



FLITE Course “Entrepreneurship and Innovation”

Purpose of the course

“**Entrepreneurship and Innovation**” is an introductory intensive online course for those interested in learning about innovative idea generation and new business creation. The course brings together Higher Education (HE) Information Technology (IT) students or fresh graduates, Vocational Trainees with young ICT professionals willing to turn innovative ideas into a business.

The focus of the course is on processes and tools for working together with others in order to develop a business model, which is the first step to a business creation.

Course aim and Objectives

By the end of the course, students:

- are trained to use appropriate tools for writing a business model, using distributed collaboration.
- are trained to create a business model, using the Osterwalder Business Model Canvas.
- know ways to identify and analyze entrepreneurial opportunities.
- are able to define value propositions, market segmentation, strategic alliances.
- are able to collaborate with key people in order to deal with the appropriate processes and procedures for writing a business model, to be able to start the process of launching a new company

Course content

- **Introduction.** To the course, process method and tools.
- **Osterwalder Business Model Canvas.** Tools for personal development and designing a business model.
- **CCD - Concurrent Design.** Process methodology and tools for online collaboration towards developing a business model.
- **Entrepreneurship.** Material on different aspects of entrepreneurship and innovation, and business modeling.
- Presentation of group work on business model and business plan.

Course duration

The training will be online, offered over a period of 8-10 study weeks, mostly asynchronous with synchronous CCD working sessions and requires a minimum of 50 hours of study. These hours are not equally distributed and how much work students actually have to invest, depends in part on their previous knowledge on the subject.

Course Important Issues/Pedagogy

The aim is to **choose an innovative idea and turn it into a business plan for forming a startup company.** Students will be using a methodology called **CCD (Concurrent Design) process** and specific tools for personal and business development, namely **Osterwalder Canvas Model YOU** and **Osterwalder Model Generation.** They will be trained in the early stages of the course in the use of the above process and tools.

Special emphasis will be given on an effective combination of **stage self-directed learning** based on well prepared, well-structured course material and **computer supported collaborative work in small groups.** Students will be asked to form groups between them (4-6 members/group), at

an early stage of the course. It is not possible to follow the course without being a group member, since the whole idea of the course is strongly based on group collaboration. In their group students discuss and choose an innovative idea (also at an early stage of the course), which will act as the basis for their entrepreneurship learning process and the relevant Business Model and Business Plan development. As a group students are free to choose their learning/study method, but they are encouraged to form forming Personal Learning Networks (PLN), where they input their own knowledge and skills and get help from others where there are gaps in their knowledge. One possibility is to initially split the work between them and then present it and discuss it with the rest of the students, either in group or between groups in a peer review process.

By the end of the course, groups will have to present their Business model and Business Plan to all members of the course in the form of a short video.

Communication

“Learn to Communicate and Communicate to Learn”: One of the most important matters in following such a course is **communication** between students and tutors/facilitators and between students themselves, either in the context of the group or between groups. In the context of the CCD sessions followed by the students, a number of videoconference working meetings will be organised for every one to participate, in order to interactively discuss progress towards the aims and objectives of the course. In addition, students will have to organise the group communication using e-mails, google docs or any other means they will consider pertinent.

Who is offering the course

The course was developed by the **dCCDFLITE** project consortium (**FLITE** in short), funded in the context of the EU Lifelong Learning Programme (<http://www.ccdflite.eu>).

The following HE Institutions and Companies who are members of the consortium have jointly developed the course:

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