innovation centre for start-ups	
15.00 - 16.00					
16.00 - 17.00					Closing session
17.00 - 18.00		House of wellbeing experience			
18.00 - 19.00					

Programme and lecturers campus Bruges.

A few entries into 21st-century thinking skills

(Mr Joost Cottyn)

6 We live in an exciting time. Never were changes so rapid. Never were we as humans less in control of the world around us. Never were the challenges in the future greater. If we are to survive as a human species, we had better learn to deal with this turbulent world as quickly and well as possible. Our thinking will also have to adapt. Whether in organizations, families or on a personal level: thinking about new paths, new possibilities, is inevitable. We must have the courage to learn, without standing still. We must dare to adopt different ways of seeing. This workshop gives you a few entries into 21st-century thinking skills that will help you create a new future for yourself and those around you.

Joost Cottyn was a top manager in the banking industry for many years. Since 2015, he has been making his experience available as a successful

business mentor. In his work, he challenges people to innovate and evolve. The ideas of this book and workshop form the basis of his method in doing so. As a connector, trainer, coach and consultant, he is close to reality and inspires the right change through his drive and enthusiasm.

Business development

(Ms Annelies van der Jagt)

During this pressure cooker you are going to learn more about the principles of Business Development and experience this yourself. How to make a sustainable business case and what kind of business models to consider? Through short assignments that require quick decision-making you will experience the choices to be made when bringing a product or service to the market.

Annelies van der Jagt is an enthusiastic professional with a background in Strategy, Innovation and HR. She is experienced in business development both from a corporate

and entrepreneurial perspective and even as a corporate entrepreneur. Furthermore, her passion for diverse teams is a source of inspiration for successful teamwork.

Emotional intelligence & Business

(Mr Máté Prorok)

Emotional Intelligence (EI) is essential for effective leadership, decision-making, collaboration, and overall business success. The goal of this course is to provide students with a comprehensive understanding of emotional intelligence and its application in various business contexts. Participants will acquire the skills they need to improve their emotional intelligence, establish strong relationships, effectively manage emotions, and negotiate challenging business situations through interactive conversations, case studies, and hands-on exercises.

Máté Prorok is an economist, researcher and university lecturer with MSc and BSc degrees specializing in business management and business development. He is doing his Ph.D. in artificial intelligence, natural intelligence, business decision making and innovation fields, but also a researcher in the area of digitalization, international studies and the Erasmus+ program. For professional achievements, he is part of startup and innovation programs, he publishes in different journals, researches at international scientific conferences. At Gál Ferenc University in Hungary he is a lecturer, a permanent member of the academic scientific student conference jury, the secretary of the university specialist college program, and the coordinator of the Hungarian Startup University Program. He received a National Higher Education Scholarship from the Ministry of Innovation and Technology in Hungary.

Global sustainability and entrepreneurship

(Ms Lies Verstraete)

The beginning of the 21st century is characterised by rapid change and profound societal challenges. The complexity of the world has increased exponentially, and political, economic, and sociocultural developments can at present only be analysed and understood in a global context. To address those challenges and seize the accompanying opportunities, the UN General Assembly formally adopted the Sustainable Development Goals with Agenda 2030 for Sustainable Development. These 17 Global Goals aim to commit everyone to initiatives and decisions needed to put our planet and society back on a sustainable path. Through an increasing focus on sustainable entrepreneurship and a commitment to innovative business approaches that respond to today's challenges with tomorrow's problems in mind, entrepreneurs play a key role in

contributing to Agenda 2030 and achieving the Sustainable Development Goals (SDGs). In this lecture, in addition to a broad view on Global Sustainability, we aim to explore the interaction between entrepreneurship and the Sustainable Development Goals, using an inspiring good practice from a Belgian company.

Lies Verstraete graduated as a Geographer from the University of Ghent, after which she started an additional study in Conflict and Development. After a career start as a Geography teacher in various secondary schools in Belgium and later a Geography, History and Dutch teacher and a Mother Tongue coordinator at different international schools in Shanghai, Lies joined VIVES University of Applied Sciences in 2013 as a lecturer in Geography Education at the teacher training department. Since 2017, she has been working as a policy officer in the Global Engagement Office, where she focuses on Global Engagement, the Sustainable

As a University of Applied Sciences we provide a Summer School for everyone.

Development Goals and Sustainability, global learning and global citizenship in higher education. She teaches 'Global Sustainability and Engagement' to both exchange and VIVES students and coaches students through their Global Engagement track.

Social economy and social entrepreneurship

(Dr Florin-Teodor Boldeanu)

The workshop presents the important concepts of social economy, social enterprises and social entrepreneurship. We will analyse the important actors – “social entrepreneurs” at European level to see if they are socially responsible and economically sustainable. Are we respecting the SDGs (sustainable development goals) set up from 2015 or are we regressing? For this we have to discuss the EU support in legal, social and inclusive entrepreneurship by funding, knowledge-sharing and policy work. There will be a visit to a social en-

terprise in the area of Bruges which is involved in social aspects.

