

***INTERNATIONAL SUMMER PROGRAM***

# **DIGITAL ENTREPRENEURSHIP**

**SERBIA (EUROPE)**



**EDUEVOLUTION**

# WHERE IS SERBIA?



# SUMMARY

## SUMMER SCHOOL

DURATION: 4 weeks

(July 3rd – July 30th, 2023)

## INTERNSHIP (1-2 months)

APPLICATION FINAL DEADLINE:

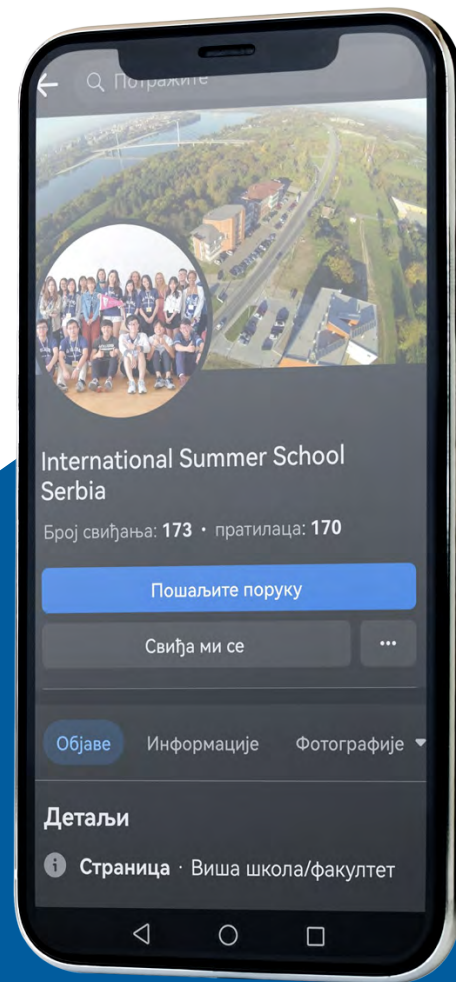
May 1, 2023

## Contact person:

Dr. Sladjana Cabrilo, IBA/ISU,

✉ [sladjana@isu.edu.tw](mailto:sladjana@isu.edu.tw)

**FACEBOOK PAGE:**  
*International summer  
school Serbia*



# REASONS TO APPLY

- **International business and cultural experience**
- **Building global awareness and thinking**
- **Building up your CV (Studying abroad + Internship + Job shadowing)**
- **Project based learning + Multidisciplinary team work**
- **Numerous touristic and social activities**



# SUMMER PROGRAM 2023, SERBIA

1

## **DIGITAL ENTREPRENEURSHIP**



2

## **INDUSTRY INTERNSHIP (1 MONTH/2 MONTHS)**





**5TH INTERNATIONAL SUMMER SCHOOL  
IN SERBIA**

**“DIGITAL  
ENTREPRENEURSHIP”**

**JULY 2023**

# ENTREPRENEURSHIP IN THE DIGITAL ERA

## 1. MULTIDISCIPLINARY PROJECT-BASED LEARNING (80 HOURS)

- Coaching and mentoring students and project-oriented work in multidisciplinary fields. Students will develop digital business ideas in small multidisciplinary teams under the supervision of coaches and mentors. Projects need to be submitted and will be graded. “There will be a winner for the project”

### **Learning in four key learning areas:**

- Entrepreneurship – Digital mindset, Design thinking, Venture creation, Finance in entrepreneurship;
- Business – Setting up Startup, Business model innovation, Digital transformation, Digital marketing;
- Technology – Digital and Data Technologies;
- Innovation – Open and participative innovation, Co-innovation, Crowdsourcing

## 2. JOB SHADOWING (60 HOURS)

- 60 hours of ‘job shadowing’ in different companies from different industries

## 3. EXCITING SIGHTSEEING TOURS (60 HOURS)

# SUMMER SCHOOL - DIGITAL ENTREPRENEURSHIP

## Participants receive

Academic program + Job Shadowing (4 weeks)

Summer School materials & certificates

B&B accommodation & Meals

Airport transfers and all local transfers

All excursions in Novi Sad, Vojvodina and Serbia

## Participation fees DO NOT cover

Roundtrip Flight ticket to Serbia

Full Health/Travel insurance  
30 days

Visa costs

Other things that are not included in the Program





**INDUSTRY INTERNSHIP**

## **2. INDUSTRY INTERNSHIP (ONE OR TWO MONTHS)**

A list of companies (IT companies, hotels, banks, retailers, government agencies, etc.) with their profiles and number of positions will be announced.

