



# RE-ENTER

Entrepreneurial Development Programme

## *Course Description*



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## INTRODUCTION

Currently in Europe more and more people either decide to leave the safety zone of a dependent working relationship or they are forced to do so. A rapidly increasing number of people create their own company, but because they are not familiar with the new uncharted waters they are diving in, they are led to failure. To tackle this problem, RE-ENTER will provide full support for development of entrepreneurial mindset, knowledge and skills, and will deliver it in a playful and effective way. The RE-ENTER Programme will be developed with impact in mind, both for the target group and for participating organisations, aiming to create exploitable and sustainable outputs that will create genuine development opportunities for potential/ new entrepreneurs and will enrich the services of partner organisations.

This programme definition provides a detailed outline of the RE-ENTER online training course '*RE-ENTER – Entrepreneurship is a mindset*'. The first part of this guide focuses on the following elements to describe the online training course:

- Title
- Introduction
- Target group
- Overall objective
- Pedagogical approach
- Key learning outcomes
- Programme structure
- Support tools and materials
- Languages
- Expected results
- Assessment/evaluation method.

The second part will give you a detailed overview of the units, objectives, learning outcomes, self-assessment quizzes, and estimated completion time per module.

# TRAINING COURSE DESCRIPTION

## **Title**

The title of the online training course is 'RE-ENTER – *Entrepreneurship is a mindset*'.

## **Introduction**

The training course 'RE-ENTER – *Entrepreneurship is a mindset*' has been developed in the framework of the Erasmus+ project 'RE-ENTER' and it will give knowledge about starting up a business to the target group. The online training course is composed by partners from Croatia, Spain, The Netherlands, Norway, Greece and Cyprus.

## **Target group**

People over 45 years old that are unemployed or at risk of becoming redundant in their enterprises (i.e. older entrepreneurs).

## **Objective**

The objective of the training course is to motivate the target group and give them needed knowledge to be able to start up their own business.

## **Pedagogical approach**

The 'RE-ENTER – *Entrepreneurship is a mindset*' training course is a flexi-time course and is delivered through e-learning as a training delivery method. The course duration is approximately **8,5 hours** (only modules, without additional materials). The course consists of 6 modules. All modules are structured in the same way. They start with a short introduction on the topic of the module including the objective and expected learning outcomes. Then the main part: the module content supported by practical examples. Every module is also accompanied with extra materials, those being:

### **a) Case studies**

Examples within the module topics, that are about companies who faced certain problems and ways they have solved it.

### **b) Self-assessment quiz**

After each module, the learner can take a quiz with 10 multiple choice questions, where they can test their gained module knowledge.

### **c) Book recommendation from RE-ENTER Book Club**

Partners of the project have created a Book Club with recommendations of books that would be a valuable addition to the learners who want to deepen their knowledge on particular subjects. Learners are also welcomed to share their own recommendations, that will be later on added to the Book Club.

### **d) Assignments within the Log Book**

Since the online course is meant to offer foremost practical knowledge to the learner, we give them a chance to already think about their own future business venture through various assignments, that will help him to set up a business.

## **Key learning outcomes**

By the end of this training course, the participant will:

- Know how to avoid obstacles on the way to find a motivation to start up a new business
- Learn how to use different creativity techniques in order to develop a new business idea
- Know why it is necessary to have a unique value proposition
- Understand the importance of developing a business idea canvas
- Be able to recognize financial traps and know how to access capital
- Know how to communicate their new business idea

### ***Thematic modules***

**MODULE 1 MOTIVATION**

**MODULE 2 CREATIVITY**

**MODULE 3 VISION**

**MODULE 4 PLANNING**

**MODULE 5 FINANCES**

**MODULE 6 COMMUNICATION**

More information about the modules, corresponding units, objectives, learning outcomes and duration is provided in the next chapter.

### ***Languages***

The training course is available in English, Croatian, Spanish, Dutch, Norwegian and Greek.

