EC2U Entrepreneurial Academy

Curriculum

D7.3 – EC2U Entrepreneurial Academy Curriculum

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I.   Basic description and rationale of the activity

A.   Introduction

The future confronts society with complex challenges and profound changes, for which bright ideas and sustainable innovation across Europe are needed. Especially in academia there is great innovation potential. Here, we believe that not only one perspective is needed: versatile interplay of <u>transdisciplinary collaboration and intercultural exchange</u> brings the best ideas and new innovation dynamics to tackle the most pressing challenges.

This Entrepreneurial Academy of the EC2U alliance aims to promote entrepreneurial thinking at an early stage in students' academic careers. The students and young professionals then continue their career with an awareness for entrepreneurial opportunities and the <u>self-confidence</u> to establish a business of their own. This self-confidence is based on <u>competencies</u> trained and <u>knowledge</u> gained at the Entrepreneurial Academy. These benefits do not only contribute to future entrepreneurs, but raise proactiveness and general employability.

Figure 1: The benefits for student participants of the Entrepreneurial Academy which encourage entrepreneurship and general employability.

The Entrepreneurial Academy has a threefold structure:

- **Phase I: Open Online Courses,** available to all students
- **Phase II: the Entrepreneurial Week** as an on-site intensive training hosted by one EC2U university
- **Phase III: a Follow-up mentoring** for the participants, helping to implement the learnings and to facilitate further networking.

B.   Process and people behind this deliverable

The European Campus of City-Universities (EC2U) is a multi-cultural and multi-lingual Alliance consisting of seven long-standing, education- and research-led, locally and globally engaged universities from four diverse regions of the European Union: the University of Coimbra (UC), the University of Iasi (UAIC), the University of Jena (UJena), the University of Pavia(UNIPV), the University of Poitiers (UP), the University of Salamanca (USAL) and the University of Turku (UTU).

The EC2U Entrepreneurial Academy is part of the focus area "European Talents" of WP7 Science with and for society. The WP7 Board, composed of representatives of all seven EC2U

partner universities, nominated entrepreneurship experts from their respective institutions, e.g. faculty members from business administration departments, researchers, founders, representatives of the universities' transfer services or career services. This transnational expert group developed the curriculum through a consensus-based process and will continue to contribute and/or procure content over the course of the multiple iterations of the Entrepreneurial Academy.
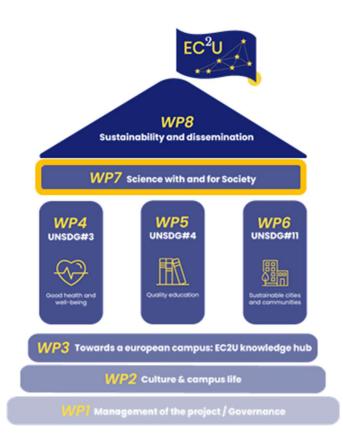

Figure 2: EC2U pilot phase project structure showing the overarching topic of WP7, Science with and for society

II.   Target group and admission criteria

A.   Target group

The target group is students of all disciplines and all study cycles, since innovation is not limited to a particular field. The Academy aims to spark curiosity for entrepreneurship and raise awareness for entrepreneurial opportunities. It is not targeted primarily to participants who will found startups as an immediate response. Rather, the Academy is an early, low-threshold offer to lay the groundwork for students' skills and ideas that will evolve further as they progress in their academic career. In addition to this primary target group, interested young researchers and staff are welcome to join some parts of the programme.

It is shown that especially women have a fear of failure and a lack of self-confidence that prevents them from starting a business [1]. The Academy's aim is to build the necessary self-confidence. This draws a valuable connection to the task 3.3: « Empowering gender-underrepresented researchers and innovators » of the EC2U RI4C2 programme.

B. Admission criteria

Phase I: Most **OOC** modules do not require application procedures beyond registration of attendance. If the number of registrations exceeds the number of available places, the hosts can decide either to accept participants on a first-come-first-serve basis or to reserve a certain number of places for each EC2U university.

Phase II: In order to apply for the **Entrepreneurial Week**, applicants must submit

- A completed application form with the relevant personal information (name, field of study, Phase I courses visited, etc.)
- a motivation statement / a self-reflection)

The applicants are selected by members of the Expert Group and the organization committee preparing each Entrepreneurial Week, based on the following criteria:
- The applicants must be enrolled at one of the EC2U universities
- B2 English level is recommended in order to follow the lectures and participate in the discussions. Applicants with English level below B1 cannot be accepted.
- Participation in some OOC is recommended, but not required.
- A balanced diversity regarding home university, gender and academic background is aspired to.