### **Procedure:**

Students choose a company according to their major interests and apply for internship by sending CV.

Positions will be assigned on a first come, first served basis or companies will choose more adequate candidates based on their CVs and submitted documents.

Students will get letters that will confirm their companies and internship positions.

# INDUSTRY INTERNSHIP

## Participants receive

B&B accommodation & Meals  
(breakfast and dinner)

Airport transfers and all local  
transfers

Internship Certificate

Sightseeing in Novi Sad and  
Vojvodina region

## Participation fees DO NOT cover

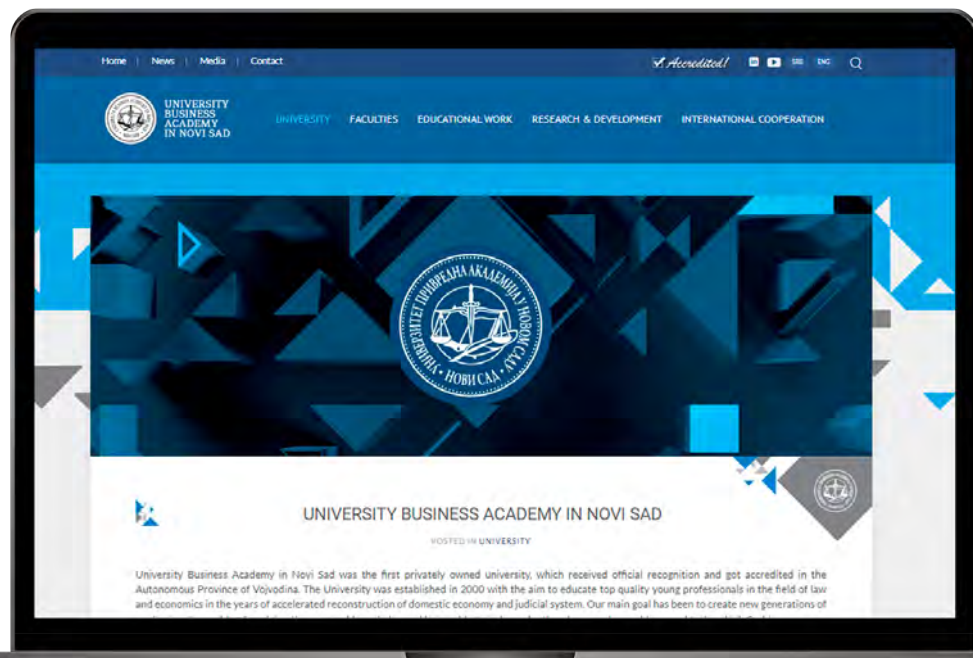
Roundtrip Flight ticket to Serbia

Full Health/Travel insurance

Visa costs -Taiwanese passport

# ABOUT UNIVERSITY BUSINESS ACADEMY IN NOVI SAD (UBANS)

The University comprises six faculties: Faculty of Law, Faculty of Economics and Engineering Management, Faculty of Applied Management, Economics and Finance, Faculty of Dental Medicine, Faculty of Pharmacy, and Faculty of Contemporary Arts.



“The overall experience is what counts the most!  
Not just sitting in the classroom...”

## **THEORETICAL CLASSES**

- excellent educators with many years of international experience
- the most modern equipment and technological environment
- modern learning methods and study material
- an interactive group of international students

## **PRACTICAL EXPERIENCE**

- developing creative thinking
- visiting to the best companies in country (such as UniCredit Bank, IT company VEGA, Sheraton hotel...)
- exchange of experiences with leading market leaders
- public appearance

# BRIEF INTRODUCTION ABOUT NOVI SAD

- Second largest city in Serbia with population of 300,000
- Proud of its 300-years old history  
26 nations live and 6 official languages are spoken in the city
- European capital of culture in 2021
- Selected in top destinations in Europe travel in 2016
- Lonely planet top 10 cities to visit in 2019



EUROPEAN CAPITAL  
OF CULTURE





## RELAXING AND SIGHTSEEING

Learning is important but so is having fun, relaxing and visiting some of the most famous locations in Novi Sad and Serbia.



