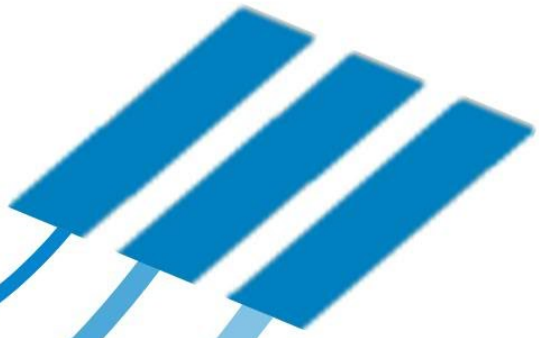




NEW EMPLOYABILITY
within
SELF-LEADERSHIP IN MUSIC ACADEMIC PROGRAMS



news
in
map



C4 Trainer Training final REPORT



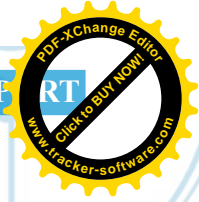
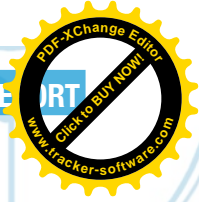


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Description of NEWS in MAP C4 staff training activities

The motivation of this 'Trainer Training' :

Anyone who wants to develop an entrepreneurial idea encounters a lack of economic and management skills from those who might transfer them, together with the lack of a full business development plan and absence of a structured professional network on the part of those who can teach such skills.

The aim of this 'Trainer Training' has been supplying the content of the consultant services for managing innovation and the transfer of the know-how required for social or commercial enterprise in the musical sector.

C4 took place from 27/09/2021 till 01/10/2021.

In this 'Trainer Training' we covered 9 modules, as follow:

- 1 - Entrepreneurship & business data;
- 2 - Accounting, Balance-sheet and profit loss accounting;
- 3 - Business coaching;
- 4 - Organization structure;
- 5 - Market research and marketing strategies;
- 6 - Economic-financial forecasting;
- 7 - Project description;
- 8 - Business Data & Data Analysis;
- 9 - Sourcing investment.

Please, find here the timetable for each day of the week

MONDAY 27 September	- Entrepreneurship & Business Data, <i>Dr. Elmos Konis</i> - Accounting, Balance-sheet and profit loss accounting, <i>Dr. Alexis Kythreotis</i>
TUESDAY 28 September	- Business coaching, <i>Dr. Despoina Varnava-Marouhou</i> - Organizational structure, <i>Dr. Despoina Varnava-Marouhou</i>
WEDNESDAY 29 September	- Market research and marketing strategies, <i>Dr. George Papageorghiou</i> - Economic-financial forecasting, <i>Dr. George Papageorghiou</i>
THURSDAY 30 September	- Project description, <i>Dr. Simona Mihai-Yiannaki</i> - Business Data & Data Analysis, <i>Dr. Simona Mihai-Yiannaki</i>
FRIDAY 1 October	- Sourcing investment, <i>Dr. Simona Mihai-Yiannaki</i>



Seven participants from the NEWS in MAP five HEI Partners attended C4 seminars in person. Other two participants attended online.

Apart from those who have been present at Larnaca, the sessions have been shared with everybody via the Blackboard Collaborate platform.

Entrepreneurship & Business Data



Speaker: Dr. Elmos Konis

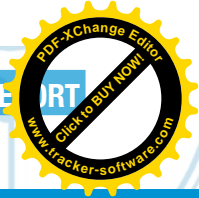
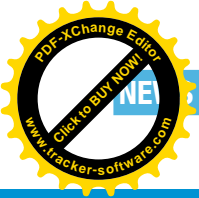
The first session of the staff training was given by Dr. Elmos Konis and it focused on entrepreneurship. In this session Dr. Konis covered what is entrepreneurship, how it relates to creativity and innovation, key entrepreneurial traits and characteristics and the importance of understanding and focusing on the target market. He also offered tips for initiating entrepreneurial ventures and examined where entrepreneurial ideas come from, the importance of planning and execution and entrepreneurial innovation techniques and skills.

Please, find here the VIDEO RECORDING of the 1th session

Please, find here the SLIDE used in the 1th session

Dr. Elmos Konis is an academic at the European University-Cyprus and an appointed researcher at the European University-Cyprus Research Centre. He has designed several programs and courses on subjects including entrepreneurship, innovation, marketing and leadership and his research interests are therein. He is a qualified mediator and was for several years an appointed member of SETE, the highest level Cypriot advisory committee on Tertiary Level Education to the Ministry of Education. He has frequently presented his work and ideas at a local and international level. He has led, and participated in many European and Cypriot research projects including international education, European migration, creativity in education and entrepreneurship education. Recently, he was the manager and a collaborator in two Europe funded multinational projects ('SCIENT' and 'ICT-Entrepreneur').