### ***Assessment/Evaluation method***

Our self-assessment instrument consists of multiple-choice tests (self-assessment quizzes). This will help the course participants to consolidate their newly obtained knowledge and feel more confident about their skills. Next to the quiz, participants will also have available a practical Log Book with assignments corresponding to the modules. After filling out the Log Book, they will have a document available with already established information about their new potential business venture.

## COURSE CONTENT OVERVIEW

The online training course 'RE-ENTER – *Entrepreneurship is a mindset*' includes a comprehensive set of resources:

- 6 x Modules
- 6 x Self-assessment quizzes
- 14 x Case studies
- 18 x suggestions of books in the Book Club

Below you will find a clear description and overview of units, objectives, expected learning outcomes, additional resources, self-assessment quizzes and estimated completion time per module.

MODULE 1	MOTIVATION
Introduction and units	In this module you will learn about the basic psychological terms such as awareness, perception and motivation, why they are important and how to influence your behaviour.  Module 1 is divided into the following 7 units: <ol style="list-style-type: none"> <li>1. Awareness</li> <li>2. Self-awareness</li> <li>3. Motivation</li> <li>4. Perseverance</li> <li>5. Stress</li> <li>6. Failing</li> <li>7. Support</li> </ol>
Objective	The <b>objective</b> of this module is to help you in self-understanding and self-realisation.
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>understand some of the complexity of human behaviour</i></li> <li>✓ <i>understand how you perceive things and what motivates you</i></li> <li>✓ <i>learn what stress is and how to overcome it</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>know how to become more self-aware</i></li> <li>✓ <i>know techniques to overcome stress</i></li> <li>✓ <i>know how to learn from your failures</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – Candle Problem CS2 – Imagining a reason CS3 – Steve Jobs CS4 – Post it
Estimated completion time	45-60 min

MODULE 2	CREATIVITY
Introduction and units	<p>In this module you will gain insight into the importance of creativity for creating your own business, how to become more creative yourself, and which techniques there are to help you in shaping your business (idea).</p> <p>Module 2 is divided into the following 4 units:</p> <ol style="list-style-type: none"> <li>1. Your own creativity</li> <li>2. Creativity in business</li> <li>3. Creativity techniques</li> <li>4. Final thoughts</li> </ol>
Objective	The <b>objective</b> of this module is to help you generate, envisage and define your business idea using different creativity techniques.
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>Acquire insight on the importance of creativity for your business,</i></li> <li>✓ <i>Understand how creativity can help you shape your business idea and run your business,</i></li> <li>✓ <i>Acquire knowledge on different creativity techniques and how to use them.</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>Be able to generate, envisage and define your business idea</i></li> <li>✓ <i>Be able to identify and use the creativity technique most appropriate for your situation and during all stages of development of your business, from idea, to creation to consolidation and growth.</i></li> <li>✓ <i>Be more creative in your day-to-day professional activities and your business.</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – XQuad CS2 – Connex
Estimated completion time	90 min

MODULE 3	VISION
Introduction and units	<p>In this module you will learn more about how to create a business idea that is different from others on the market, along with recognizing if the idea is good enough to proceed with it. If it is, you will learn how to create strategy, goals and objectives and make a little prediction for the future.</p> <p>Module 3 is divided into the following 8 units:</p> <ol style="list-style-type: none"> <li>1. Differentiation</li> <li>2. Recognizing a good idea</li> <li>3. Vision</li> <li>4. Creating new goals</li> <li>5. Strategy</li> <li>6. Set objectives</li> <li>7. Value proposition</li> <li>8. Future scenarios</li> </ol>
Objective	The <b>objective</b> of this module is to help you come up with a good idea and properly execute it.
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>Know how to recognize a new business idea, that will be different from competition</i></li> <li>✓ <i>Comprehend why you need a vision to create a successful business</i></li> <li>✓ <i>Understand the importance of a good value proposition</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>Be able to develop a business strategy with complementing goals, objectives</i></li> <li>✓ <i>Be capable to predict future scenarios</i></li> <li>✓ <i>Be able to write a good value proposition</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – IKEA CS2 – LUSH
Estimated completion time	90 min

