Code			ECTS Credit	15	US Credits	10
Title:		THE SIMONYI ENTRPRENEURSHIP CONSULTING PROGRAM				
Leader:		Kia Goolesorkhi		**Mentors:**	Luke Pittaway, Jeffery Anderson, Zsolt Bedő	
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Short Description:		**Entrepreneurial Mindset** helps individuals in every discipline, profession and cultural background to become more *proactive, self-aware, visionary, innovative, risk sharing and influential.* The Summer Simonyi Entrepreneurship Consulting Program is designed to train and mentor participants from diverse disciplines to get involved in improving their own and their peers' entrepreneurial mindset. The international participants will be learning and acting at the capacity of entrepreneurship consultants helping Start-ups, regional and international Public/Private, For Profit and Not For Profit organizations. Multi-disciplinary Entrepreneurship, Social Entrepreneurship, Innovation Commercialization and Sustainable Regional Development, SMART specialization are some of the major areas of the FOUR WEEK long work and practice. The program takes a NEEDS BASED learning approach and extends the opportunity for practicing Creative Communication, Networking, Contracting and Negotiation Policy, Strategy, Sales, Business Planning and Market Research, Ideation and Showcasing, Management and Business Consulting, Project Management, Action Research, Appreciative Inquiry and not least of all Applied /Experiential Learning. Participants learn how to CO-CREATE solutions through hands-in consulting working in different teams with at least two project owners. Teams showcase their solutions in front of a professional panel at the end of the four week long program.				
Program period in 2016: July 4th - 29th						
Workdays: Mondays-Friday from 08:50 to16:00. Location: The Hatchery						
1. **July 1-3**	**ARRIVALS** **3RD JULY - OPENNING BANQUETTE-** *GETTING TO KNOW EACH OTHER*					
2. **July 4-8**	- Continuing orientation conversations, TEAM BUILDING Practice - The basic concept of SMART specialization, the "SMART-er Pécs" practice- Teams put together a short presentation regarding ideas that can make the					

	city of Pécs SMART-er using quick fixes for becoming resilient at a higher pace - Best Practices in Contracting and Client Management: Pre-Project preparation, Understanding your client and her context, Staying Ahead of Your Clients, Kick Off Meetings, The Content of the Project Scope Document , Observing the Clients' verbal and non verbal communication, Negotiating a Win-Win outcome with the decision makers, Keeping the client engaged. Monitoring progress, What may go wrong? - Introduction of the Traditional Project Documentation Techniques: The Scope ,Template Articles of Association, NDA, Project Tracking and Monitoring, Agenda and Minutes of the Meeting, Nuts and Bolts of Business Planning, Business Model Canvass, Strategic Audit, Value Network Analysis Tool, Reflective Overview - Kick off Meetings, Preparing and sending out Scope Documents for clients' review - Intercultural Business Communication: Senior Summer Simonyi Alumni lead sessions regarding their Summer Simonyi experience, the Business and Economic Environment of Hungary. How best can we manage our clients, our teams and ourselves? *Note : The nomination of an internal Monitoring and Feedback Board as well as an Event Management Team takes place during this week . The two areas are treated as a "consulting project " for the participants practicing Corporate Entrepreneurship and Governance*
3. **July 11-15**	- An introduction to the basic legal and operational characteristics of regional SME Clusters and Non Profit Organizations in Hungary, CEE and EU - Practicing Resource Auditing Methods for the Assessment of Distinctiveness: The Value Proposition vs. Founders' "competencies", "social capital", "accessible channels" and "existing client base" - Exxon Mobil Workshop: Ideation, Creativity at the Team and Organizational Levels - Best practices in Preparing the Business Model Canvass project summary one pager - Reflections on the Principles of Lean Management in the field of Entrepreneurship and Start-Up business development: What is the client's Perceived Business Model?

