



**melbu**

More Entrepreneurial Life  
at Bangladeshi Universities

# MELBU Entrepreneurship Course

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- Numbers
- Schedule
- Common Rules
- Inputs
- Outputs
- Coaching
- Challenges

- 8 universities (2 European + 6 Bangladeshi)
- 24 students
- 24 teachers
- 6 teams
- 14 days
- 40 teaching hours

# SCHEDULE – WEEK 1

		20.02.2022	21.02.2022	22.02.2022	23.02.2022	24.02.2022	25.02.2022	26.02.2022
		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Session 1	9:30 -10:15	Opening, VIP speeches	Cultural day - optional	Presentations of students ideas - 24 ideas, 2 minutes each plus 1 minute for questions	10 Types of Innovation	Value Proposition Design	Business Model Canvas (I)	
	10:45 - 11:30	Presentations - 8 Partners, 5 minutes per Partner	3 presentations about the local cultures	Presentations of students ideas - 24 ideas, 2 minutes each	Team Work	Team Work	Team Work	
Break 11:30-12:15								
Session 2	12:15-13:00	Presentation of the inputs, outputs, evaluation rules		Team Building and Leadership	Understanding Customers	Value Proposition Design	Business Model Canvas (II)	Coaching
Break 13:00-13:30								
	13:30 -14:30	Online Ice breaker		Team Work	Team Work	Team Work	Team Work	Coaching
Session 3	14:30-15:30	Workshop on online Tools for participants		Selection of the projects, coach assignment	Coaching			
Daily Outcome				6 Projects selected for further development	Persona Profile Market Segmentation	VPD	BMC	

# SCHEDULE – WEEK 2

		27.02.2022	28.02.2022	01.03.2022	02.03.2022	03.03.2022	04.03.2022	05.03.2022
		Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Session 1	9:30 -10:15	Design thinking	Market Research with Excercise	Inclusive Leadership: Leading with Effective Communication	Risk Analysis	Effective Decision Making: Dealing with Business Complexity, Diving into the Sea of Change: Culture and	MVP	Final Pitches
	10:45 - 11:30	Team Work	Team Work	Team Work	Team Work	Team Work	Team Work	Final Pitches
Break 11:30-12:15								
Session 2	12:15-13:00	Design thinking - summary	Learning from competitors	Negotiation Skills for Leaders	Fundraising	Pitch, how to do it right?	Coaching	Final Pitches
Break 13:00-13:30								
	13:30 -14:30	Team Work	Team Work	Team Work	Team Work	Team Work	Team work to prepare final pitch	Winner Announcement
Session 3	14:30-15:30		Coaching		Coaching		Team work to prepare final pitch	
Daily Outcome		Boost of creativity	Tam, Sam, Som Benchmark	Negotiation Process Deck	SWOT Analysis	Pitch Deck	Pitch Deck to be sent by 1600 CET	

- We are always on time
- Do not interrupt when someone is speaking
- Put your hand up, when you want to speak
- Do not hesitate to ask questions
- I like, I wish
- Do not use „but”

- Individual business ideas
- Openness for teamwork
- Willingness to compromise
- Communicative English

# INPUTS

x

<b>Name: ...</b>	<b>E-Mail: ...</b>	<b>Date: ...</b>
<b>Title:</b>		
<b>Problem&amp;Solution</b> 		
<b>Customer</b> 		
<b>Unique Value Proposition</b> 		

