



# Intelligent training need assessment and open educational Resources to foster entrepreneurship

PROJECT Reference n°: 531206-LLP-2012-IT-KA3-KA3MP

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# BEST at a glance

- **BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH** was founded in 1990 as an independent institute for continuous training, vocational qualification and personal development
- Headquarters in Vienna and six branches in Vienna and Lower Austria
- About 300 qualified staff members, along with more than 100 freelancers
- Tailored and target training programmes
- Participants: young adults (16+) and adults
- Around 16,000 participants in 2014
- Center for European qualifications:
  - ECDL European Computer Driving Licence
  - EBC\*L European Business Competence\* Licence
  - ECo-C European Communication Certificate
- Strategic partners in Austria:
  - Austrian Public Employment Service (AMS)
  - Vienna Employment Promotion Fund (WAFF)
  - Ministry of Labour, Social Affairs and Consumer Protection (BMASK)
  - Austrian Development Agency (ADA)



# International Projects Department

- Since Austria joined the EU in 1995, BEST has been engaged in more than 150 European projects in the framework of the following programmes: Grundtvig, Leonardo, Socrates, EQUAL, LLP, ESF, eTEN, FP, EuropeAid, Erasmus+, H2020 and other international development funds
- BEST has a network of more than 250 international organisations, both public and private, from different sectors
- Expertise:
  - Consulting on funding opportunities
  - Organisation of partnerships
  - Project design, planning and application
  - Project management and implementation support
  - Project consulting and expert service
  - Planning and carrying out project events
  - Project evaluation and quality management



# Current LLP Projects



Empowering young migrants by employability skills through biographic work and elements of drama



Info4Migrants database



VET students' appearance concerns and the influence on completion rates in VET and on accessing the job market



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Enabling VET teachers and trainers to better reach adult learners and improve learning outcomes



New skills to empower people with disabilities to become more autonomous



Otesha training for community gardens organisers



Modifying eating attitudes and actions through learning



Gauging operational aspects of learning



Transparency of CSR skills through ECVET in European tourism



ECVET for transparency and recognition of learning outcomes and qualification in European tourism sector



Interactive mobile assisted system and guidance learning for RFID technology



Innovative e-guide in construction workplace, health and safety



Training of retail trainers



Assessment of social skills for better possibilities for employment



Entrepreneurship towards employment



A tailored support programme to enable NEETs to gain valuable soft skills and competencies to aid job-seeking employability



Optimising the outcomes for vocational guidance counselling and vocational training



Training of trainers on rural tourism



Promoting core VET skills and competences for unskilled and semi-skilled employees in the tourism sector



Emotional intelligence and social sensitivity in health care

# ERASMUS+ Projects

PEOPLE YOUNG	<b>UP DESIGN</b>	<b>EXPLORE</b>	<b>BE POSITIVE</b>	<b>DISCOVERING CHANCES</b>
	Employability and transversal skills delivery for young disadvantaged learners through innovative up cycling methods and approaches	Innovative and successful outdoor training models for disadvantaged young learners to improve their basic skills, self-awareness and social interaction	A positive psychological approach to enhancing resilience and utilising strengths in European unemployed youth	Discovering chance for the future

<b>LIGHTHOUSE</b>	<b>REVEAL II</b>	<b>AdEIGuS</b>	<b>MY BUSINESS</b>	<b>K-SKILLS</b>	<b>STRAIGHTEN BASIC SKILLS</b>	ADULTS
Supporting lifelong learning and career paths for migrants by tailored counselling and recognition of prior learning to improve skills, employability and mobility	Open educational resources – raising effectiveness of volunteering in Europe through adult learning	Adult educational guidance and information service	Empowering entrepreneurial skills and unleashing potential of unemployed seniors	Key skills for mobility	Strategy to raise awareness and help tackling European needs for basic skills	

PROFESSIONALS	<b>TIME</b>	<b>HEAL</b>	<b>RECREATE</b>	<b>MINDSET</b>	<b>PROMETHEUS</b>
	Train intercultural mediators for a multicultural Europe	Help to understand the educational impact of appearance dissatisfaction in relation to learning	Counseling via social media	Managing social relations in schools	Promoting management and entrepreneurial thinking among the career counsellors and guidance practitioners in the EU societies

<b>ENGAGE</b>	<b>ÉPOQUE</b>	<b>VET SAFETY</b>	<b>UP-SKILLS</b>	<b>USE WINE</b>	<b>EQVET-US</b>	SECTORS
Corporate social responsibility as key category for European employers, managers and stakeholders	Environmental portfolio for quality in university education	Vocational education and training standards in agriculture, forestry and environmental safety at heights	Transparency for qualifications and future skills for the hotel and tourism industry	Use of triple bottom line sustainability framework in rural wine entrepreneurship	European quality assurance in VET towards new eco skills and environmentally sustainable economy	



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## Developing entrepreneurial competences: the StartUP competence matrix

# The **StartUP** project – Key data

- Funding Programme: LLP, KA3
- Duration: 2013-2015
- Partners
  - from IT, AT, ES, MT, UK



CAMPUS  
DE EXCELENCIA  
INTERNACIONAL

# The **StartUP** main objectives

The objective of **StartUP** is to **enhance professional skills** using **open, flexible** and **ICT based** training (i.e. OERs).

Ultimately, the project intends to **develop an entrepreneurial mind-set** that enables learners to **start a new business** or **increase their employability**.





