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ERASMUS+ PROGRAMME EUROPEAN COMMISSION

GreenVETAfrica

MODULE OUTLINE

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1	Title:	Module 5: Foundation of micro-entrepreneurship skills for Micro-SMEs
2	Abstract with aims & objectives	<p>This introductory course on entrepreneurship provides a comprehensive foundation for aspiring entrepreneurs.</p> <p>Over the course of 20 hours, participants will engage in a range of units designed to foster creativity, introduce the key concepts of entrepreneurship, and equip them with essential skills for business success.</p> <p>Moreover, the course delves into the core concepts of entrepreneurship, providing a deep understanding of the fundamental principles that underpin successful ventures. Participants will explore key topics such as market analysis, product development, customer research, financial planning, and business strategy. Through hands-on exercises and real-life case studies, they will gain invaluable insights into how to navigate the complexities of the business world and make informed decisions to achieve their goals. By the end of the course, participants will have acquired a solid foundation in entrepreneurship and be ready to pursue their entrepreneurial dreams.</p> <p>Aims and Objectives</p> <p>This module aims to help participants to:</p> <ul style="list-style-type: none"> • Discover the power of creativity and how to create a business through problem solving • Master opportunity analysis • Conduct market research and identify market gaps • Design effective business models • Grasp the intricacies of business finance, and • Perfect learner's pitching skills.
3	Key words	<i>Ideation, critical thinking, innovation, entrepreneurship, market trends, customer discovery, competitive advantage, financial forecasting, customer segments, value proposition, customer relationship, cost, revenue, key partners, value creation, value delivery and value capture, pitching, business model canvas</i>
4	Knowledge domain	<ol style="list-style-type: none"> 1. Creativity and Innovation 2. Market Analysis and Customer Insights 3. Financial Planning and Pitching
5	Duration	20 hours

6	Contents (Specify n. of hours of each Unit)	Module 5: Foundation of micro-entrepreneurship skills for Micro-SMEs (20 Hrs, AREA, WA)	Unit 1: Creativity (2 hours) Creativity and Problem solving Building a culture of innovation Unit2: Introduction to Entrepreneurship (2 hours) What is Entrepreneurship? Characteristics of successful Entrepreneurs Unit 3: Opportunity Analysis (2 hours) Opportunity recognition Idea generation and validation Unit 4: Market Research (2 hours) Research techniques Data Analysis Unit 5: Business Models (5 hours) Value Proposition, Customer Persona Unit 6: Business Finance - Budgeting and Sales Techniques (2 hours) Revenue Streams and costs Funding sources Unit 7: Pitching (5 hours) How to prepare a pitch Elements of a good pitch
7	Learning outcomes (2-3 per module)	Module 5: Foundation of micro-entrepreneurship skills for Micro-SMEs By the end of this module, participants will be able to: LOut1: Apply creative thinking to identify new business opportunities and develop unique solutions. LOut2: Assess the viability and potential success of business ideas, mitigating risks and making informed decisions. LOut3: Develop and communicate compelling business plans to potential investors, partners, and customers.	
8	Learners' profile	50 Teachers (25 Ghana, 25 Nigeria) with following profile: TVET Teachers with <ul style="list-style-type: none"> ● First Degree/Post-University level/HND ● A fair idea of pedagogical training ● Experience with E-learning platforms 	
9	Delivery mode (face2face, working groups, online, blended)	Face-to-face, online, self-paced assignments	

10	Tools and materials needed for implementation	Audio visual setup, Internet Connection, participant workbooks, facilitator's manual
11	Related Urls and Online Resources	https://miro.com https://www.sessionlab.com/library/team , https://toolbox.hyperisland.com
12	Type of resource (video, lesson plan, etc.)	Trainer's manual/guide, participants handbook