



KA1 ERASMUS+ COURSES FOR TEACHERS AND TRAINERS TEACHING ENTREPREUNERSHIP

Objectives

The main objective of the course is to prepare the participants to professionally lead an entrepreneurship course in a secondary, high or vocational school. By the end of the course participants will have a substantial understanding of tools for facilitating entrepreneurial skills among their students using social media. They will get teaching guidelines for teaching core entrepreneurial competencies, including business modelling, design thinking, business planning and the use of social media like a necessary tool for entrepreneurship. The specificities of different forms of entrepreneurship will be emphasized (i.e. social, women, technology, local and eco entrepreneurship).

Target Group

The course is addressed to school directors, school inspectors, secondary school teachers, VET teachers, VET trainers, managers of enterprises and officers working in public bodies and schools who wish to acquire the skills to facilitate entrepreneurial skills among their students using social media.

Language of course

This course can be provided in both in English and Italian.

Methodology

The approach used is highly practical, based on the expertise of the course trainers who have a lot of years' experience in entrepreneurship and social media. Practical simulations will be carried out for each topic and social media will be used during all the training course.

Programme

Day 1 – 5 hours Entrepreneurship

- Introduction to entrepreneurship
- Contemporary business models, canvas business modelling, innovation practices
- How to be a successful entrepreneur using social media

Day 2 – 5 hours Creating the digital reputation

- Lean start-up, creating, finding and pursuing business opportunities using social media
- Practical session using social media for creating the enterprise digital reputation (the name, Facebook, twitter, LinkedIn, YouTube, Flickr, Foursquare, Slideshare, RSS Wikis, ...)

Day 3 – 5 hours Control, improve and maintain digital reputation

- Tools to control the digital reputation (Google alerts, Google analytics, Facebook insight, YouTube Insight, Google trends, Howsocialable ...)
- Tools for improve and maintain the digital reputation (Tweet deck, Hoot suite, Google Adwords, etc.)

ESMOVIA
Training and Mobility

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Day 4 – 5 hours
Practical session

- Creating a strategic development plan using social media
- Good practices using social media for promoting enterprises

Day 5 – 5 hours
Practical session

- Study visit in innovative company or school
- Evaluation and certification
- Farewell dinner

Fees

Course fee: 350,00 € (VAT included if sending org. has Intracomunitary VAT)

Amount includes:

- ✓ Preparation for the course
- ✓ Tuition
- ✓ Training materials
- ✓ Administration costs
- ✓ Organizational costs
- ✓ Professional visit to school
- ✓ Small city tour in Valencia
- ✓ Farewell dinner

Requirements

Minimum of 8 participants. For smaller groups, contact us.

Contact

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