III. Structure of the Academy

A. The phases

The Academy takes place once a year. It is structured into three phases:

The Phase I - Open Online Courses (OOC) take place during the semester preceding the Entrepreneurial Week to teach the basics of entrepreneurship. The OOC are available to all students independent of their presence at the Entrepreneurial Week. Online courses in English are at the core of the OOC, but also local offers which may be on-site and held in local languages can complement the programme.

The Phase II - Entrepreneurial Week (EW) is an intensive programme focusing on entrepreneurship and innovation for four/five days. The location will rotate among the alliance member universities: Pavia in spring 2022, Iași in fall 2022, and Jena in spring 2023. Each of the three iterations includes seminars, workshops, team activities, company excursions and Entrepreneur Lounges. The EW emphasizes hands-on experience, intercultural teamwork and

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[1] Reference : *Policy Brief on Women's Entrepreneurship*, European Commission & OECD, 2016. https://ec.europa.eu/social/BlobServlet?docId=18757&langId=en
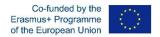
contact to entrepreneurs. To reflect on the learnings and to collect inspiration and ideas, participants write a learning journal.

Contentwise, there are three focus topics: team, idea, and business. The modules of the Entrepreneurial Week are structured accordingly:

- Module 1 - Business: Startup and business basics

- Module 2 - Team: Intercultural, multidisciplinary teamwork

- Module 3 - Idea: Your ideas, your opportunities

Figure 3: The three focus topics: business, team, and idea.

In addition to the three topical modules, Entrepreneur Lounge Sessions (e.g. company visits, role model Q&A, personal advice) provide real-world contact with start-up businesses and entrepreneurs.

The Phase III - Follow-up mentoring helps the participants to implement the learnings, to further develop their entrepreneurial ideas and to cultivate their international network. There will be alumni meetups and individual coaching.

Phase I: Online Courses

Low-barrier, broad offer, open to all interested EC2U students

Portfolio of offers, e.g.
- Digital Entrepreneurship (lecture) · Business modelling
- Entrepreneurial Finance (lecture) · Entrepreneurship for research professionals (workshop) · ...

Intercultural business simulation game

- „Bilangon": Diverse student teams delevop a touristic concept for an island

Phase II: Entrepreneurial Week

Intensive, physical programme for around 30 EC2U students
Locations: Spring 2022 Pavia, Fall 2022 Iasi, Spring 2023 Jena

- Module 1: Startup and business basics
- Module 2: Intercultural, multidisciplinary teamwork
- Module 3: Your ideas, your opportunities

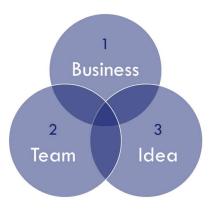- plus Entrepreneurial Lounge Sessions

- plus concluding „Fair of Ideas"

Phase III: Follow-up

Individual follow-up for the participants of Phase II

- Alumni meetups and networking
- Individual mentoring and coaching

Figure 4: Detailed model of the phases

B.   Teaching methods

Versatile teaching methods are applied at the Entrepreneurial Academy for transferring knowledge, competencies and self-confidence.

- Input formats, e.g. lectures and seminars, reading tasks, etc.
- High interaction formats, e.g. workshops, group work, exchange with entrepreneurs, etc.
- Reflection formats, e.g. learning journals, self-assessment, open questions, etc.

C. Diversity and inclusiveness

In planning and implementing the Academy, inclusiveness and appreciation of variety will be observed. We make sure that access to the offers, whether in presence or virtually, is provided equally to all persons interested.

The broad portfolio of Open Online Courses (OOC) offers different approaches, learning levels, and teaching methods to meet the individual preferences of students. As low-barrier offers, they are easy to access.

Especially regarding the Entrepreneurial Week, there will be extra effort made to support the special needs of participants with physical, mental or health-related conditions. Extra funding may be provided by Erasmus+, the EC2U budget, or from other sources at local, regional and/or national level. If requested, student companions and buddies can be engaged.

On the first day of the Entrepreneurial Week programme, a code of conduct will be presented to the participants. It celebrates the diversity of the participants, raises awareness, and gives guidelines for an appreciative exchange during the next days. It is our goal to create an atmosphere of empathy, trust and opportunity. Moreover, there will be one or two designated contact persons whom all participants can contact confidentially if they feel uncomfortable or experience challenging situations.