## STUDENT IMPRESSIONS (2018-2019)

**Budget-friendly  
summer school.**

*- Kate -*

**Great cultural  
experience.**

*- Kelvin -*

**People are very  
helpful and friendly!**

*- Nicky -*

**Meaningful experience in Serbia. That  
was a chance to leave my comfort zone  
and face different culture. I trained  
myself for diverse business  
environment and became more mature.**

*- Bo-Kai -*

**People in Serbia are nice, kind, and have  
a good hospitality manners. Food is  
outstanding, there are plenty of historical  
places, and Novi Sad city offers great  
opportunities for photographing scenery.**

*- Leonardo -*

**Affordable place for  
students to study abroad!**

*- Silver -*

**The lectures were diverse and  
closely hooked to current events  
with impactful change to global  
and environmental mindset.**

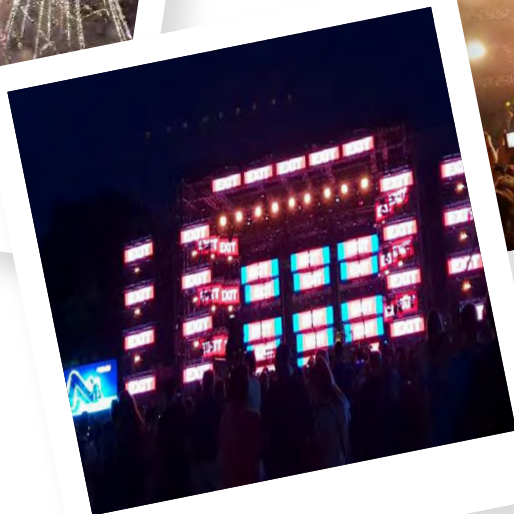
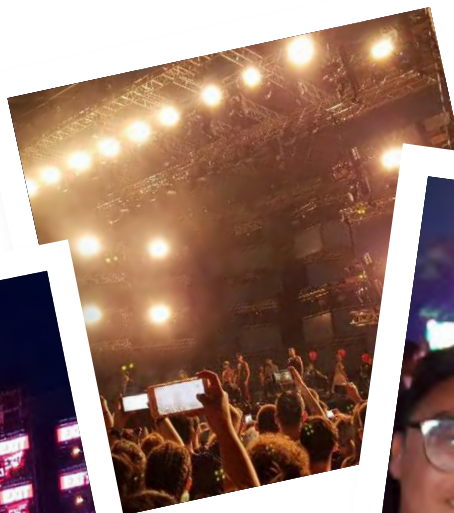
*- Alexander -*

**I have experienced the warmest welcome  
of my colleagues when I was doing my  
internship. It was a very pleasant and  
open-minded experience. I definitely  
would return some day.**

*- Ming -*

# URBAN EVENTS – YOUTH FESTIVAL AND EXIT MUSIC FESTIVAL (6 - 9 JULY, 2023)

*NOVI SAD – [WWW.EXIT.ORG](http://WWW.EXIT.ORG)*







# SOUL FOOD SERBIA



# ***SALASI - oases of peace, local food and brandy***

## ***Majkin salas***

The city of gourmands in Palic



## ***Perkov salas***

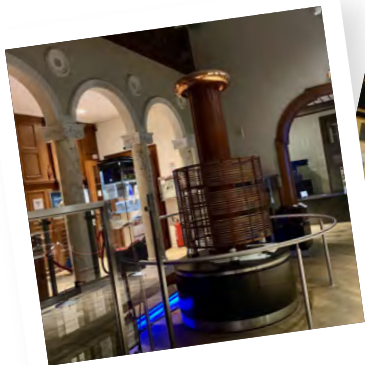
Mountain oasis (Neradin)





# MUSEUM AND ART

***The Museum of Nikola Tesla***



***The museum of Naive Art***



***M. Pupin museum***



***Work studio of violin maker***





# **We look forward to welcoming you in Serbia**

*For more information*

*VISIT OUR FACEBOOK PAGE:  
International summer school Serbia*



## INTERNATIONAL SUMMER SCHOOL IN SERBIA - JULY 2023

# DIGITAL ENTREPRENEURSHIP

ORGANISED BY  
***University Business academy in Novi Sad (UBANS)***



IN NOVI SAD – EUROPEAN CAPITAL OF CULTURE IN 2022

DURATION: 4 weeks Summer School (July 3-July 30, 2023)

