

2ND CALL FOR APPLICATIONS

WOMEN IN BUSINESS Entrepreneurship Pilot Training Programme

APPLICATION INFORMATION

The deadline for applications for the 2nd Entrepreneurship Pilot Training Programme is 31st August 2020 (midnight CET).

The selected candidates will be informed until 4th September 2020.

If you are interested in participating in the WOMEN IN BUSINESS Pilot Trainings you have to submit your application form at the following link:
<https://forms.gle/g1EMqtNziWZn43eA7>

CONTACT

✉ office@rapiv.org

🌐 www.interreg-danube.eu/women-in-business

INVITATION TO APPLICANTS

The consortium of the project WOMEN IN BUSINESS - "Fostering the Young Women Entrepreneurship in the Danube Region" invites all women who fulfill the eligibility criteria to attend the Second Entrepreneurship Pilot Training Programme.

If you are a woman aged 15 - 34 years, located in some of the Danube region countries, willing to start or already running own business, we invite you to join our WOMEN IN BUSINESS community to improve your entrepreneurial culture, skills and competences for the development of your business and for obtaining market success.

Through the established 4 Women Entrepreneurship Centres (EWC) in Bosnia and Herzegovina, Bulgaria, Hungary and Romania participants in the Training Programme will gain free of charge:

- tailored entrepreneurship training provided by experienced professionals, adjusted upon the stage of development of your business idea or your company
- access to WOMEN IN BUSINESS Learning Platform with possibilities to use expert support, industry leaders and valuable resources;
- membership in WOMEN IN BUSINESS community where you will have opportunity to participate in forums and discussions with trainers, experts and mentors and get your questions answered.
- mentoring and consulting from experienced and successful business women

SUPPORTING YOUR BUSINESS IDEAS

4. MARKETING

- 4.1. Development of Marketing plan
- Analyze product improvement opportunities
 - Market research and enlargement
 - To develop Digital Marketing Strategies
 - Business Promotion

5. FINANCING

- 5.1. Planning financial resources
5.2. Evaluation of financial decisions over time

CONTACT:

EWC-BOSNIA AND HERZEGOVINA: AMRA.KAPO@EFSA.UNSA.BA

EWC-BULGARIA: OFFICE@RAPIV.ORG

EWC-HUNGARY: SIMON.NIKOLETTA@UNI-PEN.HU

EWC-ROMANIA: PSIHOLOG_M@YAHOO.COM

Get the boost you need
to achieve business success!

<http://www.interreg-danube.eu/women-in-business>
facebook: Women In Business project
LinkedIn: Women In Business project

TRAINING ON YOUNG WOMEN
ENTREPRENEURSHIP

LEVEL 3: ADVANCED

1. INTERCULTURAL COMPETENCES

1.1. Importance of competences to act in intercultural environment

2. COMMUNICATION

2.1. Managerial communications and encouraging innovations

2.2. To work together and co-operate with others in ecosystem

for more info visit:

<http://www.interreg-danube.eu/women-in-business>

SUPPORTING YOUR BUSINESS IDEAS

5. DIGITAL BUSINESS LEGISLATIONS – E-COMMERCE

- 5.1. Digitalization of business processes
- 5.2. Online business laws you need for e-commerce

6. SPOTTING OPPORTUNITIES

- 6.1. Exploring the economic, social and cultural landscape to identify and seize opportunities to create value

7. MARKETING

- 7.1. Identification of target group and build an end user profile

8. FINANCIAL AND ECONOMIC LITERACY

- 8.1. The legal basis for establishing business and different kinds of taxation
- 8.2. Cost estimation of turning the idea into a value creating activity

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SUPPORTING YOUR BUSINESS IDEAS

3. BUSINESS DIGITALISATION

- 3.1. Digital transformation of the business model
- 3.2. Working with platforms

4. STRATEGIC MANAGEMENT

- 4.1. Sustainable business development
- 4.2. Exploration and introduction of innovative approaches
- 4.3. Development of long term orientation of business activities

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**TRAINING ON YOUNG WOMEN
ENTREPRENEURSHIP**

LEVEL 2: INTERMEDIATE

1. COMMUNICATION AND COLLABORATION

- 1.1. Effective communication techniques for different stakeholders and how to apply them
- 1.2. How to improve the emotional intelligence

2. BUSINESS DIGITALIZATION

- 2.1. Data flows identification and the data analysis needs definition in your company
- 2.2. Digitalization and its influence on business model innovation

3. MANAGEMENT OF OWN BUSINESS

- 3.1. Prognosis and planning the material, non-material and digital recourses needed to turn ideas into action
- 3.2. Time management

PILOT TRAINING PROGRAMME

The transnational pilot actions are targeted to a minimum of 15 women per centre, distributed in 3 small groups:

IMPLEMENTATION

The training will be mainly online and participants from other cities/countries in the Danube Region will be provided online access during the on-place events at the centres. Primary language will be English but depending on the participants at the on-place events, they may also be held in a local language.