All in all, we value the diversity of the participants and other involved actors as an asset.

D. Languages

The Entrepreneurial Academy applies English as a lingua franca. However, OOC in the local languages can also be included in the portfolio; students from other EC2U universities who have the appropriate language skills are invited to participate.

E. Technical implementation

The platform "Glocal Campus" (www.glocal-campus.org) is the virtual learning environment for the Entrepreneurial Academy. Students of any university can create a profile free of charge to access the Academy's virtual space on the platform. Recorded lectures and self-learning courses are available here, as well as tests and materials for download. Academy content is thus accessible at any time to a wider community.

The live virtual formats use the commonly used videoconferencing tools (Zoom, Webex, etc). The access links are made available to the participants.

IV. Curriculum

A. Phase I

The Phase I includes a broad portfolio of entrepreneurship learning offers for EC2U students. The contents of the Open Online Courses mainly belong to the topics of "Business" and "Idea". For the "Team" component, a virtual simulation game complements the Phase I offers.

1. Portfolio of Open Online Courses

Introduction to entrepreneurship			
Recorded inputs	Entrepreneurial Opportunities	30min	UTU
Virtual course	How to start a Business in the University	30h	USAL
Hybrid learning camp	Entrepreneurship for research professionals	10h + 4h	UTU
Virtual lecture	International entrepreneurship	2h	UNIPV
Virtual lecture	Digital Entrepreneurship	45min	UJena
Virtual lecture	Sustainable and Circular Entrepreneurship	2h	UNIPV

About Business			
Virtual lecture	Innovation and Business Modeling	2h	UNIPV
Virtual lecture	Business Modeling – the lean start-up approach	45min	UJena
Virtual seminar	Value Proposition Design - a practical and startup-oriented approach	2h	UJena
Virtual lecture	Entrepreneurial Finance	45min	UAIC
Virtual lecture	Horizon Europe structural European financial supports (FEDER & INTERREG)	2h	UP

About IP rights			
Virtual seminar	Intellectual Property Rights Market Research	2h	UJena
Virtual lecture	European Patentability requirements	2h	UP

Virtual lecture	Applying for a patent : National, European, International (PCT) routes	2h	UP
Virtual lecture	IP/patent good practices	2h	UP

About the Team			
Virtual seminar	Appreciative Team Development: diversity and empathy	2h	UJena
Virtual self-learning module	Intercultural Communication	3 to 10 h	UJena
Virtual self-learning module	Virtual Intercultural Teams	3 to 10 h	UJena

Region-centric offers			
Course (on site)	Curso ibérico de empreendedorismo de base tecnológica ("Iberic Technology-based Entrepreneurship Course")	2h	UC
Virtual workshop	El Ecosistema de Emprendimiento de la Universidad de Salamanca ("The Entrepreneurship Ecosystem of the University of Salamanca")	2 h	USAL

On-demand programmes			
Programme (online and face-to-face)	Programa Explorer. Plan de empresa y puesta en marcha del negocio (« Entrepreneurship: Explorer Programme »)	12 weeks	USAL
Programme (online and face-to-face)	Programa Bejar (« Béjar Programme ») - training on demand for entrepreneurs)	2 h	USAL
Programme (online and face-to-face)	Programa de emprendimiento social y cultural (« Social and Cultural Entrepreneurship Programme ») - on-demand training in employment plans).	3 h	USAL
Programme (online and face-to-face)	Programa de emprendimiento tecnológico (« Technological Entrepreneurship	3 to 10 h	USAL

	Programme »») - training on demand of entrepreneurs)		

The portfolio is dynamic. Further offers will be added as they become available, or listed offers might be replaced by similar topics. All offers and dates are announced to the students in advance via the www.ec2u.eu website and social media. If fewer than 7 participants are expected, individual offer might be cancelled.

2.   Simulation game

The Open Online Courses of Phase I of the Entrepreneurial Academy are complemented by simulation games. The simulation practice requires collaborative teamwork as well as readiness to deal constructively with intercultural, unfamiliar situations and complexity. In this way, students gain important experiences that are beneficial for both their personal and professional development and it prepares them for an entrepreneurial career.

Background: The simulation games are developed in the VIGIL ("Virtual Interactive Games of Intercultural Learning") project. It is funded by the German Academic Exchange Service (DAAD) with the aim of creating sustainable networks of universities from all over the world and enabling intercultural learning experiences for students. The simulation games were developed in cooperation between interculture.de and the Department of Intercultural Business Communication at the University of Jena.

