**Online Schedule (3 March-28 April 2027)**

1. **17:00-18:30 (Lecture)**
2. **18:30-19:00 (Break)**
3. **19:00-20:30 (Group Work)**

| Date | Instructor | Content/Class | Notes |
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| 3 March | **Ivana** | **Part 1: Introduction to English for Entrepreneurship**<br><br>**Part 2: Student introductions**<br><br>**Part 3: Legal Project** | Benefits of the English for Specific Purposes course.<br><br>**Story circles activity**<br>• self-introduction<br>• intercultural competence<br>• flashback<br><br>Learning objectives:<br>Students will:<br>• demonstrate respect for others<br>• cultivate curiosity about similarities and differences with others<br>• develop relationships with culturally different others.<br><br>**Main idea:**<br>Introduction of the legal project, assessment expectations, and group division<br>• What is a legal portfolio?<br>• Project groups formations<br>• What is a business agreement?<br>• Online and onsite assessment of your learning |
| 10 March | **Andreas** | **Part 1: The Course** | • Introduction of the Course<br>• Main project of the business team<br>• Assessment/Rubric |

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| | | | - Requirements<br>- Final pitch<br>- Establishing a business/startup |
| | | **Part 2: Introduction to Intercultural Communication** | • Culture and intercultural competence<br>• Key models (e.g., Hofstede's dimensions, Hall's high/low-context, Trompenaars, Bennett's Developmental Model of Intercultural Sensitivity etc) |
| | | **Part 3:Communication Across Cultures** | • How "culture" is viewed in each partner country;<br>• Icebreaker "culture mapping"<br>• Students introducing their university/country<br>• Role-plays of miscommunication scenarios (i.e. feedback-giving in different cultures)<br>• Video analysis of real interactions<br>• Gamification: Barnga/Kahoot on "culture shock") |
| 17 March | **Joanna** | **Part 1**<br>**Deciding on the start-up** | Making decisions regarding their businesses:<br>-the product<br>-the name<br>-the target market<br>-the USP<br>The branding<br>etc. |
| | | **Part 2**<br>**Market research** | Explaining the idea and types of market research. Cultural aspects. (Cultural awareness) |
| | | **Part 3** | Preparing a Market Research Survey |

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| | | **Group work** | (it will be used in the onsite part, they will need to upload it within two weeks) |
| 24 March | **Kamila** | **Law Outside the Company**<br><br>**PART 1-Jurisdiction (30 minutes)**<br><br>**Part 2-Corporate Purpose and Regulation (30 minutes)**<br><br>**Part 3-Intellectual Property (30 minutes)** | **Main Idea:**<br>A business operates inside a legal system<br><br>**Learning Objectives**<br>Students understand that:<br><br>Law differs between the countries.<br>Some business activities are regulated.<br>Ideas and brands must be protected.<br><br>**Key Issue:** What factors determine the choice of jurisdiction?<br>(a country where business is registered)<br>Cross-border business operation and the relevance of local laws.<br><br>legal and business environments<br><br>**Key Issues:** Why must a corporate purpose be defined? What are the regulatory requirements for different types of businesses/industries?<br><br>**Key Issues:**<br>What rights can be protected and how?<br><br>IP laws relevance for cross-border business operation |
| 14 April | **Agnieszka** | **Law Inside the Company** ***(Internal Legal Structure)*** | **Main Idea**<br>Law organises how a company operates, allocates risk, and structures decision-making.<br>**Learning Objectives**<br>Students understand that:<br>- Legal structure distributes risk |

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| | | **PART 1 – Legal Form: Choosing the Structure of a Startup (30 min)**<br><br>**PART 2 – Liability: Who Is Responsible When Things Go Wrong? (30 min)**<br><br>**PART 3 – Governance & Incorporation: How Companies Are Structured and Controlled (30 min)** | - Legal form affects founders and investors<br>- Governance mechanisms prevent conflict<br><br>**Key Issue:** How does legal form shape risk and opportunity?<br>Different legal structures determine how risk is shared between founders and the business.<br><br>**Key Issue:** Where does responsibility lie in a business?<br>Businesses face legal exposure in multiple areas, and liability does not always stop at the company level.<br><br>**Key Issue:** How are decisions made and conflicts managed?<br>Law provides the framework for creating a company and organising power within it.<br><br>**Self-Study Between Meetings**<br>**Students are expected to:**<br>**- work in project groups**<br>**- discuss and negotiate legal decisions**<br>**- complete portfolio sections**<br>**- collaboratively prepare for peer review** |
| 21 April | **Stephanie** | **Elevator Pitch and Finances**<br><br>**Part 1**<br>**The Elevator Pitch** | **NB: Students should, by now, have determined their jurisdiction. This will affect the financials.**<br><br>**Main idea**<br>Explaining the idea behind and contents of a thirty-second Elevator Pitch |

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| | | **Part 2**<br>**Sources of Finance and what the financiers need**<br><br>**Part 3**<br>**Presenting the Financials** | **Learning outcomes**<br>Creating a convincing elevator pitch - "The ask".<br><br>**Main idea**<br>Students will learn about potential sources of finance e.g FFF, banks, crowdfunding, angel investors etc.<br><br>Any good business pitch needs to be supported by convincing financials.<br><br>**Learning outcomes**<br>In their groups, the students will consider what a business angel needs and start to develop convincing financials e.g three-year profit and loss account, balance sheet, projected costs and revenue etc. to convince a business angel to invest in them during the final onsite presentation.<br><br>**Main idea**<br>Students will learn how (and how not) to pitch the financials.<br><br>**Learning outcomes**<br>Students will learn how to pick out significant data and trends and present them in an interesting and relevant manner. |
| 28 April | **Annemari** | **Wrapping up**<br><br>**Preparing students for the pitch** | Practicing the final pitch (dividing responsibilities, making sure that all elements of the pitch are covered etc.)<br><br>How to practice your part of the pitch at home before onsite part of the course ? |