



**DNIPRO UNIVERSITY  
of TECHNOLOGY  
1899**



**Traditions in  
Innovations**

**International Business Week**

**Students for Students  
via Business Projects**

**Ukraine, Dnipro  
Dnipro University of Technology  
11-17 of May, 2020**

 [www.nmu.org.ua](http://www.nmu.org.ua)

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## Dnipro University of Technology

is the oldest Higher Education Institution of Pridneprovsk Region of Ukraine, was established in 1899, takes the 4th place at "Top-200 Ukraine" University ratio in 2017 and 4th place among the best Ukrainian Technical Universities.



### Academic staff

**759** teachers

**142** doctors of science, professors

**339** candidates of science, associate professors



### Students profile

over **10 000** students

**90 000** graduates in total including **800** international graduates

**77**

Undergraduate courses

**30**

Postgraduate courses

**13**

Doctoral courses



University has a strong cooperation network with leading regional state and private enterprises, which provides platform for joint practical study and research projects for students and staff. Dual Training Programs with companies are established for Bachelors and Masters successfully supporting the principle of Knowledge Triangle Integration (Higher education-Research-Business).

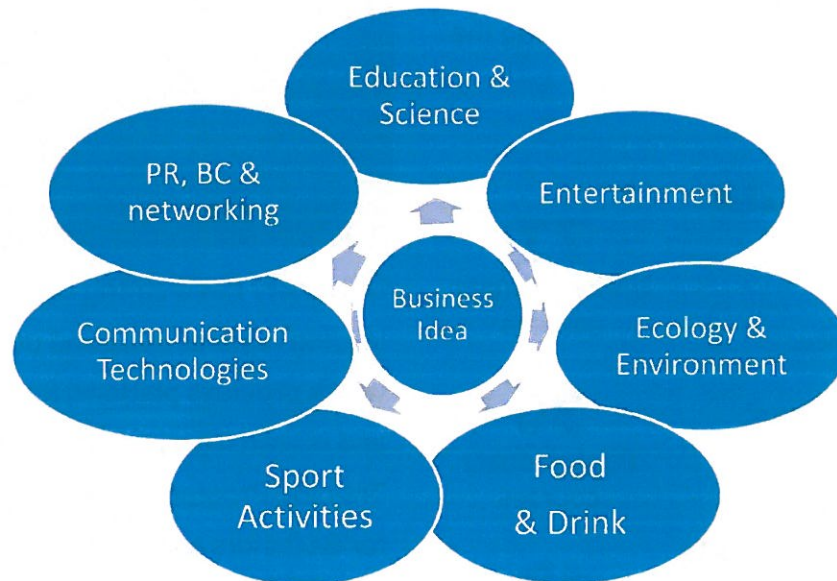
Dnipro University of Technology is a member of international educational and scientific organizations and networks (EUA, BSUN, EAGE, IUR, IGIP, SEFI, WMC, WFURS and others) and has 15 cultural and linguistic centers. University is actively participating in exchange program, operating Joint and Double Degree Diploma programs, providing programs study in English for foreign students.

Further information  [www.nmu.org.ua](http://www.nmu.org.ua)

University prepares highly skilled professionals for 31 fields of technical and humanitarian studies, including all mining and exploration specialties, fuel, energy and mineral processing, industrial and civil engineering, mechanical engineering, automation systems engineering, computer sciences, economics, law, philology, management etc.



**International Business Week 2020** dedicated to “**Students for Students via Business Projects**” will be an innovation inspiring, creative idea generating and practical event in students’ business projects preparation in an international student’s environment.



**International Business Week 2020** is based on the *applied entrepreneurial competitive program “Financial Challenge: Create Your Dream”*, which is implemented in NTU DP in cooperation with YEP! Business Incubator and Startup Club DP as a part of complex project for improving the entrepreneurial and soft skills of the students, helping them to develop and present business, social and ecological ideas to representatives of real business.