		- Generic and Augmented Business Base-Line analysis: Two Case Examples
4. **19-22**		- Practicing Action Research Workshop (1) & (2): Consultant as Researcher. "Observing" the importance of becoming a conscious self-observer in the domain of entrepreneurship consulting and innovation capacity building through advanced methods of 'documenting- beyond-data"
		- The basics of Social Entrepreneurship in the context of the CARING ECONOMY approach: An interactive conversation regarding the context and opportunities through case examples
		- Practicing Post-Conventional Methods in Building Sustainable Entrepreneurial Ecosystems (revisiting the core methods of the Blue Economy and Circular Economy)
		- Practicing the logic of problem solving TRIZ and pivoting the value proposition using Appreciative Inquiry (AI)
		- Applying Regional Value Network Analysis. Spatial and a-Spatial
12 **15-17**		- Effective showcasing techniques using the "idea pitch" approach: Enhancing the methods of presenting and selling your ideas, products-services and venture to potential buyers, investors and collaborating partners
		- Managing the Closing Meetings with the clients: Communicating and Negotiating Contingency Issues, Policy concerns, Ethical Conduct, Market Research Material, the language and content of the final document versus the scope
		- Preparing and Participating at the Showcase-Marketplace: Preparing and communicating self-profiles, client profiles. Showcasing with the clients. Agreeing on a winning strategy with our clients
		- Practicing Networking and Matchmaking: Assisting the clients through matchmaking and networking at the showcase event
Rationale Including Aims:		The overall aims of the program are facilitating an environment for practicing thought and action with an entrepreneurial mindset in a multi-disciplinary and multi-cultural context. The ***needs based training design*** of the program provides an exceptional opportunity for co-creating with peers, public leaders, business managers, social entrepreneurs and field experts, improving essential skills for Appreciating the very evident and less evident

	Individual and Social Assets available at the levels of one local region and/or between regions. The program assigns students to projects which aim at delivering added value to the fields of Arts and Culture Commercialization, Healthcare, Sports, Tourism and Eco-Tourism, Sustainable Regional Development with a higher focus on sub-fields of Energy and SMART specialization. Participants are continuously sensitized about the importance of building innovation ecosystems and entrepreneurial networks. This is accomplished via mentored interactions with the internal and external stakeholders throughout the course of the four week practicum. Several student start-up ideas have been included in the projects. The program distinguishes between the "must have" and "good to have" innovation reminding the vital importance of the entrepreneurial efforts for transitioning economies towards resilience.
Learning Outcomes: Knowledge	This program, in line with the Aims and Rationale focuses on knowledge areas related to *Entrepreneurship Consulting, Entrepreneurial Orientation and Sustainable Innovation Capacity Building* in every sector and industry. The mentioned areas breed on an environment of multidisciplinary interaction and co-creation skills, behaviour, knowledge and abilities for thinking strategically, and generating business ideas for growth and sustainability and those for managing business opportunities. Participants' learning competencies are promoted using Ideation, Problem solving, Appreciative Inquiry and Action Research.
Learning Outcomes: Practiced Skills	1. Multi-disciplinary team building and inter cultural management 2. Leadership 3. Business Contracting and Negotiation techniques 4. Feasibility assessment techniques for assessing Innovation, Business Ideas and Ventures across multiple industries 5. Formulating and communicating a viable business ideas from sustainable regional development approach 6. Resource Auditing and Reporting at business and regional levels 7. Base-lining and Reporting 8. Market and Industrial Research 9. Tendering and Procurement techniques 10. Value Network Analysis at regional and international levels 11. Problem solving using the TRIZ technique 12. Professional Sales 13. Networking 14. Effective Communication and Feedback techniques in managing your team and clients 15. Business Planning 16. Project Management and Multi-Tasking 17. Appreciative Inquiry 18. Advanced Project Documenting and Action Research 19. Performance Management 20. Showcasing Ideas, Change Projects, Products-Services and Ventures

	21. Self Profiling 22. Managing Showcase Events
Educational Approach: Multi-Contextual Learning, Co-Creation	The program applies a team-based mentoring extending "needs based" support for individuals and the consulting teams that have been formed. Co-creation and learning from peers receives a high emphasis. Self-assessment using "Diary of Learning or Reflective Overviews" have proven to be an effective approach helping multi-contextual thinking. "Peer Evaluation", "Client Feedback" are frequently used for monitoring performance and learning outcomes. Individuals are assigned to more teams across the four weeks. There is a conscious goal of ensuring participants remain out of their comfort zone, are able to cope with complexities of multi-tasking and project crises. For this reason one individual may be assigned to a higher number of projects
Assessment Blocks:	Systematic participation assessment (daily reports), Submitted Project Documents Current State reports Peer Evaluations Client Feedback Showcase participation The Reflective Overview
Code of Conduct and Absence	(1) In case a participant leaves the program for three consecutive work days she/he loses Full-Time Project Consultant status (2) Depending on the reasoning, the program management may decide to reserve a partial position referred to as "consulting assistant" which does not lead to full credits or full certificate of participation (3) Note: Professional Behaviour on campus, in respecting business etiquette is handled with high sensitivity. The same applies for keeping within the socially acceptable boundaries off campus (4) Depending on feedback coming from Peers, Clients, Mentors and Program management in case of misconduct participants may receive second chances through a YELLOW CARD or otherwise a straight RED CARD consequently disqualified from continuing the program.