APPLICATION FINAL DEADLINE: May 1, 2023



**EDUEVOLUTION**



# WELCOME!

With 30 international students from four Asian universities (City University of Hong Kong; I-Shou University, Kaohsiung, Taiwan; National Chengchi University, Taipei, Taiwan; University of Tasmania, Hong Kong), the last summer school (4th International Summer Program) organized in Serbia in 2019, before Covid-19 pandemic, included exciting lectures, workshops, field trips, a two week industry internship & job shadowing program, and networking amongst students, lecturers and practitioners from all over the world. The program did also contain a number of social events and sightseeing tours. Last time, we hosted students from Hong Kong, Taiwan, Mexico, Vietnam, Indonesia, and Mozambique.

For July 2023, we prepared integrated program entitled "DIGITAL ENTREPRENEURSHIP" that includes:

## 1) PROJECT-BASED LEARNING IN FOUR KEY LEARNING AREAS:

- Entrepreneurship – Digital mindset, Design thinking, Venture creation, Finance in entrepreneurship;
- Business – Setting up Startup, Business model innovation, Digital transformation, Digital marketing;
- Technology – Digital and Data Technologies;
- Innovation – Open and participative innovation, Co-innovation, Crowdsourcing;

## 2) Job-Shadowing

## 3) A number of exciting social events and sightseeing tours.

Students develop their digital business ideas together and grow their skills, their entrepreneurial mindset. In addition, they strengthen their expertise in the areas of digital business models, service engineering and digital technologies.

Our philosophy is that students come to realize their own sense of value and feel at ease in sharing these values with others. At the same time, we want students to accept and respect other peoples' and cultures' principles. Academic philosophy is to encourage students to become forward-thinking individuals who can exercise their ideas with confidence.

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## REASONS TO APPLY:

- 4 weeks of international experience in Serbia, a country situated at the crossroads between Central and Southeast Europe, building global awareness and thinking, and getting knowledge from top professionals and professors
- Project-based learning - that is filled with active and engaged learning. It inspires students to obtain a deeper knowledge of the subjects they're studying.
- Multidisciplinary team work –Students will learn how to communicate in multidisciplinary teams, how to share their opinions and perspectives and learn about those from others who have different expertise, how to make decisions and how to overcome obstacles in multidisciplinary team work.
- Job shadowing - It helps students develop integrative thinking. This experience helps students confront real business challenges with real stakes in real time. Dealing with “unexpected contingencies” helps students recognize, appreciate, and adapt to organization realities by tempering knowledge with practical constraints.
- Diverse learning environment
- Certificates and building up your CV
- Promo packages that include the tuition fee, food and accommodation, and the mini- tours and excursions
- Insight into the cultural events such as festivals, local traditional events and nightlife in Novi Sad and Vojvodina that have big impact on regional development.

## PROJECT ORGANIZATION:

**University Business Academy in Novi Sad (UBANS)**  
is organizing International Summer School

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**Contact person at I-Shou University (Taiwan):** Dr. Sladjana Cabrilo,  
International College, International Business Administration Department

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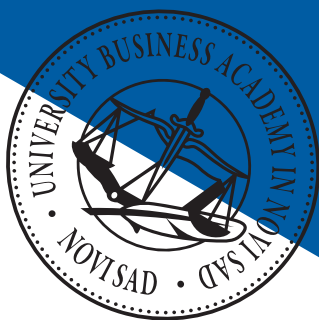
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# TARGET GROUP:

- Undergraduate students
- MBA students

Motivated students and graduates, who want to upgrade and enrich their understandings and gain new knowledge/experiences of the latest trends in urban and rural development, and in this context related disciplines (management and organizational science, law, tourism and hospitality, agriculture, political science, sociology, etc.). All participants who have a good knowledge of English or who are at the level of a good understanding of the English language.



## AIM AND OBJECTIVES:

- o Interdisciplinary approach – sharing knowledge, opinions and views, and interaction in multi diverse learning environment;
- o Personal development - education of people as leaders with an international dimension;
- o Global thinking - understanding the trend and challenges in global urban and rural development and accumulate the global awareness and thinking;
- o Communication skills – building foundation in effective communication in today's culturally diverse working environment

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# PROGRAM:

## 1) PROJECT BASED LEARNING

Project-based learning is a dynamic approach to teaching in which students explore real-world problems and challenges, simultaneously developing cross-curriculum skills while working in small collaborative groups. As students in the Summer School have mostly been with different academic and cultural backgrounds, we have decided to organize participants to work on group project ideas that have to be multidisciplinary projects and span one discipline. Groups can either choose the complex problem they would like to solve, or to develop their start-up business ideas.

