



Blended Intensive Program (BIP): **Business Growth and Innovation**

Organizer:	Estonian Entrepreneurship University of Applied Sciences
Online session:	8 April 2025
Time:	2 PM (GMT +2)
Lectures/activities in Tallinn:	21-25 April 2025
Duration:	5 days
Credits:	3 ECTS
Target audience:	BA, MA, PhD students

Join us for an exciting program that dives into the core of business growth, sustainability, and innovation, where you'll learn directly from the best practices of leading companies shaping the future. Together, we'll explore how to build thriving businesses and foster entrepreneurship that sparks growth and drives innovation in today's economy. Discover how Smart Cities act as accelerators for innovative business, transforming industries and creating new opportunities for success.

This is your chance to reimagine the future of smart business and explore the strategies that lead to sustainable growth. Through real-world examples and case studies, we'll uncover the role of creativity, cutting-edge technologies, and sustainability in driving business transformation. You'll gain insights into ground-breaking business models, innovative services, and tools that are redefining entrepreneurship.

By learning from the successes of real companies, we'll examine the critical changes needed to boost competitiveness, support innovation, and achieve sustainable business growth. Don't just think about the future of business—be a part of creating it.

Main activities:

- Lectures
- Presentations
- Challenges and workshops
- Company showcases /meeting entrepreneurs
- Different cultural activities

Main Topics:

- Smart City as a bed for Business Growth
- Role of Creativity in Increasing Business Growth
- Sustainability as business accelerator
- New Technology and business Models
- Services Supporting Entrepreneurship and Business Development
- Innovative options to Increase Competitiveness
- Technology Driven Innovations