Procedure: The simulation games are played synchronously over a period of six weeks with teams from three or four universities. Three EC2U universities are starting in a first iteration in summer 2022, the other EC2U universities might take part in a second iteration in winter 2022/23. Teams are formed of 5-20 people with internet access and good knowledge of English (B2/C1). Simulation game meetings take place once a week on a mutually agreed date (2.5-3 hours). The simulation games are accompanied by regular reflection processes in order to sensitize for one's own behavior in such situations. For this purpose, the simulation games are recorded via screencast. This makes it possible to analyze intercultural behavior and thus initiate intercultural learning processes.

Mentors: The teams are accompanied and supervised by a mentor from their own university during the simulation game. The teacher should have experience in virtual teaching and is responsible for the on-site organization. Previous intercultural knowledge is helpful, but not absolutely necessary.

Languages: The moderation of the simulation game takes place English. The simulation game materials are available in English and in the different languages of the EC2U Alliance upon request.

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B.   Phase II: Entrepreneurial Week

Module	Examples of Content	Scope
Business	Workshop - The business model canvas	60min
	Input – The startup ecosystem	45min
	Input – Project management	90min
	Open space – Teamwork and reflection	
Team	Input - Awareness and wellbeing (Code of conduct for the Week)	15min
	Input - Work in divers, international teams	45min
	Workshop - Work in divers, international teams	45min
	Socializing – city tour or scavenger hunt	90min
	Open space – Teamwork and reflection	
Idea	Workshop - Entrepreneurial opportunities	90min
	Workshop - Design Thinking	5h
	Workshop - Storytelling and pitch training	90min
	Open space – Teamwork and reflection	
Entrepreneur Lounge	Panel discussion - startup stories of entrepreneurs	60min
	Company visit - Visit of two local companies (SMEs)	3h
Finale	Concluding event - Fair of Ideas	5h

The content of each Entrepreneurial Week is determined by the organizers of the host university, so the University of Pavia (UNIPV) in Spring 2022, the University of Iași (UAIC) in Fall 2022 and the University of Jena (UJena) in Spring 2023. They are supported by the Expert Group and WP7 leadership. Speakers and instructors can be faculty or staff of any of the EC2U Universities or external invitees. The EC2U associated partners and businesses from the host universities' local communities are particularly welcome.

C.   Phase III: Follow-up Mentoring

The follow-up mentoring of Phase III provides the alumni of the Entrepreneurial Week with further support. Coaching and mentoring will support individual development, help with networking and finding further entrepreneurship programmes. Virtual alumni meet-ups help cultivate the students' networks and create a supportive community for the first entrepreneurial steps. Participants are encouraged to continue the virtual meet-ups on a self-organized basis.

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V.   Mobility

Phases I & III: Virtual Mobilities

The OOC and Follow-up phases include exclusively formats without physical mobility.

Phase II: Physical Mobilities

The WP7 budget for each EC2U partner university specifies a total of 6 short term (5 days) student mobilities, 42 in all, for the three Entrepreneurial Weeks (EW) taking place by the end of the pilot phase.

As agreed by the EC2U ExeCo for all EC2U short mobilities, each student will be granted up to 400 Euros for their travel and 130 Euros/day for lodging and meals.

The funds will be administered by the participants' home universities according to the respective internal regulations. Students participating in the EW at their home university will not receive mobility grants.

VI.   Learning outcomes and recognition

A.   Learning outcomes and competencies

Participants of the Entrepreneurial Academy gain knowledge, competences, and self-confidence to become successful entrepreneurs.

Knowledge:
- They gain knowledge on the important factors of entrepreneurial success, e.g. business modeling, finance and intellectual property.
- They know different actors in the entrepreneurial ecosystem. They know where they can get support.
- They understand the environment of businesses and the important role of startups in society.

Competencies:
- They train their transversal skills, especially working in intercultural multidisciplinary teams and how to engage proactively.
- They learn how to apply creativity techniques to arrive at new ideas. They know techniques for reviewing and testing ideas.
- They train to communicate their ideas and activities.
- They are able to apply the acquired knowledge and to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts.

Self-confidence:

- They have an increased awareness regarding interesting challenges and entrepreneurial opportunities.
- They are less afraid of failing. They are more willing to deal with uncertainties and complexity. They take risks consciously.
- They have a clearer understanding of their personal skills and goals. They are poised to imagine establishing a business of their own and can consider self-employment.

Surveys are used to verify these expectations regarding the personal development of the participants (see also section IX.A on Evaluation).