### During this intensive week you will:

- generate and taste business ideas with your team in the fields of student's education, science, ecology and environment, food service, sport activities, communication technologies, PR, business communications and networking, entertainments;
- talk with international guest speakers and discuss your ideas;
- learn how to create a value proposition of business idea and innovative project by using tools and methods of design thinking and dynamic testing;
- visit innovative industrial enterprise and learn the practical experience in innovations implementation;
- learn how to find market segment and define the potential clients for your business project;
- develop the financial plan for your business project and check the viability of your idea on the market;
- present your business project and involve students in your idea.

### Benefits overview

We will also offer you the following benefits:

- skilled facilitation: five highly engaged and supportive trainers who are experienced in design thinking, project management, marketing, finance and soft-skills development.
- practical and informational sessions targeted on the development of professional, leadership and communication skills on the basis of generation of your own business ideas and incubation of the project in one week;

### Takeaways

Using the basic skills and knowledge in project management, marketing, finance and your leadership potential and soft skills, you will be able:

- to develop your skills and talents that creative businessmen and start-uppers need for successful implementation of ideas and projects managing;
- to get involved into creative process by generating ideas and testing them for viability and further prospects for implementation and development
- to improve your leader potential and to build team relationships on the emotional friendly and competitive bases;
- to pass all required stages need to be passed while starting your own business project in student environments;
- to get support from highly skilled facilitators and representatives of business in improving the quality of your business project;
- to develop your skills in time management by having an opportunity to participate in complex business game and marketing quest;
- to improve your international and intercultural communication skills by cooperating with your colleagues while preparing and presenting your team project, participating in cultural program and having free time.

**You will have an opportunity to present your projects to professional competition board—academic staff and representatives from real business will be involved!**

## Tentative Program

Monday, 11 of May, 2020	
9:30 - 10:30	Meeting of participants, Opening ceremony
10:30 - 12:00	Module 1 "Startups - Find an idea worth to be implemented"
12:00 - 13:00	Lunch
13:00 - 14:15	Module 2 "Creating Value Proposition by design thinking"
14:30 - 15:45	Workshop 1 "Dynamic testing of ideas"
16:00 - 17:00	Visit to Museums
17:00 - 18:00	National dinner - presentation of countries

Tuesday, 12 of May, 2020	
9:30 - 12:00	Business visit to InterPipe JSC
12:00 - 13:00	Lunch
13:00 - 14:15	Module 3 "Market segmentation and positioning of startup project"
14:30 - 15:45	Workshop 2 "Find your customer" - Quest game
16:00 - 17:00	Walking tour - Dnipro
17:00 - 18:00	Teachers' Dinner

Wednesday, 13 of May, 2020	
9:30 - 10:45	Module 4 "Incomes and Resources: What should we show to investors?"
11:00 - 12:00	Workshop 3 "Developing the financial plan for the project"
12:00 - 13:00	Lunch
13:00 - 14:15	Module 5 "Soft-skills development"
14:30 - 17:00	Team-work on presentations

Thursday, 14 of May, 2020	
9:30 - 12:00	Team-work on presentations
12:00 - 13:00	Lunch
13:00 - 17:00	Business Game "Start-up Profi"
17:00 - 18:00	Final Dinner

Friday, 15 of May, 2020	
9:00 - 9:30	Breakfast
9:30 - 11:00	Project Battle - Pitching Session
11:00 - 12:00	Closing ceremony
12:00 - 13:00	Lunch
13:00 - 17:00	Optional Tour - Galushkivka

## Facilitators

**Olena Yermoshkina**



**Doctor of Economics, Full Professor, Head of Department of Economic Analysis and Finance of DniproTech.**

Internship in University of Minnesota (2004), invited instructor in Franklin University MBA Program (2015). Experienced in entrepreneurship, management and finance training for university staff, private companies, NGO and students. Staff leader of the applied entrepreneurial competitive program "Financial Challenge: Create Your Dream" targeted on students' ideas generating and project development.

**Daria Bukreieva**



**PhD, Associate Prof., Department of Economic Analysis and Finance, Deputy Director of Business Development Center «Business Incubator DP».**

Project-manager and coordinator of the Dnipro Sikorsky Challenge Startup School. Coordinator of the project at DniproTech of Student Academic Incubation Program for YEP Incubators. Member of the Competition Commission of the «INNODNIPRO Projects and Startups Competition of Dnipro City Council» (2018).

