

Draft proposal learning material female entrepreneurs course

ua81wmzt7y





Connection between content and competences

- The content of the course will focus on two aspects:
 - a. The theory on the content, and
 - b. Practical exercises directly connected to the world the entrepreneur is working in.
- The competences of a female entrepreneur.

Only in a specific situation where a specific kind of behaviour is required, the competences can be working against the best method / behaviour, has to be effective in this specific situation.



The competences of a female entrepreneur

Male Entrepreneurs	Female Entrepreneurs
General characteristics	
Decision Making easy Business focused on economy and cost Willing to take financial risk Task oriented managers Business manufacturing and construction	Difficulty in making decisions Business focused on making social contribution and quality More conservative when it comes to financial risk Focus on good relationships with employees Business small retail and service orientation
Risk tolerance	
Less concerned about hazards in business ownership Feel have enough information Require less social support to start business Willing to fail in business Propensity for risk in general	More concerned about hazards in business ownership Require more detailed information Require social support to start business Less willing to fail in business Risk adverse generally
Financing	
More capital More debt Bank trust male Easy to access to capital	Less capital Low debt A lack of track record for financing Bank not trust female Not easy to access to capital
Motivation	
Externally focused Strong initiative Earning more money Previous experience	Autonomous More positive Good common sense Think critically Very aggressive Own boss Achieve a sense of accomplishment
Management	
Logical thinkers Oriented leaders Grow their businesses More aggressive when it comes to expansion	Intuitive thinkers Communicative and expressive behaviours Communications skills are excellent Understand the needs of their employees Grow their businesses Cautious and conservative about expansion
Networking	
Large network Organisations More access to network	Small network Family and friend Less access to network



Connection female competences to the content

	Content (what)	Competence to improve
1.	<ul style="list-style-type: none"> - <u>Knowing your own company</u> <ul style="list-style-type: none"> • mission statement, • goals in terms of: <ol style="list-style-type: none"> 1. finance, 2. marketing & market, 3. people or the entrepreneur, 4. products, production or services. 	<ul style="list-style-type: none"> • Decision making is difficult • Business focus on people & products instead of market & finance • Type of business: Small retail and service orientation instead of manufacturing • Risk tolerance low • Create better financial planning
2.	<ul style="list-style-type: none"> - <u>Understanding the surroundings</u> <ul style="list-style-type: none"> • PESTEL • Competitors & competitions • Customers & demands 	<ul style="list-style-type: none"> • Business focus on people & products instead of market & finance • Networking (Working with others / mobilising others)
3.	<ul style="list-style-type: none"> - <u>Action plan & organize;</u> <ul style="list-style-type: none"> • To structure <ol style="list-style-type: none"> 1. tasks, authorizations and responsibilities 2. Planning 3. Working together 4. Communication • System development / system implementation • Style, leadership and control • Staff / skills, development & assessment 	<ul style="list-style-type: none"> • Decision making is difficult • More conservative with financial risk • Relationship oriented instead of task oriented • Risk tolerance low • Lower competitiveness • Create better financial planning • Self-confidence, initiative & proactivity



Connection between content and research results

- The basic model to use for the content is the 7S-model of McKinsey. In the course we start with an introduction on the mission statement and goals of the company. We call it ‘knowing your company’ followed by the second part, focused on the surroundings of a company and these 2 together form the first ‘S’ of the 7S-model (Strategy). The rest of the 7S-model we will use in the action plan and organise.
- We don’t zoom in on a specific subsector, as this gives the opportunity to implement the material more broader for a larger audience in different sectors.

Goals

- To be aware of the developments and its effects on the different sub-sectors
- To be aware of the specific competences and the situational effects of the competences for the female entrepreneurs.
- To gain knowledge on the several aspects of the content of the 7S-model.
- To be able to apply the knowledge in the practical situation of the student, depending on the target group. Meaning: the actual situation of a student working in a company vs. an example company for a student without job or practical background.
- To be able to influence their behaviour in such a way that they will be able to make the right choices in adapting their behaviour and be effective in a situation.
- To be capable to function in the network group and that they are capable to give feedback in a positive way on the behaviour (competences) of their fellow female network participants.





Duration

The course is estimated on 27 contact hours, excluding homework and preparation of the lessons by students. The estimated study hours needed supporting the participation of the course is not clear.

Lesson plan

Part 1) Introduction on the course Female entrepreneurship; this introduction has three elements:	Duration: 1 module 3 hours
Part 2) knowing your business	Duration: 2 modules of 3 hours
Part 3) surroundings	Duration: 2 modules of 3 hours
Part 4) action & organize / 7S model	Duration: 2 modules of 3 hours
Part 5) Management game	Duration: 2 modules of 3 hours
Course total	27 hours

