

English for Entrepreneurship – on-campus module	
DAY 1 – 14 JULY 2025	
TIME: 8:45-9:30 9:30-9:45 Q &A	PLENARY SESSION
TOPIC:	1. Course opening, welcome and introduction 8:45-9:00 2. Keynote talk on entrepreneurship- Andreas Athanasiades 9:00-9:30, 9:30-9:45-Q&A
PRESENTER:	
VENUE:	
COFFEE BREAK	
PLENARY SESSION	
TIME: 10:00-11:30	Business Module - plenary
TOPIC:	Business pitch and forming teams
CONTENT:	Business pitch - a general overview, elevator pitch. What is expected of the students. Presentations in general, tools and tricks needed: "Alternative" - how to stand out: tools to make the pitch memorable, how to engage the audience with software/props. Presentation skills (body language, eye contact, intonation, hesitation, loudness, pauses in speech)
TEACHER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes
VENUE:	
COFFEE BREAK	
PLENARY SESSION	
TIME: 11:45-13:15	Business Module -plenary
TOPIC:	Case Studies; brainstorming ideas
CONTENT:	case studies from respective countries (What? / How? /When? / Who?/ Why?/ Where?) UK/Belgium/Cyprus/Finland/Poland
TEACHER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes
VENUE:	
LUNCH BREAK	
PLENARY SESSION	
TIME: 14:15-15:00	PLENARY SESSION
TOPIC:	Students bounce ideas off of each other and firm up their ideas on the business they want to pitch (elevator pitch max 1 min) - Workshop
PRESENTER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes
VENUE:	

English for Entrepreneurship – on-campus module		
DAY 2 – 15 JULY 2025		
TIME: 8:45-9:30 9:30-9:45 Q &A	PLENARY SESSION	
TOPIC:	Introduction to Cultural Issues - Brainstorming session (Students provide examples with regard to their own country)	
PRESENTER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	
VENUE:		
COFFEE BREAK		
PLENARY SESSION		
TIME: 10:00-11:30	Business module (Group 1)	Legal module (group 2)
TOPIC:	Cultural issues in international business Part A	Understanding contracts
CONTENT:	- cultural sensitivity - language nuances - etiquette - customs, mannerisms, gestures - language barriers - tone - technology barriers - politics - business pitch: preparation for pitching a business idea to potential partner/investors- students in their teams prepare their presentations in the light of the cultural issues raised	The language of employment law: - an employment contract -ending of an employment contract -an employment case study -an employment claim -employment contract clauses
TEACHER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	Ivana Edmonds, Agnieszka Pawlikowska, Kamila Szczepanowska
VENUE:		
COFFEE BREAK		

PLENARY SESSION		
TIME: 11:45-13:15	Legal module (Group 1)	Business module (Group 2)
TOPIC:	Understanding contracts	Cultural issues in international business
CONTENT:	The language of employment law: - an employment contract - ending of an employment contract - an employment case study - an employment claim - employment contract clauses	- cultural sensitivity - language nuances - etiquette - customs, mannerisms, gestures - language barriers - tone - technology barriers - politics - business pitch: preparation for pitching a business idea to potential partner/investors- students in their teams prepare their presentations in the light of the cultural issues raised
TEACHER:	Ivana Edmonds, Agnieszka Pawlikowska, Kamila Szczepanowska	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes
VENUE:		
LUNCH BREAK		
PLENARY SESSION		
TIME: 14:15-15:00	- Ways of getting start-up capital. FFF, Banks, Angel investors, Start-up Hubs ; Getting your financials correct	
TOPIC:	- Ways of getting start-up capital. FFF, Banks, Angel investors, Start-up Hubs ; Getting your financials correct	
PRESENTER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	
VENUE:		

English for Entrepreneurship – on-campus module		
DAY 3 – 16 JULY 2025		
TIME: 8:45-9:30 9:30-9:45 Q & A		
TOPIC:	Cultural Pitfalls of International Business, how to avoid the pitfalls of doing international business, or How not to do business across cultural boundaries (Dragons' Den)	
PRESENTER:	Joanna Ososińska-Ciechomska	
VENUE:		
COFFEE BREAK		
	Business Module (Group 1)	Legal Module (Group 2)
TIME: 10:00-11:30		
TOPIC:	Negotiations	The Language of Business
CONTENT:	- The language of negotiation requirements (BATNA/ZOPA) - Business meetings: answering questions (spontaneity)	sole traders, setting up partnerships partnership agreement (parts to the agreement) the language of drafting
TEACHER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	Ivana Edmonds, Agnieszka Pawlikowska, Kamila Szczepanowska
VENUE:		
COFFEE BREAK		
	Legal Module (Group 1)	Business Module (Group 2)
TIME: 11:45-13:15		
TOPIC:	The Language of Business	Negotiations
CONTENT:	sole traders, setting up partnerships partnership agreement (parts to the agreement) the language of drafting	- The language of negotiation requirements (BATNA/ZOPA) - Business meetings: answering questions (spontaneity)
TEACHER:		
VENUE:		
LUNCH BREAK		
PLENARY SESSION		
TIME: 14:15-15:00	Online/onsite input – talking to angel investors	
TOPIC:	Online/onsite input – talking to angel investors	
PRESENTER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	
VENUE:		

English for Entrepreneurship – on-campus module		
DAY 4 – 17 JULY 2025		
TIME: 8:45-9:30 9:30-9:45 Q &A	PLENARY SESSION	
TOPIC:	Introduction to final presentations	
PRESENTER:		
VENUE:		
COFFEE BREAK		
TIME: 10:00-11:30	Business Module (Group 1)	Legal Module (Group 2)
TOPIC:	Presentations	Writing Business agreement
CONTENT:	- Final business presentations by all groups Part A) - Q&A session after each presentation	
TEACHER:	Joanna Ososińska-Ciechomska, Anne-Marie Heinonen, Stephanie Hughes	Ivana Edmonds, Agnieszka Pawlikowska, Kamila Szczepanowska
VENUE:		
COFFEE BREAK		
TIME: 11:45-13:15	Legal Module (Group 1)	Business Module (Group 2)
TOPIC:	Writing Business agreement	Presentations
CONTENT:	- Final business presentations by all groups Part B) - Q&A session after each presentation	
TEACHER:		
VENUE:		
LUNCH BREAK		
TIME: 14:30 -15:30	PLENARY SESSION	
TOPIC:	Recognition of the best business pitch and best business agreement	
PRESENTER:		
VENUE:		

English for Entrepreneurship – on-campus module		
DAY 5 – 18 JULY 2025		
TIME: 8:45-9:30 9:30-9:45 Q &A	PLENARY SESSION	
TOPIC:	Internship opportunities for YUFE students. (9:00-9:30), Q&A (9:30-9:45)	
PRESENTER:		
VENUE:		
COFFEE BREAK		
TIME: 10:00-11:00	PLENARY SESSION	
TOPIC:	Close out meeting – teachers, participants reflect on the project and discuss potential for future collaboration	
PRESENTER:	Andreas Athanasiades Stephanie Hughes, Ivana Edmonds, Agnieszka Pawlikowska, Joanna Ososińska, Kamila Szczepanowska Anne-Marie Heinonen,	
VENUE:		
TIME: 11:00-15:00		
TOPIC:	Final activity (TBC)	