COSTS

The participation in our Training Programme is free of charge!

| Level 1: | Beginners |
|---|---|
| <p>goals</p> <p>To obtain basic knowledge and understanding on:</p> <ul style="list-style-type: none"> spotting business opportunities; marketing, financial and economic literacy; how to become successful business women; communication and teamwork; design thinking; actual technological trends; business as an ICT customer; digital business legislations - e-commerce | <p>training</p> <p>4 x 2 hours site trainings, case studies solving, presenting the stories of successful business women;</p> <p>webinars on specific topics;</p> <p>available resources on WOMEN IN BUSINESS platform.</p> |
| <p>it is suitable for: women with zero business experience and without established companies</p> | |
| Level 2: | Intermediate |
| <p>goals</p> <p>To obtain business development skills and understanding on:</p> <ul style="list-style-type: none"> management of own business; time management; marketing; financing of own business; communication and collaboration; business digitalisation - identification of digital needs of the company, digital optimisation of business processes, etc. business planning. | <p>training</p> <p>matching with suitable mentor</p> <p>1 x 4 hours site workshop;</p> <p>regular meetings with the mentor</p> <p>webinars on specific topics;</p> <p>available resources on WOMEN IN BUSINESS platform.</p> |
| <p>it is suitable for: women in the beginning of their entrepreneurial path with established companies, few years of experience (0-3)</p> | |

TRAINING ON YOUNG WOMEN
ENTREPRENEURSHIP

LEVEL 1: BEGINNERS

1. DESIGN THINKING

- 1.1. Generation of ideas and opportunities to create value
- 1.2. Reveal the challenges for each idea
- 1.3. Development a vision to turn ideas into action

2. SELF-ASSESSMENT OF KNOWLEDGE AND ABILITIES

- 2.1. Analyzing of personal skills necessary to manage own business-technical, conceptual, humanitarian, conflict resolution
- 2.2. Accountability: Identification and assessment of individual and group strengths and weaknesses
- 2.3. Self-management - goals and time

3. COMMUNICATION AND TEAMWORK

- 3.1. The art of business communication
- 3.2. How to make attractive presentation
- 3.3. Creation of effective team

4. ACTUAL TECHNOLOGICAL TRENDS

- 4.1. Benefits and limitations of modern technologies
- 4.2. How to choose proper technology for your business

for more info visit:

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ELIGIBILITY OF PARTICIPANTS

- Young women aged 15 - 34 years, resident in some of the Danube region countries: Austria, Bulgaria, Croatia, Czech Republic, Germany - Baden-Württemberg and Bavaria, Hungary, Romania, Slovakia, Slovenia, Bosnia and Herzegovina, the Republic of Moldova, Montenegro, Serbia, Ukraine - four provinces: Chernivetska Oblast, Ivano-Frankiviska Oblast, Zakarpatska Oblast and Odessa Oblast.
- Be fluent in English.

Level 3:

goals

networking and obtaining skills for growing up own business for:

- personal branding;
- intercultural competences;
- persuasion and influence;
- communication;
- business digitalisation - managing the process of digitalisation and virtual teams, etc.;
- strategic business management.

Advanced

training

1 x 4 hours roundtable for common problems solving, presenting the stories of successful business women;

webinars on specific topics;

available resources on WOMEN IN BUSINESS platform.

reserved place for presenting the company and own business.

it is suitable for:

women with business experience 3 years and more

PILOT TRAINING TIMELINE

The 2nd pilot action will start in September 2020 until the end of October 2020. It will be hosted by EWC - OVIDIUS University of Constanta, Romania and EWC-School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina:



Venue: EWC - OVIDIUS University of Constanta, Romania
EWC - School of Economics and Business, Sarajevo, Bosnia and Herzegovina