MODULE 4	PLANNING
Introduction and units	<p>In this module you will learn the business planning process, why it is important, methods and tools to develop it and functions of resource and risk management.</p> <p>Module 4 is divided into the following 6 units:</p> <ol style="list-style-type: none"> <li>1. Planning</li> <li>2. Business planning</li> <li>3. Resources</li> <li>4. Risk management</li> <li>5. Business model canvas</li> <li>6. Planning advices</li> </ol>
Objective	The <b>objective</b> of this module is to help you in development and realisation of your business plans.
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>You will understand the business planning process</i></li> <li>✓ <i>You will recognize the importance of risk and resource management</i></li> <li>✓ <i>You will gain insight into most commonly and widely used business planning tools</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>You will know how to use business planning tools</i></li> <li>✓ <i>You will know how to develop your business plan</i></li> <li>✓ <i>You will know how to manage your risks and resources</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – Coca Cola
Estimated completion time	60-90 min

MODULE 5	FINANCES
Introduction and units	<p>When you start your own business, besides how good is the idea upon you which you will build upon, the second most important element is the financial one, since it is at the heart of running a business successfully. Being able to perform a solid financial management it is extremely important because it affects every angle of your business, from managing your cash flow to being able to monitor the business performance of your company, to how you will grow your business and being ready to grab the opportunity when it arises. Throughout this module you will be able to understand the key factors that will affect your business from a financial point of view.</p> <p>Module 5 is divided into the following 6 units:</p> <ol style="list-style-type: none"> <li>1. Financial management</li> <li>2. Financial mistakes</li> <li>3. Cashflow management</li> <li>4. Taxation &amp; Planning</li> <li>5. Debt collection</li> <li>6. Access to capital</li> </ol>
Objective	The <b>objective</b> of this module is to understand how financial management will become a tool in your hands to help your business, while at the same time to help you gain the financial capabilities you need in order to run your business successfully.
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>Understand what Financial Management is and also cash flow management</i></li> <li>✓ <i>Recognize the most common financial and accounting mistakes</i></li> <li>✓ <i>Learn how to collect if they owe you</i></li> <li>✓ <i>Understand how to prevent yourself from a financial disaster</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>Be able to make your own financial management</i></li> <li>✓ <i>Be capable to perform a cash flow management</i></li> <li>✓ <i>Know how to access extra money</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – Smarthinking CS2 – Sign time
Estimated completion time	90 min



MODULE 6	COMMUNICATION
Introduction and units	<p>Communication is one of the most important tools in order to maintain and develop long-term relations with co-workers, partners and customers. Efficient communication allows creating positive, productive working relations. On the other hand, the lack of communication can generate misunderstandings, pressure and conflicts.</p> <p>Module 6 is divided into the following 6 units:</p> <ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Presentation</li> <li>3. Storytelling</li> <li>4. Listening</li> <li>5. Communication channels and tools</li> <li>6. Role of social media</li> </ol>
Objective	<p><b>The objective of this module</b> is to help understand what communication skills are, why they are important in business, how they can be developed and what communication channels and tools should be used to maximise the impact of any communication activities.</p>
Expected learning outcomes	<ul style="list-style-type: none"> <li>✓ <i>Know how storytelling and listening can help achieve your business goals</i></li> <li>✓ <i>Understand the ways to overcome the fear of public speaking</i></li> <li>✓ <i>Comprehend how to attract the attention of a potential investor in just one minute</i></li> </ul>
Competences and skills	<ul style="list-style-type: none"> <li>✓ <i>Structure an effective pitch</i></li> <li>✓ <i>Craft the story of your business</i></li> <li>✓ <i>Improve your social media marketing</i></li> </ul>
Self-assessment	Yes
Case studies	CS1 – Pet sitters CS2 – Les Cuistots
Estimated completion time	90 min