



---

## International Summer Academy

*4<sup>th</sup> Edition: 6 - 13 July 2014, Tîrgu-Mures, Romania;*

*Theme: Treasures from Nature*

### **Intro:**

A unique project in entrepreneurship education issued from 8 years of partnership between University of Strasbourg – IUT Louis Pasteur, France and “Petru Maior” University of Tîrgu-Mures, Romania.

Founders and co-presidents: Prof. agg. Jean-Claude Million & Associate prof. Liviu Ciucan-Rusu, PhD.

### **Background:**

Entrepreneurship is one of the main factors for the development of a community, from local to global scale. Entrepreneurship is about the creation of value, about open minded people that work hard to grab an opportunity and to turn it into a functional organization. Entrepreneurship means also jobs, taxes, investments, in other terms sources of growth. Entrepreneurship involves freedom, following a dream, passion and sacrifice for finding and keeping a good way in life, responsibility for those who you work for and who you work with.

**Mission:** To build strong entrepreneurial skills of European students.

### **Objectives:**

- To develop the entrepreneurial mindset of participants;
- To support positive attitudes and entrepreneurial behavior;
- To exploit students' knowledge, creativity in order to create value;

**Methods and techniques** - complementary pedagogical approach based on:

- workshops, team work, interdisciplinary & transversal approach; cross-cultural behavior;
- case studies, business meetings, interviews, debates, project management, coaching;
- public presentation and defense of a project;

### **Expected results:**

- Business Projects on specific topic chosen from the main theme, presented and defended in front of an international jury ;
- Interaction and collaboration between students from different countries with different specialization, a basic network for future ventures and partnerships;
- Cultural exchanges and experiences that will enhance mobility, adaptability and proactivity of students.

### **Contact:**

- Liviu Ciucan-Rusu, E-mail: [liviu@liviuciucan.ro](mailto:liviu@liviuciucan.ro); Tel: 0040.744.779767