

2<sup>nd</sup> Summer School for HE learners (C8/C9/C10)  
*Intensive Study Programme for HE learners,*  
**Stepping up SMART skills to growth sustainable Business 4.0**  
26<sup>th</sup> – 30<sup>th</sup> of June 2023

Location: Academia družba za storitve d.o.o., College of Short-Cycle Higher Education,  
Glavni trg 17b, 2000 Maribor, Slovenia

## AGENDA

### COMPOSITION:

thematic sessions (S), practical lessons with local experts, entrepreneurs, and role models (L), teamwork and collaborative learning making the most of the online learning experience (C):

| 1 <sup>st</sup> DAY 26 June 2023  |  |
|-----------------------------------|--|
| Opening Sessions                  |  |
| 9.30 – 9.45                       | Registration + Logistic activities preparation + Opening sessions  |
| 9.45 – 10.00                      | <b>Objectives &amp; structure of the program - UPB, Romania Dr. Bogdan FLEACĂ</b><br>- Industry 4.0 challenges, technological developments, and changes to manufacturing processes; - Strategies to drive sustainable Business 4.0.<br>- S1- Sustainable Business 4.0 models' life cycle.  |
| 10.00 – 11.15                     | <b>Thematic session of summer school: "educate4green" – Academia, Slovenia - Žan DAPČEVIČ and Nina GAUBE</b><br>Objective O3 with regard to fine-tuning future-oriented curricula through cross-border exchange<br>- L1, C1: Slovenia real-life cases.<br>- ICT-based and collaborative practices<br>- Uptake of innovative practices and good role models from the local market<br>- Sustainability themes to strengthen the acquisition of forward-looking skills<br>Go through (in groups) the assigned Costabex (Erasmus Mobility) newsletters!<br>- Costabex website: <a href="https://costabex.eu/">https://costabex.eu/</a> |
| 11.15 – 11.30                     | Coffee yoga break  |
| 11.30 – 13.00                     | <b>Practical session: Innovative Business 4.0 – Academia, Slovenia - Žan DAPČEVIČ</b><br>-Emerging technologies, Market Entry Strategy for LUNOS (I-vent)- practical examples  |
| 13.00 – 14.00                     | Lunch networking   |
| 14.00 – 16.00                     | <b>Practical session: "Business 4.0" - Guest speaker Academia, Slovenia - Tanja VERHOVNIK</b><br>- Uptake of innovative practices and role models - <b>Modern channels of marketing communication in Business 4.0 – first part</b>   |
| 16.00 – 16.15                     | Coffee yoga break  |
| 16.15 – 17.15                     | <b>Workshop: "Case study" - Guest speaker: Academia, Slovenia - Tanja VERHOVNIK</b><br>- Good face-to-face activity - Modern channels of marketing communication in Business 4.0   |
| 17.15 – 17.30                     | <b>Wrap-up session: findings and conclusions UPB, Romania - Prof. Bogdan FLEACĂ</b>  |
| 2 <sup>nd</sup> DAY 27 June 2023  |  |
| S2. Business 4.0 and smart skills |  |

Project Title: Transnational cooperation initiative fostering developing forward thinking skills of students, teachers and workforce in sustainability-relevant sectors posed by Business 4.0 trends through innovation in Business& Engineering education and training, " SMART skills 4.0"

Grant Agreement: 2020-1-R001-KA203-080019

|               |   |
|---------------|---|
| 9.30 – 9.45   | Logistic activities preparation   |
| 9.45 – 11.15  | <b>Practical session: fine-tuning for structure of curricula - Guests speaker: Academia, Slovenia - Tanja VERHOVNIK</b><br>- Uptake of innovative practices and role models - <i>Modern channels of marketing communication in Business 4.0 – second part</i>   |
| 11.15 – 11.30 | Coffee yoga break   |
| 11.30 – 13.00 | <b>Practical session: fine-tuning of future-oriented curricula - Avanter, Romania – Dr. Mihai PASCADI</b><br>- <b>Skills for the future and Knowledge tools for the future – first part</b><br>- Strengthening knowledge co-creation and the proactivity for the challenges posed by technological advances and economic efficiency<br>- Tools for transnational cooperation between education, training, and business sectors  |
| 13.00 – 14.00 | Lunch networking  |
| 14.00 – 16.00 | <b>Practical session: fine-tuning of future-oriented curricula - Avanter, Romania – Dr. Mihai PASCADI</b><br>- <b>Skills for the future and Knowledge tools for the future – second part</b><br>- Strengthening knowledge co-creation and the proactivity for the challenges posed by technological advances and economic efficiency<br>- Tools for transnational cooperation between education, training, and business sectors |
| 16.00 – 16.15 | Coffee yoga break   |
| 16.15 – 17.15 | <b>Workshop: "Case study": Avanter, Romania – Dr. Mihai PASCADI</b><br>- Using tools for transnational cooperation<br>- Using the field of science and technology (FOS) classification<br>- Implementation of the revised classification in the Frascati Manual:<br><a href="https://www.oecd.org/science/inno/38235147.pdf">https://www.oecd.org/science/inno/38235147.pdf</a>   |
| 17.15 – 17.30 | <b>Wrap-up session: findings and conclusions UPB, Romania - Prof. Bogdan FLEACĂ</b>   |

