Proposal for a Blended Intensive Programme (BIP)

Introduction

Instituto Politécnico de Setúbal (IPS) has developed this proposal on behalf of the Consortium Erasmus Al Sud to propose a Blended Intensive Programme (BIP).

Erasmus+ higher education mobility (the KA131 action of the Erasmus+ Programme 2021-2027) encourages higher education institutions (HEIs) to jointly develop learning, teaching, and training programmes for groups of students and staff. The KA131 promotes, among other actions, Blended Intensive Programmes (BIP). BlPs "*foster the development of transnational and transdisciplinary curricula, as well as innovative ways of learning and teaching, including online collaboration, research-based learning, and challenge-based approaches in order to tackle societal challenges*" (European Commission, 2021:7)[1].

This proposal intends to present the BIP programme to the Consortium Erasmus Al Sud members structure, contents, program, as well as ECT information. We aim to implement the course from 10th to 28th April 2023 (17th to 21st April in person activities).

1. Title

Technologic Entrepreneurship: tackling regional challenges [Spin-out2Good]

2. Course Structure and Organization

2.1. Partnership

A group of six (6) international partners, in addition to IPS, that will be the Coordinator, will conduct this course:

<u>International partners (& respective areas of staff expertise)</u>

<u>Course Venue</u>

The course will take place at the facilities of the School of Business Administration - IPS in Setúbal campi, or at the facilities of one of the local partners, according to the needs and educational strategies used.

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[1] European Commission (2021). Higher Education Mobility Handbook: For Higher Education Institutions (Grant Applicants and Beneficiaries). Version 10.05.2021

2.2. Course content

The European Commission recognizes that it is essential that everyone can act upon opportunities and challenges, work with others, to manage their careers, and be a change maker, shaping the future for the common good. This idea relies on the entrepreneurial mindset, in every aspect of life. However, *"Entrepreneurial competence is often misunderstood and unevenly incorporated in education and training across the EU"* (EntreComp: the European Entrepreneurship Competence Framework)[2].
In this sense, a framework was developed to foster an entrepreneurial mindset and entrepreneurial activity in the region – the EntreComp: which has the potential to support the development of entrepreneurial competence for all and appeals for its inclusion in formal and informal education.

On the other hand, nine out of every 10 enterprises are an SME, they employ in Europe around 93 million people and are the engine of our economy, driving job creation, economic growth, and social stability. Furthermore, entrepreneurship and startup creation are much related to solving problems and tackling global challenges such as climate change, poverty, ageing, and other common problems in this scope, SMEs are a major focus of EU policy, aiming to promote entrepreneurship and improve the business environment and allowing them to realize their full potential in today's global economy[3].

The EU budget 2021-2027[4] will continue to support SMEs through important instruments like COSME (3 billion in 2021-2027) and the Digital Europe Programme (9.2 billion euros) which will concentrate on the digital transformation of SMEs to strengthen European competitiveness and economic growth. The Digital Europe Programme also plays a significant role in other areas, e.g. development of the digital skills, digitization, and connectivity in all the European regions (regional development and social cohesion).

On the other hand, technology transfer mechanisms are an essential part of HEIs-Industry collaboration and academic startups and spin-offs appear as particular forms to foster innovation. Aiming to support innovative companies with high-potential technologies, the EU intends to promote innovation and research excellence by attributing the record budget (97.9 billion euros) for the EU-wide research programme Horizon Europe.

3. Structure of the course

The course will use a b-learning format and is organized into eleven topics on business creation, with a total of 84 hours and 3 ECTS:

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[2] EntreComp: the European Entrepreneurship Competence Framework, available at:
https://ec.europa.eu/social/main.jsp?catId=1317&langId=en
[3] https://single-market-economy.ec.europa.eu/smes/sme-definition_en
[4] Fonte: https://www.digitalsme.eu/the-negotiations-of-the-eu-budget-2021-2027-take-aways-for-digital-smes/