Lecturers will act more as moderators giving basic introductions in topics that are closely related to the start-up business and project management. More important is that lecturers are going to work with groups helping them to make a progress in their projects. Topics that will be covered will be as follows:

- Digital transformation & Start-up business,
- Intellectual & Emotional Business,
- Project Management,
- Leadership and change management,
- Digital Technologies,
- Innovation and Intellectual Property Rights,
- Financing in Entrepreneurship,
- Digital Marketing,
- Integrated Communication and PR.



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Groups have to submit their written final reports and present their findings in front of the Committee composed of academics and professionals. The Committee will assess the quality of their projects and decide on the best projects.

In the process of completing their multidisciplinary projects, students will benefit from multidisciplinary team work, because of its value in discussing problems or challenges with varied perspectives and complementary knowledge and skills that might enhance knowledge sharing within a team.

These teams can be particularly helpful on complex projects and problems which are increasingly beyond the capability of a single discipline to undertake. In this process, students also hone their organizational and research skills, improve communication skills and learn how to work in diverse workplace. In addition, students develop confidence and self-direction as they move through both team-based and independent work.



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## 2) JOB SHADOWING

The program includes 60 hours of 'Job shadowing' in different companies from different industries. This experience helps students develop integrative thinking and observe how to confront real business challenges with real stakes in real time. Dealing with "unexpected contingencies" helps students recognize, appreciate, and adapt to organization realities by tempering knowledge with practical constraints.

A list of companies with their profiles and number of job shadowing positions will be announced in January 2023. Companies will vary in age, size, industry and products/services (IT companies, hotels, banks, retailers, government agencies, etc.). There would be no prerequisite for the students participating in the job shadowing program.

Procedure: Students choose a company according to their major interests. Because of limited number of job shadowing positions in companies, students have to register for the particular company. If there will be more students registered for the company than available positions in that company, positions will be assigned on a first come, first served basis or companies will choose more adequate candidates based on their CVs and submitted documents. Students not being selected by the company will choose another company for job shadowing. Students will get letters that will confirm their companies and job shadowing position no later than June 1, 2023.



**Contact person at UBANS responsible for contacting companies:  
Prof. Dragan Ilić, PhD, Coordinator for Industry Internship**

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**Contact person at I-Shou University (Taiwan): Dr. Sladjana Cabrilo,**  
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### 3) SOCIAL EVENTS AND SIGHTSEEING TOURS

As in past years, the program contains numerous extracurricular activities.

- Novi Sad sightseeing/Pedestrian area of the town nucleus - Danube Street, "Zmaj Jovina" street, City Hall, Orthodox Church "Banovina"- Monumental building of Executive council and Assembly of Vojvodina.
- Trip to the Petrovaradin Fortress, the symbol of Novi Sad, situated on the right bank of the Danube and due to its prominent location often referred to as the Gibraltar of the Danube. Guided tour of the Fortress.
- Tour of Sremski Karlovci – historic and cultural center of Serbs, sightseeing of the beautiful baroque center and sightseeing of the beautiful baroque center – The Patriarchal Residence, Gymnasium, Four Lions Fountain, St Nicolas Church, Chapel of Peace. Visit to "Bajlo" wine cellar - wine tasting with traditional brunch. Return to Novi Sad.

#### Optional:

- Weekend in Budapest (Hungary) and Vienna (Austria)
- Trip to Belgrade, capital of Serbia
- Hiking and BBQ in national park Fruska Gora

***... and many more social activities!***



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## VENUE:

Novi Sad, the capital of the Autonomous Province of Vojvodina and the administrative center of the Southern Bačka County is situated in the central part of the vast Vojvodina plain. As the second largest town in Serbia, it is an administrative and economic center and due to its favorable geographical position Novi Sad has a very specific transit-tourist position as well.

