

ENTREPRENEURSHIP AND LEADERSHIP LAB

Explore. Collaborate. Lead in the Creative Industries.

Join our international workshop where you will first build a foundation in creative entrepreneurship and then develop your leadership skills in practice.

THE GOAL OF THIS EXCHANGE is to immerse students in the practical world of creative entrepreneurship and leadership through hands-on, collaborative learning. During the first phase, students critically engage with real cultural and creative projects, developing their ability to evaluate feasibility, funding, and strategic positioning. They also gain insight into the creative industries by exploring market opportunities, data, and benchmarking practices. In the second phase, the focus shifts to leadership in action, where students develop self-awareness, communication skills, and the ability to manage diverse teams in dynamic environments. The program aims to transform participants from observers into emerging entrepreneurs and leaders in the creative sector.

Work in newly formed international teams to understand a creative project or cultural initiative, while learning how to:

- build a viable concept,
- lead people effectively in dynamic environments,
- discover sustainable financing models,
- analyse current smart data,
- develop innovative and socially relevant solutions,
- collaborate across cultures and disciplines,
- present and defend project ideas professionally,
- evaluation of project ideas.

PHASE 1 (EUBA, Bratislava): CREATIVE ENTREPRENEURSHIP

Day 1 – 03.05.2026 (Sunday)

- Travelling day

Day 2 – 04.05.2026 (Monday)

- Introduction to the plan and expectations
- Oral presentations in front of unfamiliar audience
- Interactive Q&A and feedback session

Day 3 – 05.05.2026 (Tuesday)

- Oral presentations in front of unfamiliar audience
- Evaluation of the presentations
- Group discussions and comparison of assessments (identifying strengths, gaps, and improvement areas)
- Sharing perspectives across international teams

Day 4 – 06.05.2026 (Wednesday)

- Exploring creative sectors and opportunities
- Introduction to cultural data
- Funding of Creative Industries
- Benchmarking inspiring projects

Presentation of the vice-dean (assoc. prof. Blstakova) (May 6th, TBD)

Day 5 – 07.05.2026 (Thursday)

- Travelling day

PHASE 2 (PUEB, Poznań): LEADERSHIP IN PRACTICE

Day 1 – 26.05.2026 (Tuesday)

- Travelling day

Day 2 – 27.05.2026 (Wednesday)

- Who is a leader? Key concepts and styles
- Individual differences and leadership approaches
- Leadership in changing environments

Day 3 – 28.05.2026 (Thursday)

- Communication in groups
- My own leadership style in conversations
- Conflict resolution in creative teams

Day 4 – 29.05.2026 (Friday)

- Situational leadership
- Adapting leadership to situations
- My own leadership style - discussion

Day 5 – 30.05.2026 (Saturday)

- Travelling day

COMPETENCES to be developed:

- entrepreneurial & business competences in creative industries:
 - understanding creative industry ecosystems
 - discovering sustainable financing models
 - analysing smart data for decision-making
 - pitching, presenting and evaluating creative ideas
 - teamwork in international and interdisciplinary settings
- leadership and communication competences:
 - understanding and application of different leadership styles,
 - ability to adapt leadership approach to situations and team dynamics,
 - skills in team management and collaboration,
 - effective communication in interdisciplinary and intercultural teams.
- the ability to think critically and analyse issues related to entrepreneurship and leadership,
- openness to cultural diversity,
- a willingness to continue growing personally and professionally.