



Turning European placements into a learning environment for entrepreneurial skills

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Agenda

- Role of entrepreneurship competence for employability
- Role of placement mobility to develop the entrepreneurial mindset of students
- The 3 elements of the Uni-Key approach
 - The on-line course "Discover your Business Potential" targeted to mobile students
 - The public on-line "Uni-Key Challenge"
 - The on-line course "How to manage international interns and staff" targeted to mentors at host organisations of mobile students
- Outlook on evaluation of impact and implementation of the Uni-key project results

Lifelong learning key competence "sense of initiative and entrepreneurship"

"...is the ability to turn ideas into action. It involves creativity, innovation and risk-taking,

- the ability to plan and manage projects in order to achieve objectives.
- The individual is aware of the context of his/her work and is able to seize opportunities that arise.
- It is the foundation for acquiring more specific skills and knowledge needed by those establishing or contributing to social or commercial activity.
- This should include awareness of ethical values and promote good governance"

The „Bottom-up approach“ of unleashing the entrepreneurial mindset among mobile students

- Uni-Key promotes contacts to entrepreneurs during placements at SMEs
- Uni-Key turns key situations during placements abroad into entrepreneurial learning opportunities
- Uni-Key turns students from beneficiaries of EU-funding into promoters of transnational cooperation (“home and host ambassadors”)

Key situations -> entrepreneurial learning opportunities

1. **Planning internship abroad** -> career development exercise
2. **Self-organisation during internship, including financial issues**, -> problem solving and financial management exercise
3. **Confidentiality and ethically challenging situations** -> good governance exercise
4. **Interim evaluation** -> opportunity seizing and intercultural networking exercise
5. **Underchallenge and overstress situations** -> self-organisation and goal setting exercise
6. **Conflict and reluctance situations** -> strategic self-development and creative thinking exercise
7. **Reporting on internship activities** -> valorisation and effective communication exercise

Uni-Key Pilot course modules



Uni-Key Pilot course 2 (for students)

Start:	March 25 2013
End:	July 2013
Organisation:	7 modules á 10 days (ca. 3-4 workload hours) + welcome/feedback module
Language:	English
Format:	Moderated On-line Course

Skills trained e.g. in Module 4

I have an idea ... ! Identification of cooperation opportunities between home and host environment

Participants will be able to:

- identify and reflect on stereotypes and prejudices in intercultural encounters
- explain and reflect on home ambassador roles when being abroad
- seize opportunities for networking and further learning (career planning)
- to present/pitch in English
- to communicate in an on-line forum and work in English

Module 4: Best Practice Example

→ Ambassador role:

Role	What are you proud of/ what strengths do you see?	What can you offer? How can you prepare yourself?
Home country representative		
University representative		
Local region representative		
Your exchange programme (e.g. Erasmus) or European Union representative		

Module 4: Ambassador role

What are you proud of/ what strengths do you see?

As home country representative: "As it is said: Germany is the country of poets and thinkers. There are a lot of thinkers, poets and philosophers originally German, which are important for the western culture or have made an important contribution to it. Furthermore, many art historians are originally German or native German speaking although some immigrated during the war.

In Germany there are lots of different kinds of bread, so that there is almost one tasty type for everybody.

Everything seems to be organized."

What can you offer? How can you prepare yourself?

As home country representative: "A bright general and cultural knowledge; how things are organized in Germany; open-mindedness."

Module 4: Ambassador role

What are you proud of/ what strengths do you see?

As home country representative: „My history, my culture, my language. But also how portuguese people face difficultes and problems and the way we overcome them.“

What can you offer? How can you prepare yourself?

As home country representative: “ I can offer a completely different way of thinking, with a completely different background. This can really productive in a workplace, since problems are faced in a different way.

The history of my country and its culture my also fascinate other people and it can help to stop with some prejudices that might exist about Portugal and portugeuse people.

I can also promote my country as a touristic destination.“

Module 7

Ambassador role in your host environment

	What are you proud of? What strengths can you name? What is original?
Ambassador of the region	
Ambassador of your host Organisation	
Ambassador of your host colleagues and friends	

Uni-Key Xchallenge



Extra Challenge Forum - ask your questions about the extra challenges here



Challenge 1:
Different
cultures



Challenge 2:
Have you
heard?



Challenge 3:
Look
around!



Challenge 4:
Business and
Politics!



Challenge 5:
Pitch it!



You can use the symbols above to navigate through all of the sections of this course module

Content

- Welcome to the Uni-Key Challenge Game
- Challenge 1: Different cultures
- Challenge 2: Have you heard?
- Challenge 3: Look around!
- Challenge 4: Business and Politics!
- Challenge 5: Pitch it!



Uni-Key Xchallenge

Challenge 1: Different cultures

Identify a local official holiday in a foreign country (i.e. does not exist in your own country) and find out about what people celebrate or commemorate and what they usually do on this day. If you are already involved in doing business in that country please discuss how this holiday could affect your business. Report about your findings.

Uni-Key Pilot course 2 (for employers/supervisors)

- Start:** May 2013
- Duration:** 3 weeks (5 hours workload)
- Language:** English
- Format:** Moderated On-line Course
- Contents:** How to manage international interns and staff?

- motivate employees/interns
- organisation of internship
- intercultural communication
- turn students into ambassadors of your company

Uni-Key Pilot course 2 (for employers/supervisors)

How to mentor international interns and staff

- identify strategies of motivation of international interns/staff
- reflect on application of motivation tools and methods
- provide effective feedback, apply mentoring techniques
- evaluate potential of knowledge transfer by an international intern/staff
- describe potential of interns and develop strategies to turn them into an ambassador of the host environment
- communicate (contribute and comment) in an on-line forum in English, work in English language

My stay abroad: Personal Development Plan

- (1) Who can I identify as key persons/organisations, who can help me later in my career (in the development of my future plans)?**
- (2) How can I control costs (material and immaterial) in a new environment (obtaining a positive ratio benefit/effort)?**
- (3) How do I create an active network of contacts that can be useful for my future (media, frequency, style, location)? (e.g.
- how can I invite a key person for lunch (if lunch is an appropriate way in the host business culture)?**
- (4) How can I develop my gain (monetary income and skills/knowledge) in a new environment (obtaining a positive ratio benefit/effort)?**

My stay abroad: Personal Development Plan

(5) How can I develop my knowledge/skill base in order to support my (future) plans? How can I exploit my resources for my professional development?

(6) Who can I provide an added value to? How can my background and connections (at home and in the host country) create a cooperation opportunity between organizations and contribute to my personal development? What can be my role in the facilitation of this cooperation (what differentiates me from the others)?

(7) How can my current activities/responsibilities be related to things I would like to do in the future? What are the actions that will help me to reach my goal? What strategy do I use to prioritise my activities?

Outlook

- evaluation of pilot 2 including perception of entrepreneurship and competence development in summer 2013
- implementation as a regular course offer for students/graduates undertaking traineeships abroad from October 2013
 - obligatory for students of Erasmus/Leonardo placements of the network for EU-placements coordinated in Fulda, Germany
 - universities, networks, consortia are invited to send their students to participate in the online course or to collaborate in "transfer projects"
 - details of implementation of challenge game, course for mentors/ host organisation depends on conditions of the new generation of EU mobility programmes
 - next step will be to strengthen the European civic skill development during a stay abroad

Thank you

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BUSINESS POTENTIAL

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