



ENTREPRENEURIAL TRAINING FOR EMPLOYED PEOPLE

Description of the innovative teaching practice

A blended learning concept combines a custom-tailored MOOC course with concise on-site workshops.

MOOC stands for Massive Open Online Courses. A MOOC is “an online course designed for large number of participants that can be accessed by anyone anywhere, as long as they have an internet connection, is open to everyone without entry qualifications and offers a full/complete course experience online for free” [Brouns et al., 2014].

In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, Teachers, and teaching assistants (TAs), as well as immediate feedback to quick quizzes and assignments [Wikipedia,2020].

Due to their busy schedule, today’s people often miss out on specific education. In this regard, we can offer them the opportunity to combine busy daily life and top-level entrepreneurship training.

The blended learning concept combines custom-tailored online modules (MOOC) with concise on-site workshops at universities.

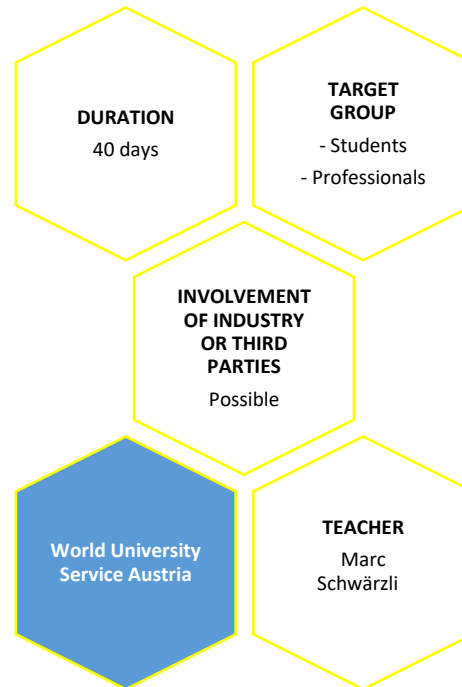
- **Example**
 - Entrepreneurship training course
 - Online modules via MOOC (5 to 6 weeks) and on-site courses at universities (2 x 2 days)
 - Language of instruction: English (online), national language (on-site)
 - Entry requirements are optional depending on the specific target group

Skills to be acquired/ improved:

- Face to Face:
 - Learning strategy (learning to learn) and interpersonal skills
 - Finance and decision making
- MOOC based:
 - Starting Line - intercultural exchange and teamwork
 - Communication, self-marketing and leadership
 - Marketing, presentation skills and written communication
 - Understanding business and valuation of business ideas
 - Leading business - entrepreneurship, business plans and innovation management



- Finish line – reflection and presentation of an elevator pitch
- Face to Face:
 - Understanding of the corporate law, labour law and IPR
 - Project management and drafting of business ideas



Methods and techniques

- Face to Face:
 - Workshop, seminar, training, group work, examples
- MOOC
 - The MOOC supports the learning processes in a diverse, international online group. Experts/facilitators provide different types of materials, questions for discussion and tasks to fulfil with respect to the topics of the week. The moderators/conveners support participants to become active online learner who collaborate with others to complete the tasks and who shares his or her learning experiences on the web.

Methods for assessment and evaluation of the practice

Methods for assessment and evaluation:



- Face to Face
 - Multiple Choice questions
 - Moodle is for the overall administration of students and the evaluation of the quiz results
- MOOC
 - Minimum number of posts or blogs per week
 - Completion of the weekly assignments
- ECTS
 - An additional test on Moodle is necessary to get the 3 ECTS points