



Co-funded by the
Erasmus+ Programme
of the European Union

PrimMat - Soukromá střední škola podnikatelská

*"Students Actively Learning
Entrepreneurial Skills"*

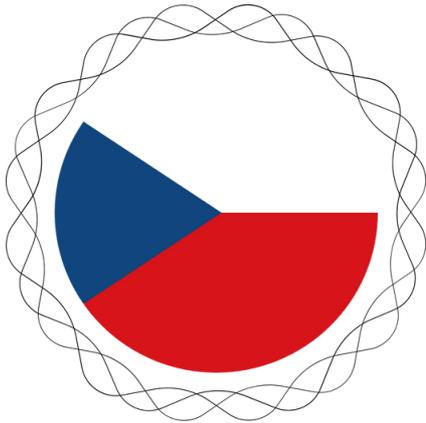
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THE 3RD MOBILITY PROGRAMME

NOVEMBER 2022

7TH - 12TH

Frydek-Místek, Czech republic



SUNDAY, 6TH NOVEMBER

Transfer from airport to the hotel

Accommodation to the hotel

Turkey about 13:00

Bulgaria: 13:00

Romania: 19:00

Belgium: 22:00

18:00 -20:00 Dinner

MONDAY, 7TH NOVEMBER

7:30- 8:30 Breakfast

8:30- 12:00 Welcome ceremony

Invitation of headmaster

Students Presentations

Czech republic

Education system

Teachers and students attend following presentations:

Local tourist Economy

Marketing in tourism

Students are divided into multicultural teams:

Lesson 1- What is a Start- Up in tourism business

Workshop

Brainstorming- What is tourism?

Presentation of ideas, feedback, business plan

12:00- 12:30 Lunch

12:45- 18:00 Field trips

Visit to the local company Marlenka, Frydek- Mistek

Dolní Vítkovice (industrial history museum), Ostrava

Exchanging currency, shopping, etc.

19:00 -20:30 Dinner at the hotel





TUESDAY, 8TH NOVEMBER

7:30 – 8:30 Breakfast

9:00- 11:00 Teachers and students attend following presentations and continue working on their project

1. Workshop
2. Brainstorming
3. Presentation of ideas, feedback, business plan

11:00 - Lunch

11:30 Field trip to skanzen (open air museum)
Rožnov pod Radhoštěm and Pustevny



WEDNESDAY, 9TH NOVEMBER

7:30- 8:30 Breakfast

8:35 Leaving to PrimMat school

1. 9:00 – 12:00 Students Presentations
2. Teachers and students attend classes

14:30 Visit to the local company Brewery
Radegast Nošovice

16:00- 18:00 Students work in groups on the
business plan

- Workshop Preparing individual marketing mix
- Preparing individual SWOT analysis

19:30 – 20:30 Dinner at the hotel





THURSDAY, 10TH NOVEMBER

7:30 – 8:30 Breakfast

8:30 – 10:30 Workshop

- Preparing individual marketing mix
- Preparing individual SWOT analysis
- Presentation of final business ideas

10:30 -11:00 Feedback from teachers

11:15- 12:00 Evaluation of participants and
awarding of certificates

12:00 Lunch

12:45- Field trip to Hukvaldy and Štramberk

18:30 Dinner

Evening party :)



FRIDAY, 11TH NOVEMBER

7:00- 8:00 Breakfast

8:30 Excursion to Olomouc (Bulgaria, Turkey,
Romania and Czechia)

8:30 Belgians leaving for Kraków, Auschwitz
Arrival to the hotel (Bulgaria, Turkey and Czech
republic)

Romanians leaving for home from Olomouc



SATURDAY, 12TH NOVEMBER

Departure time for Bulgaria about 1:00 a.m

Departure time for Turkey about 8:00 a.m.