



ArtS – Skills for the Creative Economy

R3.4. ArtS training modules

Entrepreneurial Skills and Social Entrepreneurship - Description

WP: 3

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Project information

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MODULE: Entrepreneurial Skills and Social Entrepreneurship	
General Objective:	Develop the trainee's general knowledge on entrepreneurship and its social counterpart. Build skills that will allow the trainee to compete in the market by building confidence, social and technical skills and apply theoretical principles.
Specific Objectives	<ul style="list-style-type: none"> • Understand the basic differences between, self-employment, startup, social and conventional entrepreneurship • Learn the effect of fear in starting a business • Understand the effect of team work in business • Acknowledge the basic communication challenges and build communication skills • Understand and use practical management tools and framework to build and test a new venture idea • Embrace creativity and use tools and get familiar with tools to enhance it. • Get familiar with new age marketing and social media influence to business • Understand new consumer trends • Know how to build a presence in social media
Units (1-5) <i>Each UNIT should be described in detail in the next template</i>	<p>1. Introduction to entrepreneurship concept By the end of the Unit the student will be able to explain what is entrepreneurship, what are the differences between self employment and entrepreneurship and understand the distance between a traditional and a social enterprise.</p> <p>2.- Personal and Professional Development This unit aims to supports the student’s development of personal and professional attitudes and abilities appropriate to a Professional Training placement and future employment. The focus areas of the course are on communication, creativity and working in Teams. Student will develop awareness of the the fundamentals while they will have the chance to explore the units from the inside experiencing different stimuli through the assigned learning activities.</p> <p>3.- From Idea to business venture By the end of the Unit the student will be able to understand how to craft a business plan, use tools to create a business model and identify appropriate resources to fund the potential venture</p> <p>4.-Marketing in the New Age By the end of the Unit the student will be able to explain how new age transformed the marketing process and will be aware of using the new tools of digital economy for business purpose. Additionally, the unit makes reference</p>

	<p>on social marketing a new open theory approach to benefit society as a whole from making better decisions to changing their life.</p> <p>5.-Final project: Developing a series of personal work. Trainees learn how to prepare for launching a business, develop hypothesis and test its sustainability and potential.</p>
Learning Outcomes of the module	<ul style="list-style-type: none"> • Techniques of business • Brainstorming ideas / inspiration and using tools to boost creativity • Awareness of Communication skills • Awareness of team effectiveness • Apply tools for business model testing • Know how to set up Social Media presence
Module duration	<p>50 HOURS (35 theoretical + 15 practical)</p> <p>Unit 1: 15h (practical and theoretical) Unit 2: 10h (practical and theoretical) Unit 3: 10h (practical and theoretical)) Unit 4: 10h (practical and theoretical)) Unit 5: 5hrs Practical</p>
Evaluation method and criteria	<p>Trainees will be evaluated on their theoretical knowledge and their practical skills in all units equally.</p>

MODULE: Entrepreneurial Skills and Social Entrepreneurship	
ECVET Unit 1: Introduction to entrepreneurship	
Reference Qualification:	
EQF Level	Level 4
Learning Outcomes	By the end of the Unit the student will be able to explain what is entrepreneurship, what are the differences between self employment and entrepreneurship and understand the distance between a traditional and a social enterprise.
Knowledge	Skill
<ul style="list-style-type: none"> • Entrepreneurship concept • Social Entrepreneurship concept • Human centered design • Fear Failure • Innovation and Social Innovation 	<ul style="list-style-type: none"> -Clear understand of what is a social mission Design -human centered business models -Design venture models based on innovation -Avoid affect of fear on starting up -Confidence over idea generation capability

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MODULE: Entrepreneurial Skills and Social Entrepreneurship	
ECVET Unit 2: Personal and Professional Development	
Reference Qualification:	
EQF Level	Level 4
Learning Outcomes	This unit aims to supports the student’s development of personal and professional attitudes and abilities appropriate to a Professional Training placement and future employment. The focus areas of the course are on communication, creativity and working in Teams. Student will develop awareness of the the fundamentals while they will have the chance to explore the units from the inside experiencing different stimuli through the assigned learning activities.
Knowledge	Skill
<ul style="list-style-type: none"> • Basic communication theory • Creativity and barriers • Creativity tools • Problems and challenges within teams 	<ul style="list-style-type: none"> • Develop Listening skills • Communication skills • Use models to boost creativity • Understand and predict basic challenges in working with teams • Be a better team player

MODULE: Entrepreneurial Skills and Social Entrepreneurship	
ECVET Unit 3: From Idea to Business Venturwe	
Reference Qualification:	
EQF Level	Level 4
Learning Outcomes	By the end of the Unit the student will be able to understand how to craft a business plan, use tools to create a business model and identify appropriate resources to fund the potential venture
Knowledge	Skill
<ul style="list-style-type: none"> • Setting Goals and objectives • Basic tools for business modeling • Business plan sections and units • Understand Mission, vision and values • Funding process for startups • Communicating the idea: Pitch 	<ul style="list-style-type: none"> • SMART goals model application • Apply SWOT Analysis • Apply competitive forces framework • Business modeling skills • social business modeling skills • Develop effective company profile • Develop a business plan • Ability to calculate [potential sustainability

<ul style="list-style-type: none"> • Basic management and planning tools 	
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MODULE: Entrepreneurial Skills and Social Entrepreneurship	
ECVET Unit 4: Marketing in the new Age	
Reference Qualification:	
EQF Level	Level 4
Learning Outcomes	By the end of the Unit the student will be able to explain ow new age transformed the marketing process and will be aware of using the new tools of digital economy for business puprose. Additionally the unit makes reference on social marketing a new open theory approach to benefit society as a whole from making better decisions to changing their life.
Knowledge	Skill
<ul style="list-style-type: none"> • Marketing in the digital age • The prosumer concept • Value creation for consumer • Social media business presence 	<ul style="list-style-type: none"> • Setup social media pages for business • Launch consumer –oriented business • Listen to consumers needs • Name difference and of social and conventional marketing

MODULE: Entrepreneurial Skills and Social Entrepreneurship	
ECVET Unit 5: Practical Exercise Unit	
Reference Qualification:	
EQF Level	Level 4
Learning Outcomes	Developing a series of personal work. Trainees learn how to prepare for a business model based on a specific framework based on their desired project.
Knowledge	Skill
<ul style="list-style-type: none"> • knows how to develop series of work. • knows how to promote and exhibit his/her work. 	<ul style="list-style-type: none"> • Developing a complete series of personal artwork. • Presentation of the work body. • Promotional communication, portfolio, exhibition.