# The **StartUP** target groups

**StartUP** targeted the following groups across a wide-spread range of educational levels:

- *Educators;*
- *Students;*
- *Self-learners.*



# The **StartUP** project

Provides an **online environment** where the individual users' learning needs related to entrepreneurship will match selected contents, retrieved from available **OER** repositories.

**[www.startupproject.eu](http://www.startupproject.eu)**

# Training needs in relation to entrepreneurship

One of the first preliminary steps was to identify the most **important competences** for entrepreneurs and the corresponding **gaps of entrepreneurial skills** in workers and young entrepreneurs to have a basis for the design of the StartUP online system.

The competences from the Matrix should then be linked to the Open Educational Resources on the StartUP platform.

# Methodological Approach

The research approach included four steps:

1. Desk research on entrepreneurship education;
2. Questionnaire to experts in the field of entrepreneurship;
3. Field research with stakeholders;
4. Validation of findings through focus groups.

# Findings

## Challenges

- Worldwide competition and financial crisis;
- The need to be 'fast' and 'good' in creativity and innovativeness (R&DI);
- Web 2.0 (for marketing, sales, processes etc.) and new opportunities;
- Change in population (ageing, migration, qualifications);
- Work-life balance;
- other

# Findings

## Main aspects that foster the learners' interest

- Self-directed learning – empowerment;
- Clear, practical (handy) appealing contents;
- Provision of support in various forms (mentoring; coaching & counselling; teaching);
- Self- & peer evaluation;
- Access to variety of resources & contacts;
- Possibility to practice in real life situations;
- ...

# Findings

## Knowledge-Skills-Competencies

- Management skills;
- Communication and collaboration skills;
- Business skills;
- Other (like creativity & innovativeness, personal attitudes).

# Entrepreneurial Spirit

... refers to an individual's ability to **turn ideas into action**. It includes **creativity**, **innovation** and **risk-taking**, as well as the ability to **plan** and **manage** projects in order to **achieve objectives**.

... is a foundation for more specific **skills** and **knowledge** needed by those **establishing** or **contributing** to **social** or **commercial activity**. This should include awareness of **ethical values** and promote **good governance**.

*European Reference Framework, Key Competencies for Lifelong Learning*

[http://europa.eu/legislation\\_summaries/education\\_training\\_youth/lifelong\\_learning/c11090\\_en.htm](http://europa.eu/legislation_summaries/education_training_youth/lifelong_learning/c11090_en.htm)



# The StartUP competence matrix

The result was a **matrix of competences** presented as **learning outcomes** in the field of **entrepreneurial skills**.

3.1. Entrepreneurial Competence Matrix

Competence area	Competence	Description of the competence in the entrepreneurial context (examples)	Learning outcomes
B3.1.1.1. Business skills			The competences enclosed in this competence area could also be referred to as "hard-skills" in the business sector. They are mostly things that would be part of a business related study programme. A person that possesses adequate business skills is capable of conceiving and planning processes, knows about the legal framework and is competent in using his/her network to make an enterprise successful.
	Business Planning	The ability to transfer an idea into a structured plan that takes into consideration many details.	<ul style="list-style-type: none"> <li>- To know contents and how to elaborate a proper business plan with all required content (Executive summary, product description and portfolio market situation, background information, strategy, financial plan etc.)</li> </ul>
	Financing and financial planning	This is about finding the right funding for an enterprise as well as administrating finances well.	<ul style="list-style-type: none"> <li>- to design a financial plan</li> <li>- to understand financing an enterprise and related financing methods e.g. credit, foundation, sponsoring etc.</li> <li>- to understand connection and influence of financial markets</li> </ul>
	Legal aspects and framework (including contracting skills)	Understanding of legal frameworks	<ul style="list-style-type: none"> <li>- to identify the right framework for launching an enterprise</li> <li>- to create a legal entity for an enterprise, organisation etc.</li> <li>- to possess information about the requirements to launch a business</li> <li>- to understand how to set up individual contracts with clients and stakeholders</li> </ul>
	Sales & Marketing	A product or service needs to be sold - and to achieve high sales promoted - in order	<ul style="list-style-type: none"> <li>- to know how to perform market and product analysis using common models (e.g. SWOT, "Five Forces Analysis")</li> </ul>

# The **StartUP** competence matrix – the concept

**Competence  
Area**

a cluster of competences - group of similar things positioned or occurring closely together

**Competence**

proven ability to use knowledge, skills and personal, social and/or methodological abilities, in *work* or *study* situations and in *professional* and *personal* development

**Learning  
Outcomes**

statements of what a learner knows, understands on completion of a learning process

# Competence Areas

## Competence Area

The four main competence areas are entitled as follows:

- **Business skills**
- **Management skills**
- **Communication skills**
- **Self-development skills**

## Competence Area

### Business Skills

## Competences

- **Leadership** and initiative
- Project Management
- Action Planning and goal setting
- Time Management
- Outcome Orientation
- Risk Management
- Conflict Management
- Cooperation and Team Working
- Technology related

## Example Learning Outcomes


### *Legal Aspects and Framework*

- to identify the right framework for launching an enterprise
- to create a legal entity for an enterprise, organisation etc.
- to possess information about the requirements to launch a business
- to understand how to set up individual contracts with clients and stakeholders



## Get the StartUP competence matrix

More information on: [www.startupproject.eu](http://www.startupproject.eu)

 Start up project

 @project\_startup

 Start Up project



**Institut für berufsbezogene Weiterbildung  
und Personaltraining GmbH**

*Thank you for your attention!*

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