



Cerasmus+ Training Curricula Report

Partner: ZSOiZ - Poland

Dates of implementation: 4-9.11.2019

Place of implementation: Zespół Szkół Ogólnokształcących i Zawodowych im. Mjra H. Sucharskiego w Bolesławcu, ul. Komuny Paryskiej 6, 59-700 Bolesławiec, Poland

Topic chosen: Business Start-ups

Target group chosen: I-VET

Professional skills

Creativity and innovation skills

Transversal skills

Teamwork

Maintain active business

Functional skills

Relationship management



Project n. 2017-1-IT01-KA202-006158

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Content

Business Model Canvas

Communication Methodology

Marketing

Business organization and job market

Client acquisition

Case study – interview with a ceramist/professional, identification of a business problem, creation of a business model and possible start-up as a solution

Learning Outcomes

- Ability to work in the innovative start-up sector, having the initial necessary knowledge to evaluate whether or not to invest in a specific business idea
- teamwork skills
- ability to identify a problem in a business
- ability to provide an innovative solution for a problem with a start-up idea
- defining the needs and requirements of the ceramic professionals and the job market

Methods/Tools

webinar, lecture, workshops, teamwork, case study

Group: 17 students

Teacher: Business Teacher, Ceramicists

Feedback from teachers: “Workshop represent a very creative approach to teaching students how to solve business problems and be more entrepreneurial. The examples



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of group activities are very different from those in traditional school curriculum. It was very informative and I feel I can use this with my students and staff.”

Feedback from pupils: “This is a useful program, with clear and progressive steps, that is very doable in high school”; “Excellent workshop – learned a great deal and inspired to learn more”; “This workshop was beautifully executed to bring together research & practice. I appreciated the final discussion regarding implementation.”; “One of the very best presenters who taught and shared relevant information and ideas.”



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