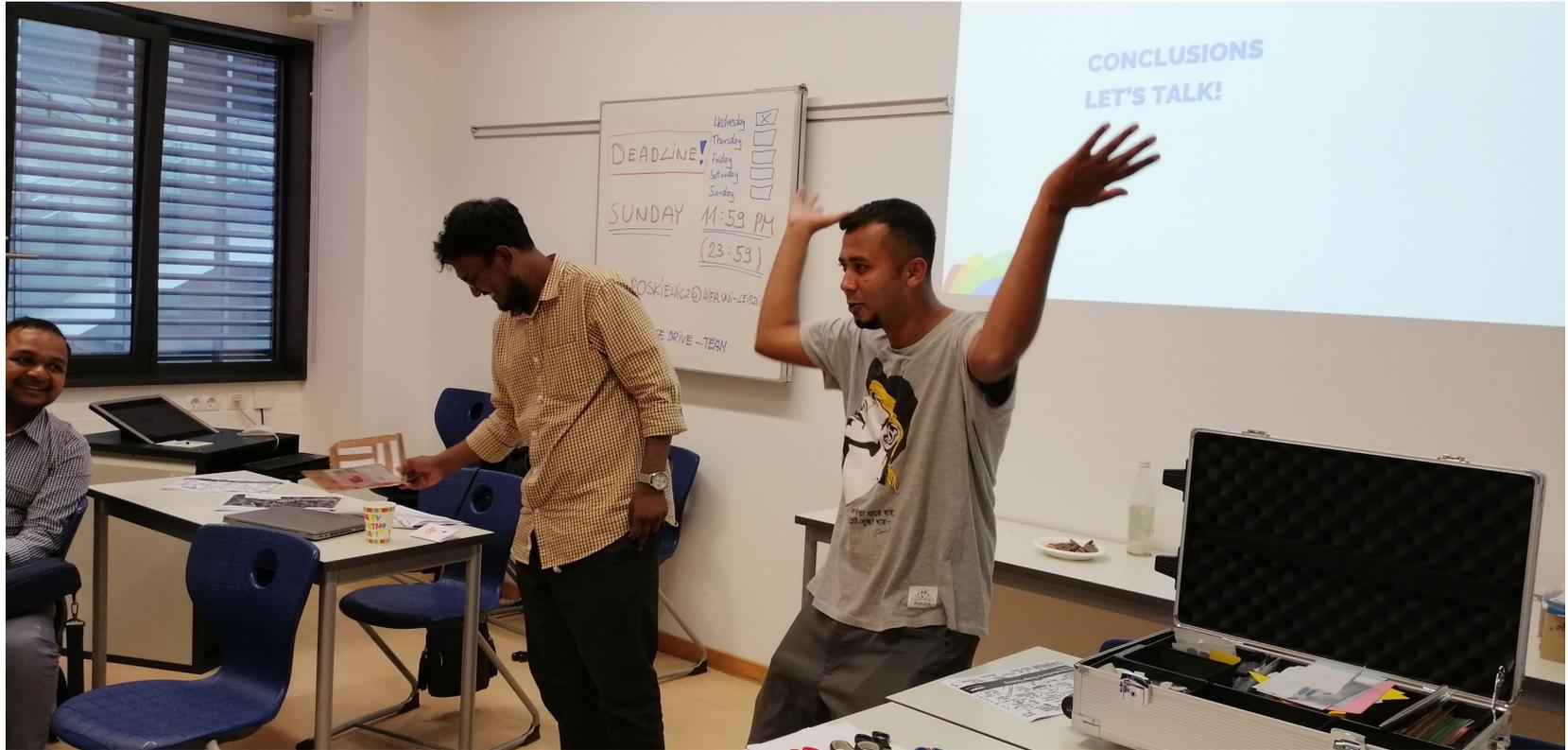
- Persona Profile
- Value Proposition Design
- Business Model Canvas
- Target market - TAM, SAM, SOM
- Competition
- SWOT Analysis
- Pitch Deck

- One coach per team
- 6 coaching sessions for two weeks
- Coaching/mentoring flexibility
- Coach is to support the team, to encourage team in the project development
- Coach is not an expert in all subjects

- Cultural differences (food, prayers, ...)
- Number of European and Bangladeshi students in the team
- Different motivations and determination of students
- „We want to have more fun!”
- Extraordinary events (lost passport, illness, stuck in the toilet ...)













**THANK YOU!**  
QUESTIONS?

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