

PROGRAMME

BIP: “Sustainable entrepreneurship: Doing good while doing well in business”

05 – 09 May 2025

Sunday, 04 May		
Arrival of participants		
Monday, 05 May		
10.00-10.30	Registration	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
10.30-11.00	<p>Opening the BIP: “Sustainable entrepreneurship: Doing good while doing well in business”</p> <p>Welcome by the Deputy Director and Head of International Cooperation, Prof. Vladan Cogoljević</p> <p>Introduction to the programme Prof. Aleksandra Tošović-Stevanović, Head of Center for International Cooperation</p>	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
11.00-12.00	<p>“Getting to know each other” (Presentation of the institutions and participants) Moderator: Prof. Gordana Gavrić, Erasmus+ coordinator</p>	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
12.00-12.30	Coffee Break	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
12.30-13.30	Lecture and Discussion	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia

	<p><i>“Doing business in MENA region: opportunities and challenges”</i> (Prof. Salah Koubaa, Vice-Dean Research, Professor, Department of Economics and Management Science, University of Hassan II Casablanca)</p>	<p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>13.30-14.30</p>	<p>Lecture and Discussion</p> <p><i>“Big Data for Sustainable Development: The Power of Evidence-Based Decision Making”</i> (Prof. Elanur Türküz, Research Assistant, Faculty of Economics and Administrative Sciences, Business Administration, Istanbul Kultur University)</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>14.30-15.00</p>	<p>Coffee Break and Snack Buffet</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>15.30-18.00</p>	<p>Educational City Tour - Walking Tour in the Center of the Belgrade (brings cultures together - workshop)</p> <p>Republic Square, Terazije Square, Knez Mihailova Street, Belgrade Fortress and the Kalemegdan Park - free of charge</p>	<p>Meeting point: Bus stop - “Skadarska” Street: Skadarska, Belgrade https://maps.app.goo.gl/2t1pTQR5M4mmQghd9</p>
Tuesday, 06 May		
<p>10.00-11.00</p>	<p>Lecture and Discussion</p> <p><i>“The Role of Evaluation in Enhancing Public Policy Effectiveness and Sustainable Development”</i> (Prof. Mauro Mediavilla, Associate Professor at the Department of Applied Economics at the University of Valencia)</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>11.00-12.00</p>	<p>Lecture and Discussion</p> <p><i>“Doing Good in Sustainable Business: Beyond Profit to Positive Impact”</i> (Prof. Petya Angelova, Chief Assistant Professor at the Department of Management and Administration, University of Economics – Varna)</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>12.00-12.30</p>	<p>Coffee Break</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>12.30-15.30</p>	<p>Lecture and interactive workshop</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p>

	<p><i>"Green Business – Innovative Products and Services"</i> (Moderator: Prof. Bojana Ostojić, Assistant Professor at the Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia)</p>	<p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
Wednesday, 07 May		
<p>10.00-13.00</p>	<p>Science and Technology Park Belgrade (Study visit, lectures and interactive workshops)</p> <p>"Surround yourself with an innovative team and step up into a startup adventure! Improve your professional and personal skills at a knowledge and inspiration hub!" (STP Belgrade)</p>	<p>Meeting point: Veljka Dugoševića 54, 11000 Belgrade (Departure at 10:45 am)</p> <p>https://maps.app.goo.gl/5xsD9xLn3fEvrWiv5</p>
<p>13.00-17.00</p>	<p style="text-align: center;">Challenge for all WORKING FROM ANYWHERE</p> <p>Free time for lunch, knowing each other better, sharing experience and knowledge...</p>	
<p>17.00-17.45</p>	<p>Nikola Tesla Museum - educational guided tour in English (brings cultures together - workshop) Free of charge</p>	<p>Meeting point: Krunska Street, 51, 11111 Belgrade (Departure at 16:45 pm)</p> <p>https://maps.app.goo.gl/4HKBnPQv4g4tJkm9A</p>
<p>17.45-20.00</p>	<p>Walk through the city to Temple of Saint Sava (brings cultures together - workshop)</p>	<p>Meeting point: Krunska Street, 51, 11111 Belgrade (Directly after the visit of Museum)</p> <p>https://maps.app.goo.gl/4HKBnPQv4g4tJkm9A</p>
Thursday, 08 May		
<p>10.00-11.30</p>	<p>Lecture and interactive workshop</p> <p><i>"Digitalization and AI: Catalysts for Sustainable Business Practices" - I part</i> (Moderator: Prof. Jovan Petronijević, Assistant Professor at the Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia)</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>11.30-11.45</p>	<p style="text-align: center;">Coffee Break</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>
<p>11.45-13.45</p>	<p>Lecture and interactive workshop</p> <p><i>"Digitalization and AI: Catalysts for Sustainable Business Practices" - II part</i> (Moderator: Prof. Jovan Petronijević,</p>	<p>Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia</p> <p>Mitropolita Petra 8 street, 11000 Belgrade, (1st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A</p>

	Assistant Professor at the Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia)	
13.45-14.15	Coffee Break	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
14.45-16.15	Educational City Tour - Sightseeing Belgrade by boat (brings cultures together - workshop) - free of charge	Meeting point: Mitropolita Petra 8 street, 11000 Belgrade (Departure at 14:20 am) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
16.30-18.30	Lunch in the restaurant	
Friday, 09 May		
10.00-11.00	Exam	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A
11.00-12.00	Awarding of participants certificates Signing of university-specific documents	Faculty of Business Economics and Entrepreneurship in Belgrade, Serbia Mitropolita Petra 8 street, 11000 Belgrade, (1 st floor) https://maps.app.goo.gl/8S9Fp9JMUzby8bV2A

[Attendance for a students](#)

Students everyday attendance **is compulsory**. In case of absence, you will not be allowed to take the exam held following the completion of the BIP.