

# O4

## Learning Material for target group “Employees in companies with growth potential or growth ambition towards management or staff positions”

Draft 1 – May 2018

### Output description

Publication and & dissemination of the learning material, including teacher's resource kit, assignments, student manual, supporting media material, design of the method of delivery (digital and/or physical), to relevant target groups of the project.

### Preparation tasks

- Preparation on outcomes learning material per target group Employees in companies with growth potential or growth ambition towards management or staff positions; entrepreneur skills per target group Employees in companies with growth potential or growth ambition towards management or staff positions; goals, starting situation of the future participants. Design of the method of delivery (digital and/or physical).
- Development of proposal Competence development: defining the related knowledge, skills, attitudes for the target group of Employees in companies with growth potential or growth ambition towards management or staff positions
- goals, rough outlines on contents of outcome O4 as a preparation to the next step: development of learning material
- Draft training schedule, level & duration of O4

### Executorial tasks:

- Development the draft O4 - employees in companies with growth potential or growth ambition towards management or staff positions, including teacher's resource kit, assignments, student manual, supporting media material, design of the method of delivery (digital and/or physical), etc.
- Develop in concept evaluation model for testing O4
- Study learning material
- Train the trainer
- Adjusting learning material O4
- Translations learning material O4 in 4 languages
- Testing learning material O4 Employees in companies with growth potential or growth ambition towards management or staff positions, at 2 participating countries: Germany and Belgium, using the developed evaluation model.
- Final corrections on O4 incl. assignments & teacher's resource kit, student manual, supporting media material, design of the method of delivery (digital and/or physical), in HE, VET & Incompany.

## Background

- Thrive!-reports “How future proof is the Creative Industry” and “Developments, future company profiles, and entrepreneurial skills in the creative industries”
- Framework given by the EntreComp model by the European Commission

## Skills / goals

The skills that shall be acquired via the learning material are

- sophisticated skills in project-management (especially modern concepts like agile project-management, scrum etc.)
- Skills in communication
- Competences in leadership
- Ability to work in teams / networking / cross-cultural competences
- Ability to work under pressure / adaptiveness / flexibility
- Time- and self-management (ability to set goals, ability to prioritise etc.)
- Resilience / Health management

## Teaching and learning methods

### *Flipped classroom concept*

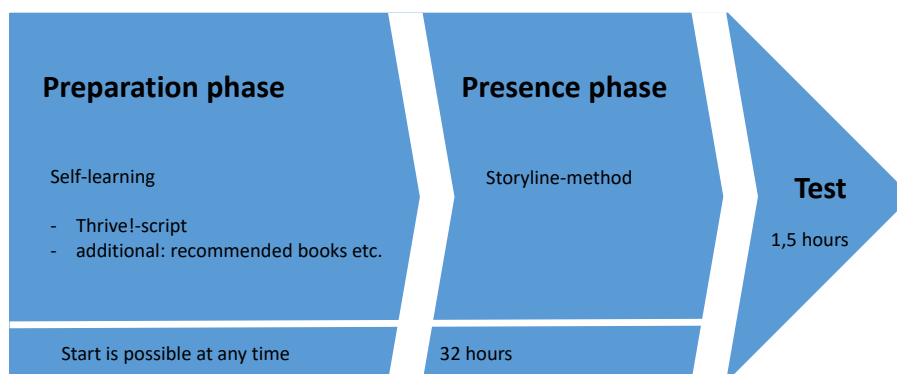
The training module is divided in two phases: preparation phase and presence phase.

A mixture of methods will be applied:

- Self-study (“preparation phase” / “distance learning”)  
in the first phase of the learning module the participants prepare for the course by self-study of the theoretical background of the different subjects of the course
- Application of the knowledge (“presence phase”)  
during the presence phase the participants train the application of the knowledge via
  - Case studies /Business cases
  - Role playing
  - concrete problems

### → *Storyline-method*

the participants define their own project or found their own business. The project / enterprise is the recurrent theme during the presence phase



## Content of the intended course

### Module 1: Project management / Management of innovation projects

- From generating ideas to definition of innovation projects
- Agile project management / scrum
- Building innovation teams (definition of requirements, assessment, recruiting external experts)
- Design thinking
- ...

### Module 2: Leadership and communication

- Motivation and Coaching of innovation teams
- Organising knowledge management and knowledge transfer
- Participative management – integrating different people (highly diverse) in an innovation project
- Communication and solving of conflicts
- ...

### Module 3: Networking / Culture

- Intercultural competences
- Opportunities and risks of social media
- Networks and compliance
- Community management
- ...

### Module 4: Self-management / Health Management / Resilience

- Highly effective working
- Personal organisation
- Coping with stress
- Work-life-balance
- ...