

Entrepreneurship animator

Structure of "Entrepreneurship animator" study program

1. Characteristics of the study program:

1.1 The name of the study program: "ENTREPRENEURSHIP ANIMATOR"

1.2 Aim of studies: To provide knowledge and skills, preparing for entrepreneurship development tasks, better trained personnel ready to work as an entrepreneurship animators

1.3 Target group: Degree graduates, managers and employees changing or upgrading their qualifications, unemployed graduates, teachers, trainers, decision-makers, people willing to start their own business activity, small and medium business entrepreneurs.

1.4 Entry requirements: Higher education studies at Master's and bachelor's level

1.5 Learning outcomes and competences: Attitudes & Transferable Skills Knowledge-base skills Self-education Creativity Communication skills Assertiveness Initiativeness Flexibility Leadership Negotiating Motivating Forming teams and teamwork Creating partnerships Research, analysis, organization, implementation, development of business activities and strategies. Management of business projects, products, technologies and finance. Creation, promotion, implementation and support of business entrepreneurship. Consultancy in business analysis, management, development and law.

1.6 Number of ECTS credits: 201

1.7 Requirements for a diploma/certificate: All required assessments fulfilled

1.8 Grading scale ECTS grade % of successful students normally achieving the grade

Comments: A10 B25 C30 D25 E10 FX---Fail – some work required to pass F---Fail – considerable further work required

2. Curriculum

2.1 Curriculum structure: Module ECTS

Subject	Code	Name	Code	Name	ECTS
Business Environment	6EA1.1EA1.2EA1.3	Business Potential and Development Business Strategy Product Innovation, Launching and Promotion	222EA2	Business and Entrepreneurship Management	6EA2.1EA2.2EA2.3
Project and Product Management	Financial Engineering	Technology Transfer	Management	222EA3	Creating an Entrepreneurship Animator
5EA3.1EA3.2EA3.3	Communication and Negotiations	Creative Thinking and Decision Making	Consultancy	221EA4	Business Law
3EA4.1EA4.2	EU Policies and Economic Law	Intellectual and Industrial Property Law	21	Total	20

2.2 Modules characteristics

Code	Module name	ECTS	Learning Outcomes and Competencies	Content Overview
EA1	Business Environment	6	Knowledge and skills in technical, economic, marketing, financial analysis of business and entrepreneurship development; building company's strategy; product launching and promotion.	Business – economic competencies (research, analytical, compiling, advisory) Business research, marketing and competitive potential analysis. Elaborating feasibility study. Creating business strategies and developing projects. Product launching and promotion. Market analysis. Image and brand creation. Implementation of innovations. Cost and risk analysis
EA2	Business and Entrepreneurship Management	6	Knowledge and skills in theoretical and practical issues of managing projects, knowledge and innovations, human and financial resources; planning and implementation of economic policies.	Business-managerial competencies (managerial, organizational, controlling, motivating) Project development and management. Creating business plan Financial management. Technology, innovation evaluation and transfer management. Practical implementation of economic policies. Using computer aided management tools
EA3	Creating an Entrepreneurship Animator	5	Knowledge and skills in thinking and acting creatively, communicating interpersonally, being assertive, possessing leadership and negotiating skills, forming teams and teamwork, making decisions, taking initiatives, motivating others and oneself. Counseling in business issues.	Social competencies (communicative, creative, innovative, entrepreneurial, leadership, consulting) Creative thinking and action. Taking decisions. Self-education. Leadership. Motivation. Teamwork. Forming teams and networks. Interpersonal communication, both written and oral. Associating partners, creating private-public partnership. Consultancy process and its forms
EA4	Business Law	3	Knowledge on national and EU economic legislation and regulations. Legal competencies (analytical, consulting,)	Law analysis, and consultancy in the following areas: EU policies, economic law, competition law, tax regulations, intellectual and industrial property law, labor code, environment and safety protection regulations, insurance law, economic intelligence.
Total		20		

<http://animatorzy.utp.edu.pl/en/images/entrepreneurship%20animator%20en.ppt>