The first written documents about the city date back to the end of XVII century although, according to the previous findings, in the place of the Petrovaradin fortress near Novi Sad there was a human settlement even in 4500 BC. Since its foundation Novi Sad has become the center of the Serbian culture and has rightly been named “Serbian Athens” and as long ago as 1826, Matica Srpska (Serbian Cultural Centre) was founded in Budapest as a distinctive bastion of the national awareness, culture and literacy. In 1864 it was moved to Novi Sad.



Nowadays, with the population of about 400,000, Novi Sad is a large industrial and financial center of the Serbian economy, a university town with numerous state and private faculties and institutions of higher education. Novi Sad is a city of culture, museums, galleries, theatres, libraries, a university center whose students are more and more participating in the public life of the city, in a great number of research projects and in the organization of various cultural events and happenings.

Another trait of Novi Sad and its people is that they love to have a good time and party, and there are few months in the year when there is not some major event going on. Surely one of the best-known and attended is the EXIT Festival, held every July in the Petrovaradin Fortress. Not forgetting to the Street Music Festival, Sterijino Pozorje theatre festival, Zmaj Children's Games, the Novi Sad Spring horticultural fair, the Tunnels of Light, Night of Museums and many others. All of these events see a great many visitors

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and epitomize the spirit and relaxed atmosphere of Novi Sad. The town is the seat of numerous top-class sports clubs: football, volleyball, handball, table tennis, boxing, karate, judo and the others.

Near Novi Sad, on the northern slopes of Fruška Gora there is a settlement of Sremka Kamenica. The historical data say that these regions were devastated by a mighty Illyrian tribe even 2300 ago. Since that time many nations ruled this part of the country (Romans...). However, the first reliable fact of the place dates from the thirteenth century when it was mentioned in the charter of the Hungarian king Bela IV by the name of "Villa Kamanch" "The golden age" of Sremska Kamenica was the period of XIV and XVI century as at that time it became a well-known provincial town on the Danube in which the crafts, trade and culture were flourishing. In the documents from 1408 it was called "civitas seu opidum" Kamanec and according to the data from 1439 – Kamanec. It went through the most difficult times during the Turkish conquest starting from 1520. Since 1687 Kamenica belonged to the Varadin County and in 1702 it was liberated from the Turks and became the property of the general-baron Ifelin. Kamenica developed rapidly and from 1886 to 1941 it was a part of the Irig County. A well-known building in Sremska Kamenica certainly is the police school, built in 1848 as a "cadet school" for the purpose of training the military police professionals in the Austrian empire.



With its area of about 7,000 square meters and the number of stories it was one the highest buildings built on the territory of Novi Sad. From 1869 to 1895 the building was the premises of a silk plant and a barracks and in 1895 the "Cadet Academy" from Osijek was moved in and remained there till the fall of the Austro-Hungarian Empire. After the creation of the Kingdom of Yugoslavia the building became the state property and until 1941 it was gendarmerie school for the officers, noncommissioned officers and gendarmes.

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## ADDITIONAL INFORMATION

### Entry visa for Serbia information

Citizens of following countries may entry in Serbia without a visa up to 90 days: EU citizens, Albania, Andorra, Argentina, Australia, Belarus, Bolivia, BIH, Canada, Chile, Croatia, Costa Rica, Cuba, Holy See, Iceland, Israel, Japan, Kazakhstan, Rep. of Korea, Lichtenstein, Macedonia, Mexico, Montenegro, New Zealand, Norway, Russia, San Marino, Seychelles, Singapore, Switzerland, Tunis, Turkey and USA. All other nationalities need visa. For preparation documents for applying for the visa, please visit the website: <http://www.mfa.gov.rs/en/consular-affairs/entry-serbia/visa-regime>

Obtaining entry permit for students will be organized by Dr. Cabrilo (contact person at ISU)

## TRAVEL INFORMATION/ VENUE:



### AIRPLANE

International „Nikola Tesla“ Airport Belgrade is about 75 km apart. It has connections to/from all major European airports. Low-cost airlines fly to Belgrade, also. National air-carrier is Air Serbia ([airserbia.com](http://airserbia.com))

#### To get to Novi Sad take:

1. Taxi, specially contracted for the participants transfer, (car or mini-van) to Novi Sad, 1 hour trip – price about 20-30 EURO, (booking is needed at least one day a head), recommended, or
2. Airport bus to Belgrade – Railway/Bus station stop (0,5-hour trip – price about 2.- EURO) and then take bus to Novi Sad (1,5-2 hours trip – price about 7.- EURO). Bus Belgrade-Novı Sad-Belgrade runs during peak hours every 15 min, every 30 min during the rest of the day and every 1 hour during late evening hours until midnight.