B. Recognition

Phase I: Students who attend 3 or more events/modules in the framework of the OOC can apply for a certificate of participation. To document participation, the teaching staff collect the participants' names.

Phase II: The participants receive a certificate at the end of the Entrepreneurial Week. It is aimed to facilitate the recognition of ECTS credit points for the participation in the Entrepreneurial Week at the participants' home universities.

An EC2U certificate template is currently being developed by the central project coordination office in Poitiers which can be adapted for the certificates issued at the Entrepreneurial Academy.

Students will be encouraged to add all EC2U Entrepreneurial Academy activities to an EC2U Career Plan Certificate (EC2U WP7 Deliverable D7.1).

VII. Communications and Call for Participation

The target group is not limited to certain disciplines. To attract a broad spectrum of students, the core message of the call to participation is that no prior knowledge of entrepreneurship is required, only curiosity. Besides innovation and entrepreneurship, highlighted gains will also include intercultural teamwork and transversal skills training.

Channels: The curriculum of the Entrepreneurial Academy will be available on the EC2U platform, on each partner's webpage and promoted via social media. There will be a subpage on www.ec2u.eu with all relevant information regarding the Entrepreneurial Academy that is updated regularly. Social media posts are used to promote upcoming event highlights of the Academy. Where relevant, templates for posters and flyers will be provided to the partner universities for local dissemination.

Diversity is an important aspect here. During the events and in the communications, it is made clear that diversity is a valuable source for creativity and innovation. Explicitly internationality and transdisciplinarity are in focus, but many more diversity dimensions are touched. It is also an aim to depict strong female entrepreneurship and to increase the visibility of female role models.

Timing: Each call for participation in the EC2U Entrepreneurial Academy starts about 6 months before the respective Entrepreneurial Week (EW) and includes announcements of both the

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OOC and the EW. The comprehensive documentation of the calls for participation will be submitted with the Deliverable 7.4 as per the accepted grant proposal.

The application deadline for the Entrepreneurial Weeks will fall approximately three months before the Week itself to ensure ample time for the selection and acceptance process.

Figure 5: Mock-up of a possible post on social media

VIII. Partners

The EC2U universities each have unique areas of expertise and competencies in the field of innovation and entrepreneurship. The strength of the EC2U Entrepreneurial Academy comes from the pooled resources and this multifaceted approach to entrepreneurship.

In addition to the EC2U partner universities, the extended EC2U network is invited to contribute to and to profit from the Entrepreneurial Academy. The city authorities and local companies can learn from the shared good practices and gained experiences. Furthermore, the contact with bright minds can raise their own innovation potential and new talents can enter the local labor markets.

The associated partners, especially the cities' business development units, are invited to contribute to the activities. For example, they will present themselves at the Entrepreneur

Lounge sessions and support the organization of the company excursions. At the concluding fair of ideas, the associated partners are invited as judges and mentors.

IX. Quality control and sustainability

A. Evaluation

Surveys are used to evaluate the quality and the outcome of the Academy. There will be a survey at the start of and after the Entrepreneurial Week to capture the development of the participants (see also section VI.A on Learning outcomes). For quality control there will be a participant survey to rate the sessions and the organization and to express feedback. And there will be a survey for the involved experts, lecturers and coaches to ask for their feedback regarding the organization and the Academy itself.

B. Dissemination

EC2U social media channels and website as well as those of the partner universities hosting the Entrepreneurial Weeks will disseminate results and, with the consent of the participants, participant experience reports. Results of the EWs may be presented at the EC2U Forum, or if the EW takes place simultaneously with the Forum, certain events may be integrated into the larger Forum program.EC2U Entrepreneurial Academy materials (e.g. template of the learning journal, reports and recommendations) will be published on the EC2U website. Thereby, other parties are invited to adopt and develop the format of the Entrepreneurial Academy further.

C. Sustainability

Within the EC2U alliance, the Entrepreneurial Academy aims to have a sustainable impact. This is secured by the pan-European involvement of many actors in the field of entrepreneurship and innovation: professors, founders, students, administrative staff, career services, innovation labs, associated partners like the cities' business development units, companies, etc. The actions for the planning and implementation have long-lasting structural impact for entrepreneurship education that goes far beyond the immediate impact on the participating students:

- Expanding the local offers on entrepreneurship education
- Sharing best practices across the EC2U alliance
- Expanding the network and finding partners for further cooperation
- The universities of the EC2U alliance can integrate the programme as a regular offer of their Career Services and/or Transfer Services.

> Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.