3<sup>rd</sup> DAY 28 June 2023

S3. Business 4.0 for a green economy

|               |   |
|---------------|---|
| 9.30 – 9.45   | Logistic activities preparation   |
| 9.45 – 11.15  | <b>Practical session: fine-tuning for the structure of curricula; UPB, Romania – Dr. Theodora DOLTU</b><br>- The appropriate <b>business model characteristics</b> for Industry 4.0 – <i>first part</i><br>- Business Model Innovation in the Context of Industry 4.0   |
| 11.15– 11.30  | Coffee yoga break   |
| 11.30 – 13.00 | <b>Workshop: "Case study": UPB, Romania – Dr. Theodora DOLTU</b><br>- Applying the appropriate business model Business Model Canvas<br>- Adapting the business model to Business 4.0  |
| 13.00 – 14.00 | Lunch networking  |
| 14.00 – 15.30 | <b>Practical session: Innovative Business 4.0 – Academia, Slovenia - Žan DAPČEVIČ</b><br>- Emerging technologies, Market Entry Strategy for LUNOS (I-vent)- practical examples<br>- Time to work on your projects in dedicated groups<br>- Preparation of case study assignments and pitches, mentors' daily overview & optional consultations with other experts |
| 15.30 – 15.45 | Coffee yoga break   |

Project Title: Transnational cooperation initiative fostering developing forward thinking skills of students, teachers and workforce in sustainability-relevant sectors posed by Business 4.0 trends through innovation in Business& Engineering education and training, " SMART skills 4.0"

Grant Agreement: 2020-1-RO01-KA203-080019

|   |   |
|---|---|
| 15.45 – 17.15   | <b>Practical session: fine-tuning for the structure of curricula; UPB, Romania – Dr. Theodora DOLTU</b><br>- The appropriate <b>business model characteristics</b> for Industry 4.0 – <i>second part</i><br>- Business Model Innovation in the Context of Industry 4.0  |
| 17.15 – 17.30   | <b>Wrap-up session: findings and conclusions UPB, Romania - Prof. Bogdan FLEACĂ</b>   |
| <b>4<sup>th</sup> DAY 29 June 2023</b><br>S4 Business 4.0 for circular economy                    |   |
| 9.30 – 9.45   | Logistic activities preparation, <b>Session – a brief summary of day 3 UPB, Romania - Prof. Bogdan FLEACĂ</b>   |
| 9.45 – 11.15  | <b>Practical session: Romanian- the structure society; UPB, Romania – Dr. Betrice LEUSTEAN</b><br>- a generic short model of success in local history   |
| 11.15– 11.30  | Coffee yoga break   |
| 11.30 – 13.00   | <b>Practical session: fine-tuning for the structure of curricula; UPB, Romania – Dr. Betrice LEUSTEAN</b><br>- the business model of the circular economy – local business model – ARTIC-Industry 4.0   |
| 13.00 – 14.00   | Lunch networking  |
| 14.00 – 15.30   | <b>Practical session: Innovative Business 4.0 – Academia, Slovenia - Žan DAPČEVIČ</b><br>- Emerging technologies, Market Entry Strategy for LUNOS (I-vent)- practical examples<br>- Time to work on your projects in dedicated groups<br>- Preparation of case study assignments and pitches, mentors' daily overview & optional consultations with other experts |
| 15.30 – 15.45   | Coffee yoga break   |
| 15.45 – 17.15   | <b>Practical session: fine-tuning for the structure of curricula; UPB, Romania – Dr. Betrice LEUSTEAN</b><br>- Emerging technologies, Market Circular Economy ARTIC- practical examples<br>- Time to work on your – Industry 4.0 projects in dedicated groups   |
| 17.15 – 17.30   | <b>Wrap-up session: findings and conclusions UPB, Romania - Prof. Bogdan FLEACĂ</b>   |
| <b>5<sup>th</sup> DAY 30<sup>th</sup> June 2023</b><br>S5. Business 4.0 for sustainable societies |   |
| 9.30 – 9.45   | <b>Opening Session – a brief summary of days 1-4; UPB, Romania - Prof. Bogdan FLEACĂ</b>  |
| 9.45 – 11.15  | <b>Practical session: Educative Communication in Business 4.0; Guest lecture: ATUSS, Serbia – Dr. Ljiljana PEČIĆ, Academy of Technical and Art Applied Studies (ATUSS),</b><br>- How to make a good pitch for a Business 4.0 innovative solution<br>- Diversity and resources for sustainable societies in Business 4.0   |
| 11.15 – 11.30   | Coffee yoga break   |
| 11.30 – 13.00   | <b>Practical session: Innovative Business 4.0 – Academia, Slovenia - Žan DAPČEVIČ</b><br>- Emerging technologies, Market Entry Strategy for LUNOS (I-vent)- practical examples<br>- Time to prepare communication on students' projects in dedicated groups<br>- Pitching Session (students pitch to company representatives & mentors) – first part              |
| 13.00 – 14.00   | Lunch networking  |



Project Title: Transnational cooperation initiative fostering developing forward thinking skills of students, teachers and workforce in sustainability-relevant sectors posed by Business 4.0 trends through innovation in Business& Engineering education and training, " SMART skills 4.0"

Grant Agreement: 2020-1-RO01-KA203-080019

|               |   |
|---------------|---|
| 14.00 – 16.00 | <b>Practical session: Innovative Business 4.0 – Academia, Slovenia - Žan DAPČEVIČ</b><br>- Emerging technologies, Market Entry Strategy for LUNOS (I-vent)- practical examples<br>- Time to prepare communication on students' projects in dedicated groups<br>- Pitching Session (students pitch to company representatives & mentors) – second part |
| 16.00 – 17.30 | <b>Wrap-up session and evaluation:</b> certificates awards findings and conclusions <b>UPB, Romania - Prof. Bogdan FLEACĂ</b><br>- Farewell & certificates ceremony at Intensive Study Programme for HE learners, Stepping up SMART skills to growth sustainable Business 4.0   |

Thank you for your participation!

Project manager: *Bogdan FLEACĂ*



ACADEMIA



Kaunas  
Faculty