**Kateryna Pilova**



**Head of Marketing Department of DniproTech, PhD, Associate Prof.**

Professional in commodity policy, industrial marketing. Participant in the NATO-Ukraine Partnership on Retraining Servicemen "Marketing Management". Experienced in marketing and branding trainings for university staff, private companies, NGO and students. Professional in managing marketing activity of an enterprise, university, PR and product positioning.

**Olena Horiacha**



**Head of Business Development Center "Business Incubator DP", co-founder of StartUp Club DP.**

Project manager of the Dnipro Sikorsky Challenge Startup School. Director advisor and project manager of the project at NTU DP of Student Academic Incubation Program for YEP Incubators. One of the organizer and developer of educational, training, informational and consulting activities to develop student's innovation environment at DniproTech. Coordinator of the applied entrepreneurial competitive program "Financial Challenge: Create Your Dream" targeted on students' ideas generating and project development".

**Kseniia Tiukhmenova**



**MBA, Head of International Project Office.**

Project manager of international educational projects, youth exchange and mobility projects at DniproTech. Leader of student groups in international business and leadership projects. Trained in project management and soft-skills development programs.

### Participation conditions

Registration deadline: 28th February 2020  
Cost of participation: € 195 per student.

### Accommodation

We guarantee 5 nights (10-15 May) in modern and friendly student hostel in the historical center of the city Dnipro.

You will be served breakfast and lunch in University each day.

From the hostel it takes only 10 minutes to get to the University by feet.

If you arrive earlier or departure later, you need to book additional nights on your own.

### How to get to Dnipro?

We suggest you to choose one of the next ways:

- Dnipro Airport (after your arrival our representative will meet you in the airport and pick you up to the hostel)
- via Kyiv (airports Kyiv Boryspil and Kyiv Zhulyany – 480 km to Dnipro or 6 hours by fast train)
- via Kharkiv (Kharkiv Airport – 215 km to Dnipro or 4 hours by train/bus).

When you inform us about your arrival, we will help you to get to our city in the most convenient way.



### Optional sightseeing on Friday to Galushkivka (15 €)

"Galushkivka" was founded by the Zaporozhian Cossacks at the end of the 17th century. Then it was revived on the outskirts of the modern village Greciane, near Petrykivka village, where the world-famous Petrikiv painting was born. It is the only ethnographic complex consisting of three estates of the XIX century (museum artist's house and workshop), as well as Cossack fortifications with characteristic attributes - chimneys, towers, fencing, fighting guns. Here you can see antiques, visit folk festivals, ride a horse, shoot archery and crossbow, rehearse in throwing knives and maces, master the pottery and the technique of Petrikiv painting. After this adventure you will have unforgettable impressions and beautiful photos!





# Dnipro

Swell city

Dnipro (Dnipropetrovsk) has been the major center of the steel industry from the beginning of the 20th century until the present. It has also dominated in the machine building and aerospace building industry since the 1950s. And now industrial enterprises are opened for interesting and unusual excursions.

The city is not only famous for its commercial industry, but also its green hills and deep history. The old fortress settlement has existed since the middle of the 16th century. The new town was founded in 1776 by the Russian Prince Potemkin by the order of Catherine II, Empress of the Russian Empire, and was called Yekaterinoslav until 1926. During 1918 the town's name was Sicheslav (The Glory for 'Sich' - Fortress of Cossacks) and then until 2016 its name was Dnipropetrovsk.

Dnipro is situated on the Dnipro River in East-Central Ukraine and has a population of 1 million (third city in the country by population). Large and beautiful, it is one of the major centres of high-technology industries, education, machine-building, metallurgy and trade.



The biggest Jewish centre in the world "Menorah" is situated in the city. It was built in 2012 and its architecture is based on prototype of the Temple Menorah. Dnipro is a dynamic and lively city. The city is surprising green along the wide and slow-moving Dnipro river. Here is the longest embankment in Europe that every year is being supplemented with new art elements and plants. Dnipro welcomes the visitors with remarkable boulevards and spacious parks.

### Further information

[gorod.dp.ua/eng/guide/](http://gorod.dp.ua/eng/guide/)



# Contact Details

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