<https://euc-peak.euc.ac.cy/people/elmos-konis/>



Accounting, Balance-sheet and profit loss accounting

Speaker: Dr. Alexis Kythreotis



The second session was given by the chairperson of the Department Accounting, Economics and Finance, Dr. Alexis Kythreotis who highlighted the link between the music profession and accounting. He illustrated and explained accounting tools and methods which are useful for a musician in order to take the best business decisions. More specifically, the following concepts were analyzed: The meaning of Cash flows, expenses and revenues; The behavior of cost and the categories of cost; Break even analysis; and Preparation of basic financial statements.

Please, find here the **VIDEO RECORDING** of the 2th session

Alexis Kythreotis is an Assistant Professor in Accounting at European University Cyprus, he is the Chairperson of Accounting, Economics and Finance Department and the Coordinator of the BSc in Accounting. He holds a PhD in Financial Accounting from Athens University of Economics and Business and an MBA from Cardiff University. His thesis was published in 2012 with the title "Qualitative characteristics in Accounting Disclosures" and his research generally lies on Financial Accounting, Fraud, Market-based accounting research and the Quality of Financial Statements. Additionally, he holds the European Certificate in E-learning Courses Design and Teaching from UOC, Universitat Oberta de Catalunya. Before his academic career, Alexis worked as an accountant in EFG Eurobank in Athens.

<https://euc.ac.cy/en/faculty-profiles/alexios-kythreotis/>

Business coaching



Speaker: Dr. Despoina Varnava-Marouhou

The third session was given by Dr. Despoina Varnava-Marouhou and it focused on Business Coaching. In her session Dr. Varnava-Marouhou explained that coaching, in its simple definition, means offering good guidance, advice and opportunities for improvement. Some of the areas that were covered in this session were: What is Coaching?; The importance of coaching in the creative arts and in music; The difference between Leading, Managing and Coaching; Types of Coaching; The Manager as a Coach; Coaching skills; Coaching in Practice; and Coaching as a contribution to success.

Please, find here the **VIDEO RECORDING** of the 3th session

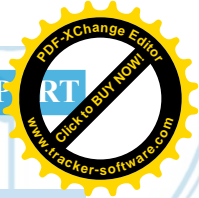
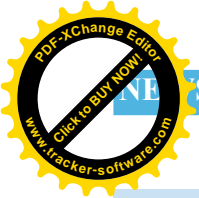
Organizational structure

Speaker: Dr. Despoina Varnava-Marouhou

The fourth session was again given by Dr. Despoina Varnava-Marouhou and this time it focused on organisation structure. This term identifies how job tasks are formally divided, grouped, and coordinated in an organisation. The following areas were covered: What is organization structure; Organization charts; Factors that influence a firm's organizational structure; Types of organizational structures; The most popular new forms of organizational design; Organization Structures for start-ups; What is a matrix organization; and What are the characteristics of a virtual organization and Boundaryless organizations.

Please, find here the **VIDEO RECORDING** of the 4th session

Dr Despina Varnava-Marouchou is an assistant professor at the European University Cyprus (EUC). She has a Doctorate in Education with special reference to Business Administration, from the University of Nottingham and a Master in Business Administration and Education from Brunel University. Dr V. Marouchou has been heavily involved in promoting and developing teaching and learning prac-



tices specifically for business students. As such, one of her research areas of interest is the improvement of teaching in Higher Education. Dr V. Marouchou has won several funded research projects of which she was the coordinator in two of them: ‘Enhancing Pedagogical Practices by Understanding Students’ Learning Styles,’ (coordinator); ‘Teaching for Creativity in Higher Education’ (coordinator) funded by the European Regional Development/ Research Promotion Foundation. Her second area of interest is entrepreneurship education. She is currently involved in two entrepreneurship Erasmus Plus projects namely ‘A European University-Business Alliance aiming to foster young Scientists’ Entrepreneurial spirit’, (researcher); A European University-Business Alliance aiming to foster the entrepreneurial spirit of ICT students, (researcher). She is a regular paper reviewer and has served as an advisor in several conference committees.

Dr V. Marouchou has been the coordinator of the Business Studies Program for six years and Vice Chair of the Management and Marketing Department for two years. She was also the president of the Student with special Needs Committee for 3 years.

<https://euc-peak.euc.ac.cy/people/despina-varnava-marouchou/>

- Market research and marketing strategies
- Economic-financial forecasting

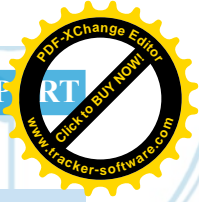
Speaker: Dr. George Papageorgiou



The fifth and sixth sessions were provided by Professor George Papageorgiou. They introduced staff members to the dynamic marketing strategy formulation and market research process. They also focused on aspects of economic-financial forecasting for effective business planning. During these sessions the role of marketing was defined, various marketing strategies were explored and discussion followed on how firms use market research to learn more about their customers’ needs. Moreover, the session went through the major steps in the strategic marketing planning process and highlighted the various market segmentation techniques. In addition, the four elements of a firm’s marketing mix were identified and the role of marketing analytics was defined. Finally, the process of economic-financial forecasting was examined and how it is used to effectively plan for business growth and entrepreneurial success.

