

# UNIVERSITY OF OSTRAVA summer school 2022

august 22 – September 9



ENTREPRENEURSHIP  
AND CREATIVITY FOR ALL

**Get started with your start-up idea  
and learn more about the creative  
processes together with  
the importance of healthy lifestyle  
and work-life balance.**



EUROPEAN UNION  
European Structural and Investment Funds  
Operational Programme Research,  
Development and Education



MINISTRY OF EDUCATION,  
YOUTH AND SPORTS

## Programme overview

Get outstanding theoretical and practical experience in this 3-week intensive programme which consists of classroom lectures, field trips and practical exercise. You will have the opportunity to better understand the creative processes of building on your own business idea and to learn more about how much is the healthy lifestyle important. Moreover, you will meet international students and will be able to discuss your ideas with our international experts. The programme is designed to be interactive and is divided into three areas – healthy lifestyle, creativity and business part.

## Field trips

Over the course, many field trips and other activities will be organized, e.g. hiking to Beskydy mountains, planetarium visit, visit of couple of start-up companies in the region and much more!

## Period

August 22, 2022 – September 9, 2022

## Eligibility

International students (currently enrolled at a university) and Czech University of Ostrava's students.

## Language of instruction

English

## Deadline for Applications

May 31, 2022

Apply here: <https://forms.office.com/r/mtTXBheps2>

## Price

The programme is **free of charge, including all trips and activities.**

Participants are supposed to pay their travel expenses, accommodation and meals.

Recommended accommodation: Kampus Palace ([kampuspalace.cz](http://kampuspalace.cz)).

The rooms will be booked for you upon your request.

## Contact information

For more information, please visit the website [www.osu.eu](http://www.osu.eu) or contact us at [international.office@osu.cz](mailto:international.office@osu.cz).

## Part 1: Healthy Lifestyle

The importance of a balanced lifestyle will be discussed throughout the first week. You will start with the excursion to the Human Motion Diagnostic Centre where you will be given the Polar bands to monitor your physical achievements for the week, the series of lectures on the Theory of Health, the Influence of the Environment on Health and others will be followed by exciting sport activities, e.g. team games, hiking to Beskydy mountains, Nordic walking and wakeboarding.

Do not worry if you are not an active sportsman/sportswoman, the whole idea is to try and learn something new and to enjoy yourself, the experienced team will provide instructions, guidance and support in all the activities.

## Part 2: Creativity

There will be 25 hours of workshop consisting of a topic introduction, interactively facilitating the main concepts related to the respective creativity topic, followed by activities, quizzes and discussions. There will be a reading list, a proposal for TED talks and mini projects to be done in small teams. Let's get creative together!

## Part 3: Start-up: How to Design Your Own Creative Business

The aim of this part is to teach students how to design and develop their own start-up to promote self-employment. Creative thinking and business-oriented philosophical approaches will be mixed to deliver a highly innovative learning experience. Some of the topics are The Role of Entrepreneur in Modern Society and How to Develop a Winning Business Model, From Ideas to Reality. Entrepreneurship has never been so fun before!

## More information about the country, city and university:

### Czech Republic

Czech Republic, also known as Czechia, is a landlocked country in Central Europe. According to the Global Peace Index 2021, it is the 9th safest country in the world. The capital city is Prague and the currency is the Czech crown (CZK). The population is over 10,000,000 people. Culturally, the Czech Republic has a rich history in music, literature, visual arts and decorating glass and crystal.

### ostrava

Ostrava is the third largest city in the Czech Republic. It is in the middle of everything just hours from Prague, Berlin, Krakow, Budapest, Vienna and Warsaw. Ostrava is a developing and vibrant city taking special care to cultivate public greenery. Its industrial heritage makes for a dramatic backdrop in which to study. It is an ideal destination for sightseeing. Nearby, there are two mountain ranges, Beskydy and Jeseníky mountains, which provide beautiful views of the landscapes and are perfect for hiking and skiing.

### The University of Ostrava

The University of Ostrava is a dynamic research institution which offers a high-quality level of education and research in the humanities, social and natural sciences, health studies, medicine and fine arts.

