



Erasmus+

TRANSPORT AND
TELECOMMUNICATION
INSTITUTE

Virtual Erasmus mobility
Entrepreneurial Skills for the Information Technology Industry 3 ECTS
February – April 2024

Sessions		Activities
13.02 8:45 am – 10:15 am	Virtual sessions	<p>Introduction to the course content: The Product or Service: Deciding on the product; Competitive marketplace;</p> <ul style="list-style-type: none"> • 2 ac. h online via BBB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
20.02 8:45 am – 10:15 am	Virtual sessions	<p>The customer value proposition; Distinctive Selling Point.</p> <ul style="list-style-type: none"> • 2 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
27.02 8:45 am – 12:00 pm		<p>Practical Issues: - Building a demonstration prototype; The manufacturing process; - How to subcontract.</p> <ul style="list-style-type: none"> • 4 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
05.03 8:45 am – 12:00 pm		<p>Launching your Start-up: Virtual Company Start-up Strategy; Your idea; Your team – Partners, Investors and Shares; Your web site.</p> <ul style="list-style-type: none"> • 4 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
<p>Intensive training week</p> <p>11.03.- 08:45-12:00. 12.03.-08:45-12:00. 13.03. -08:45-12:00. 14.03. 08.45-12.00 15.03. 12.00 – 15:00</p>	RIGA In person	<p>Company Law: Basic types of companies; Forming a Limited Liability Company; Intellectual Property; Formal Company Law Requirements;</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Setting up your Office: - Electronic office; - Staff recruitment and employment; - Electronic Commerce.</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Managing your finances: - Bookkeeping; - Understanding financial statements; - Company taxation; - Profitability, forecasting and pricing.</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session • <p>Making your Fortune: Marketing; Public Relations, advertising, sales; International expansion;</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Cultural Activity – Riga City Guided Tour</p> <ul style="list-style-type: none"> • 4 ac. h



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19.03 8:45 am – 10:15am	Virtual sessions	Making your Fortune: The exit – trade sales and going public. <ul style="list-style-type: none">• 2 ac. h online via BB (e.tsi.lv)• Self-reading and reporting (independent study)• Self-assessment quiz (independent study)
09.04 8:45 am – 12:00pm		Project Presentation & Report <ul style="list-style-type: none">• 4 ac. h online via BB (e.tsi.lv)

Total: 34 academic hours + 46 academic hours for independent study = **80 academic hours = 3 ECTS.**