Date	Topics		Responsible partner	Format	Hours
Week 1: 10ᵗʰ to 14ᵗʰ April	1.	key-trends on societal challenges	*partners with e-learning experience to be identified*	Online with mentoring	12
	2.	key entrepreneurial competences	*partners with e-learning experience to be identified*	Online with mentoring	12
Week 2: 17ᵗʰ to 21ᵗʰ April	3.	Business Ideation	*partners with e-learning experience to be identified*	Presential & Online	45
	4.	PESTEL Analyses	*partners with e-learning experience to be identified*		
	5.	Business strategy	*IPS*		
	6.	Technology transfer and IP management for startups	*partners with e-learning experience to be identified*		
	7.	Marketing Plan	*partners with e-learning experience to be identified*		
	8.	Startup Roadmap	*partners with e-learning experience to be identified*		
	9.	Value Chain & Lean Startup			
	10.	Financial costs & resources	*partners with e-learning experience to be identified*		
	11.	PITCH | Presentations	*IPS*		
Week 3: 24ᵗʰ to 28ᵗʰ April	12.	Business idea report development	*partners with e-learning experience to be identified*	Online with mentoring	15

Topics 1 and 2 are online-learning, between 10ᵗʰ to 14ᵗʰ April, and focus on the exploration of key trends in societal challenges and also on key entrepreneurial competencies, through theuse of Microsoft Teams Platform and others that stimulate co-creation, ex. Miro (*to be decided, depending on the partner responsible to run it*).

The work will consist on an online teamwork aiming to raise awareness on main global and regional challenges (European and country levels). Students, previously organized in teams 4-5 elements each, will have to search on proposed topics, discuss on them and bring to onsite- learning week insights for business ideation. For this, there will be online resources on the MS Teams platform (documents, videos, presentations, and links) and there will be mentoring available for teams' orientation.

Topics 3 to 11 are onsite-learning, from 17ᵗʰ to 21ˢᵗ April, and it focuses on the business idea development, from the strategic analyses to the financial plan, which will be conducted by teachers from different international partners with according expertise. In the begging of the day, will be conducted presentations on the topics, and after that teams will work on the topic development with mentoring onsite.

Each day will have 7 hours of onsite teamwork and 2 hours of online autonomous teamwork.

On the final week of the course, (24th to 28th April 2023) teams will have to finalize and submit their business idea report. This week will be available mentoring from teachers.

1.1. Key Concepts and Learning Outcomes

Key Concepts:

- Entrepreneurial mindset
- Technology Transfer
- Startups / Spin-Offs importance for socioeconomic development
- Startup roadmap: from idea to market

Learning Outcomes:

At the end of the course the student should demonstrate:

- Knowledge and understanding of the key concepts identified above;
- Ability to create innovative possible solutions to regional challenges and problems;
- Ability to plan on a business key topics;
- In-depth reflection of one's own learning experience, as well as the group's learning experience;
- Ability to transfer the international learning experience, into one's own national reality

1.2. Assessment

The course will be assessed, using strategies in accordance with the learning outcomes established. Performance criteria for the assessment of the learning outcomes defined are under development.

Nonetheless, the evaluation will regard:

- Teams deliverables for each course topic, along the course;
- Individual participation in the mentoring sessions;
- Business Idea Pitch;
- Final report.

1.3. Transfer of Credits

According to this proposal, the course will have 3 ECTS. Each partner organization is responsible to guarantee the transfer of the credits obtained in the course to their own home systems.

For the students of theIPS, the course coordinators will bring the proposal through the appropriate channels (including the Scientific Committee of the ESCE).

1.4. Participants

Students from engineering and business administration fields, Bachelor and Master Degrees are eligible to participate in the course.

A minimum number of 15 participants and a maximum of 20 is required, to guarantee the success of the educational strategies, as well as the sustainability of the course and considering the capacity of the facilities and human resources.

Students undergo a selection procedure at their home institutions, according to pre-defined criteria.

Teachers from international partners will participate in module 2 (the intensive part) using staff mobility (all expenses - traveling, accommodation, and subsistence, are covered by this grant).

1.5. Costs involved for the students

International students will cover their travel expenses and accommodation at Setúbal.

The course contents including the expertise of the teachers' team; all materials involved in learning (access to online platform and other materials); all lunches (n=5), a welcome pack and work visits are covered by the organization.