Dr Florin-Teodor Boldeanu is a Visiting professor at several important universities in Europe, like VIVES University of Applied Sciences in Belgium, Skema Business School in Lille - France and Transilvania University of Brasov in Romania. Presently he teaches courses focusing on economics, financial analysis, social economy and valuation. He has a PhD in Economics and is a certified valuer for real estate properties for more than 5 years. He has a solid background in economics research and more than 8 years in writing research book, articles and papers.

AI & Business

(Mr Máté Prorok)

In this workshop, you will learn how artificial intelligence (AI) can be used in business. Nowadays, we are experiencing a large rise in data-intensive technologies. The use and applications of artificial intel-

ligence as well as the ethical and legal factors of AI in business will be discussed and studied. During the workshop, we will also cover the dangers of the organizational application of artificial intelligence. In addition, you will be able to get acquainted with other interesting facts that reveal the technologies of the future and the technological waves related to artificial intelligence. Active participation is recommended, as the use of an interactive approach will be significant in the workshop. However, it is important to know in advance that no prior training or knowledge in the field of artificial intelligence is required to participate in this workshop.



Programme and lecturers campus Kortrijk

Circular economy

(Ms Inyene Nkanta)

12 This course will examine how start-ups and established businesses (large and small) can rethink their way of producing and providing services by applying the approach of circular economy. This module will enable you to explore business and enterprise opportunities within the general notion of a “circular economy”. The module is intended to help you gain insights into the different facets of systems thinking, including the circular business models, and their socio-economic and environmental implications. These insights are generated through discussions on, for example, a linear, take-make-waste economic model, and business, community, and policy involvements in circular initiatives. Overall, this module will help you appreciate and understand circular economy as an important framework to develop business and enterprise solutions to address global sustain-

ability challenges such as waste and pollution.

Inyene Nkanta is a lecturer at the University of the West of Scotland within the Business and Creative Industry. She has a doctorate degree from the University of Wolverhampton, United Kingdom. Inyene received her bachelor’s degree in finance from the University of Uyo, Nigeria. She has a master’s degree in human resources and industrial management from Coventry University, United Kingdom and her master’s degree thesis emerged as the overall best within the department. Inyene is a scholar in the field Entrepreneurship, Suitability and Circular Economy and works across the globe on research projects. She is very active in teaching within the Business and Creative industry at the University of the West of Scotland and has undertaken teaching in various modules.

Business ethics

(Mr José Antonio Clemente)

In this session, we address ethical decision making in an organizational context. We approach business ethics from an applied perspective, focusing on conceptual frameworks, risks, issues, and dilemmas that will be faced in the real world of business. We prepare entrepreneurs for the challenges they will face in understanding how organizational ethical decision-making works. Many decisions may fall into grey areas where the right decision may not be clear and requires the use of organizational resources. Entrepreneurs will face many ethical challenges in their careers, and our workshop aim to help them to understand risks and be prepared to address ethical dilemmas. Our workshop provide a balance approach that includes the concepts of ethical reasoning as well as the organizational environment that influences ethical decision-making. Using managerial framework, we

explain how ethics can be integrated into strategic business decisions. We support ethical reasoning and the value of individuals being able to face ethical challenges and voice their concerns about appropriate behaviour.

José Antonio Clemente-Almendros is associated professor at Universidad Internacional de La Rioja (Spain), and a guest lecturer at Vives University (Belgium). He holds a Ph.D. in Finance, CIIA, CEFA, CEVE, MBA, MSc in Finance, and is Forensic Economist. He mainly teaches financial issues (financial analysis, cost and management accounting, business valuation, ...). In addition, he also gives lectures in ethical decisions in business and entrepreneurship. As a researcher, his research interest relates to SMEs, sustainable & corporate finance, capital structure and family firms. In addition to his experience as lecturer and researcher, he works as financial advisor in the field of accounting and financial con-

sulting and Forensic-REFor-CGCEE Economist. He is member of the College of Economists of Valencia, the Registry of Forensic Economists, and the Spanish Institute of Financial Analysts.

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14 **Looking at finances in a different way**

(Mr José Antonio Clemente)

In this workshop, we aim to describe the most important and basic metrics needed for an entrepreneur to set up a business. We aim to show potential entrepreneurs the main issues to consider in order to perform a right economic and financial model that reflects the characteristics and framework of their project. Moreover, to distinguish different types of funding according to the financial objective, focusing on the specificities of a start-up project is critical in any business. However, we will go beyond the financial metrics and we will show the usefulness of qualitative analysis, in order to check strategic issues that affect



Practicals.

2 June – 13 June 2025

VIVES campus Brugge – Xaverianenstraat 10

VIVES campus Kortrijk – Doorniksesteenweg 145

Credits

7 ECTS or a certificate of participation

Prices

- **Basic package:** € 1050 (Included: course fee, course materials and lunch)
- **Inclusive package:** € 1550 (included: course fee, course materials, lunch, shared accommodation with breakfast)
- **Reduced fee** for non-European partner institutions:
 - Basic package: € 950
 - Inclusive package: € 1450

Registration deadline

- Inclusive package: 15/03/2025
- Basic package: 15/05/2025

Contact

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Registration and more information



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of Applied
Sciences