For plane schedule, please visit [www.amadeus.net](http://www.amadeus.net), [www.skyscanner.net](http://www.skyscanner.net)

For information about arrivals/departures: <http://www.beg.aero/welcome.54.html>

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## TRAIN

Novi Sad is located at the main north-south railway line from Budapest (Hungary) to Belgrade and further to the south Sofia (Bulgaria), Skopje (Republic of Macedonia) or Thessaloniki (Greece). All trains stop in Novi Sad. For participants from east or west, take train to Belgrade and then train or bus to Novi Sad (1,5-2 hours trip – price about 7,- EURO). Bus Belgrade-Novı Sad-Belgrade runs during peak hours every 15 min, every 30 min during the rest of the day and every 1 hour during late evening hours until midnight.

For train schedule, please visit

[www.bahn.de](http://www.bahn.de).



## BUS

Regular bus lines from Subotica (north), Belgrade (south) and Zrenjanin (east) exists with frequent departures. International lines from Paris, Munich, Frankfurt, Zurich, Vienna, Ljubljana, Zagreb, Banja Luka also stops in Novi Sad.

(<http://www.eurolines.com>, <http://www.eurolines.co.rs/Eng/index.php>)



## CAR

Novi Sad is located at the main E 75 (No.22) international highway (Budapest-Belgrade-Niš-Sophia) for travelers from north or south. For travelers from east, No. 7 main road connecting Timisoara-Jimbolia (Romania)-Zrenjanin-Novı Sad or No. 1-9 and No.7-1 Craiova-Resita-Moravita (Romania)-Vršac-Zrenjanin-Novı Sad is recommended. For travelers from west (Italia, Slovenia, Croatia, Bosnia&Herzegovina) take the main E70 (No.1) international highway up to Ruma crossing, then No.21 road north bound to Novi Sad.

For information about travel, please visit:

[http://www.amss.org.rs/index\\_e.html](http://www.amss.org.rs/index_e.html)



## PUBLIC TRANSPORT IN NOVI SAD

Novi Sad has a number of public bus lines connecting every part of the city with the center. Conference venue („Master“ Congress Centre) is by Novi Sad Fair and is served by the:

Line 11 (circle line): Railway/Bus Station – Novi Sad Fair – Liman 4 – University Campus – Fish Market – Railway/Bus Station.

Line 8: Novo naselje – Master Centre – Liman 4 – Liman 1

Line 5: Temerinski put – City centre – Novi Sad Fair – Avijaticarsko naselje

For more details, please visit <http://www.gspns.co.rs/>, view Novi Sad, Serbia, Vojvodina in a larger map



## TAXIS

Taxis are quite cheap and a very popular form of transport in Novi Sad. For most destinations the ride will cost you 200-400 RSD. It is best to make a phone call or hail one of the taxis that are situated on the plateau to the left of the main entrance of the Railway Station. It is a good idea to avoid taxis outside the plateau because they charge unrealistically high prices. You can also send a text message (SMS) containing the address where you are. Usually very soon you get a message with the information about the vehicle and the arrival time. In most cases you will have to pay in cash, although some companies (Nacionalni taxi) take credit cards as well. Go here for more taxi service numbers.

VIP taxi	+381 (0) 21/ 444000; +381 (0) 69 4440000; +381 (0) 66 444000
Delta taxi	+381 (0) 21/ 522622
Crveni taxi	+381 (0) 21/ 445577
Nacionalni taxi	+381 (0) 21/444 888; SMS (NS address where you are) 4575
Naš taxi	+381 (0) 21/300300, +381 65 300 3000
Novus	+381 (0) 21/500700, +381 65 220 220 2, SMS 2021
Vojvođani	+381 (0) 21/522333, +381 63 322 333, SMS 1011

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塞爾維亞暑期遊學團

# APPLICATION PROCESS AND DEADLINE:

All applicants who are interested in participation in the summer school can submit application form to Dr. Cabrilo or send their applications to the main coordinators. Application deadline: May the 1st, 2023.

Students must submit the following documents:

1. Application form
2. Copy of the passport
3. Two photos



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