Please, find here the VIDEO RECORDING of the 5th session

Please, find here the VIDEO RECORDING of the 6th session



Dr. Papageorgiou is Professor in the Department of Management and Marketing of the European University Cyprus. He holds a PhD degree from the City University of London, an MBA from the University of Kent and a First Class Honours Bachelor Degree from the City University of London. Dr. Papageorgiou served as a Postdoctoral Fellow, Researcher, Visiting Professor, and Management Consultant, Entrepreneur, Business Manager and Human Resource Manager. He is an expert in Management, Strategy, Technology, Innovation and Business System Dynamics. He has served as a member of the Academy of Management (Entrepreneurship Interest Group), the Cyprus Scientific and Technical Chamber (ETEK), the Institute for Operations Research, the Management Sciences (INFORMS), (IEEE) – Technology and Engineering Management Society, the International Federation of Automatic Control (IFAC), and the System Dynamics Society. Dr. Papageorgiou has published many peer-reviewed papers and articles in reputable academic journals, such as the IEEE Transactions on Systems, Man, and Cybernetics, the Journal Automatika, and the Journal of Decision Systems. Further, he participated in many academic conferences worldwide as a delegate, chairperson, coordinator, reviewer and plenary speaker. He is a recipient of the FH Russell Memorial Prize, best paper awards, scholarships by several institutions, and multiple research grant awards by the National Research Promotion Foundation and the European Union.

<https://euc-peak.euc.ac.cy/people/george-papageorgiou/>

Project description

Speaker: Dr. Simona Mihai-Yiannaki

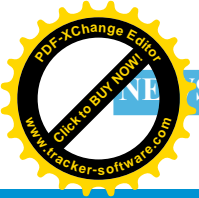


The seventh session on Project Description was covered by Dr. Simona Mihai-Yiannaki. In her session Dr. Mihai-Yiannaki covered the following topics: What is Project Management and Agile Project Management; Elements of Project Management; Project Management (Life) Cycle; The role of TQM/ Total Quality Management and EFQM in PM; Integration in the Lean Business Model Canvass; Best practices and Success stories



Please, find here the VIDEO RECORDING of the 7th session





Business Data & Data analysis

Speaker: Dr. Simona Mihai-Yiannaki

The eighth session on Business Data and Data Analysis was also offered by Dr. Mihai-Yiannaki. The topics covered in this session were: Mosaic Business Data and databases reading; World Bank Statistics; Macro Economics Data; Trading Economics, Business Dynamics Statistics and how it is used in the Business Model Canvas? Market Research Tools including quantitative and qualitative research interpretation; and best practices and Success stories

Please, find here the VIDEO RECORDING of the 8th session

Sourcing investment

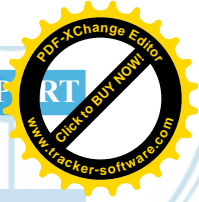
Speaker: Dr. Simona Mihai-Yiannaki

The ninth of the staff training was provided by Dr. Simona Mihai-Yiannaki. In this last session Dr. Yiannaki covered the following topics: Decoding the Jargon: What is investment? How do we find funding sources?; Some Models of investment and company valuation, Time value for money, PV, FV, compounding interest, PE ratios, EPS, Dividend yield; NPV, discounted payback period (DPB), Internal Rate of Return (IRR); Models for company valuation- CAPM, WACC that include risk; Investment ethics; Alternative Investment sources (crowdfunding) and digital transformation for investment sources. The session concluded with reference to best practices and success stories.

Please, find here the VIDEO RECORDING of the 9th session - Part 1

Please, find here the VIDEO RECORDING of the 9th session - Part 2

Dr. Simona Mihai Yiannaki, has initiated the EUC-PEAK Center, being the Director. She is Deputy Dean of the School of Business Administration and Associate Professor in Finance at European University Cyprus since 2017 and Vice Chair of the Department of Accounting, Economics and Finance. Dr. Mihai has been active in upgrading and innovating teaching at university level through innovative approaches to teaching, being part of the Cyprus Research Foundation project 'Teaching for Crea-



activity in Cypriot Universities: Towards innovative pedagogical practices in Promoting Students' Employability'. Her inspiration lies in her networking skills and she has been awarded a distinction in entrepreneurship during her MBA in Oxford Brookes University in 2005. She was involved as guest speaker and trainer in conferences in Belgium, Cyprus, Greece, Italy, Switzerland, France, Portugal, Lithuania, Norway, U.K. and Romania on topics about banking, finance, entrepreneurship, risk management, public finance, creativity and change management.

<https://euc-peak.euc.ac.cy/people/simona/>

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