

# The Enterprise+ Project An Overview innovative potential meets experience

Institute for Work Science  
Ruhr-University Bochum

February 16th 2014  
Co-funded by the European Union

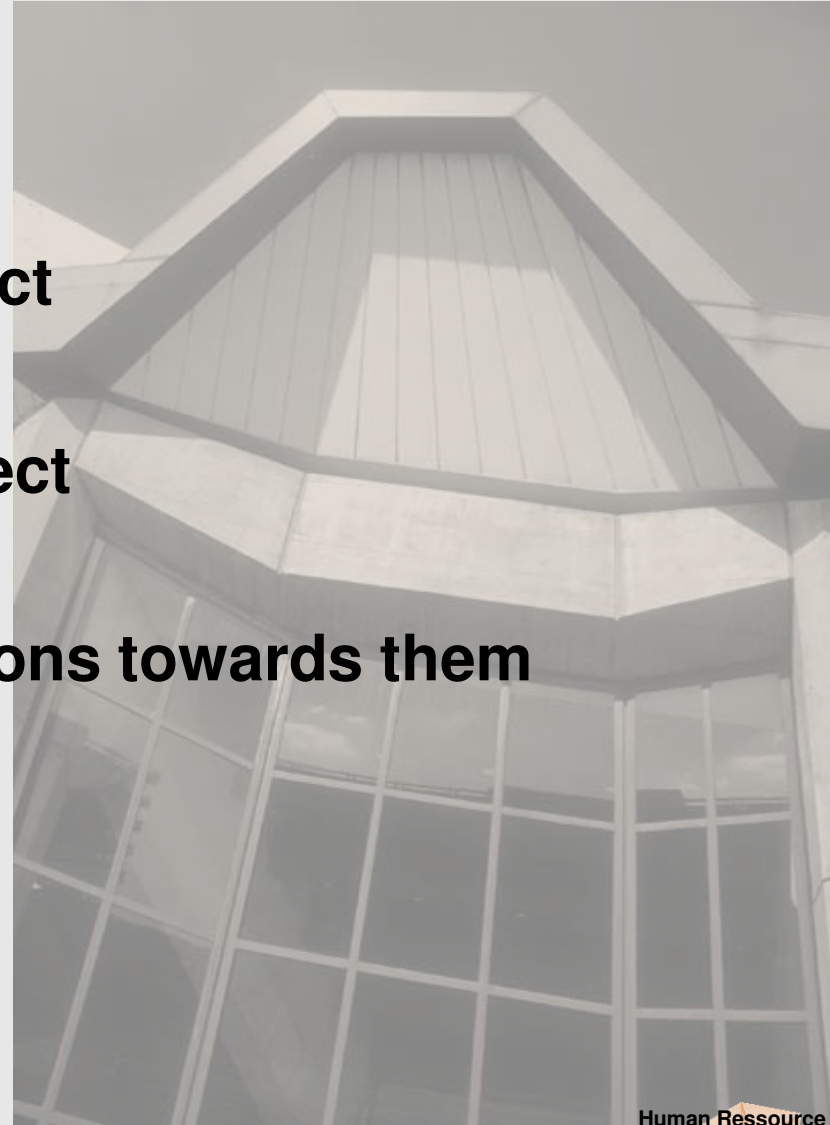


Human Resource  
Management &  
Qualification



RUB

- 1. Guiding question of the project**
- 2. Tasks and phases of the project**
- 3. Project players and expectations towards them**



# 1. Guiding question of the project



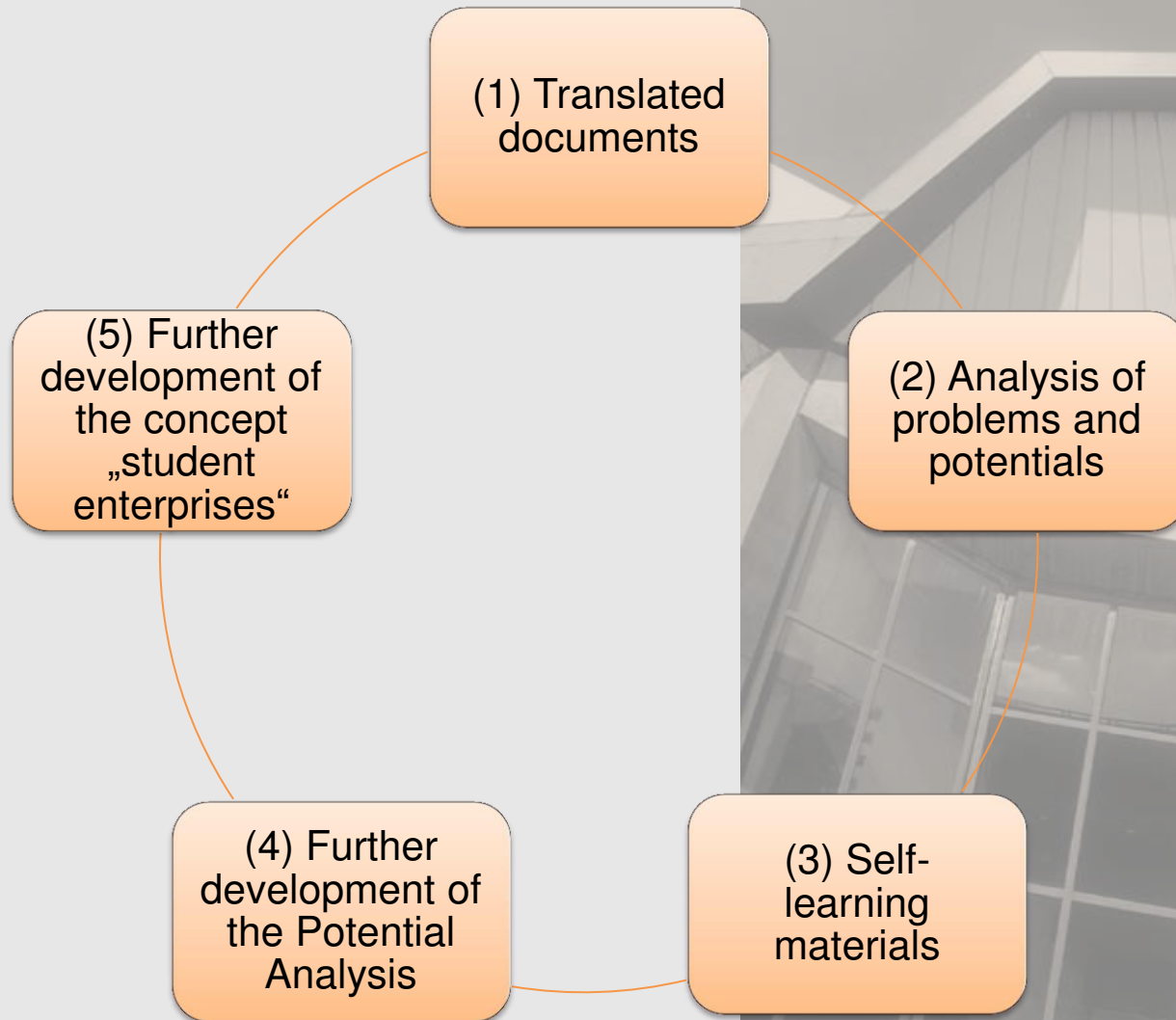
How can the entrepreneurial competencies of young persons be **identified** early with a potential analysis and how can these competencies be **developed further** with alternative methodical-didactical concepts (here: conception of student enterprises supported by „Wirtschaftssenioren“ (Business Consultant Seniors)?)



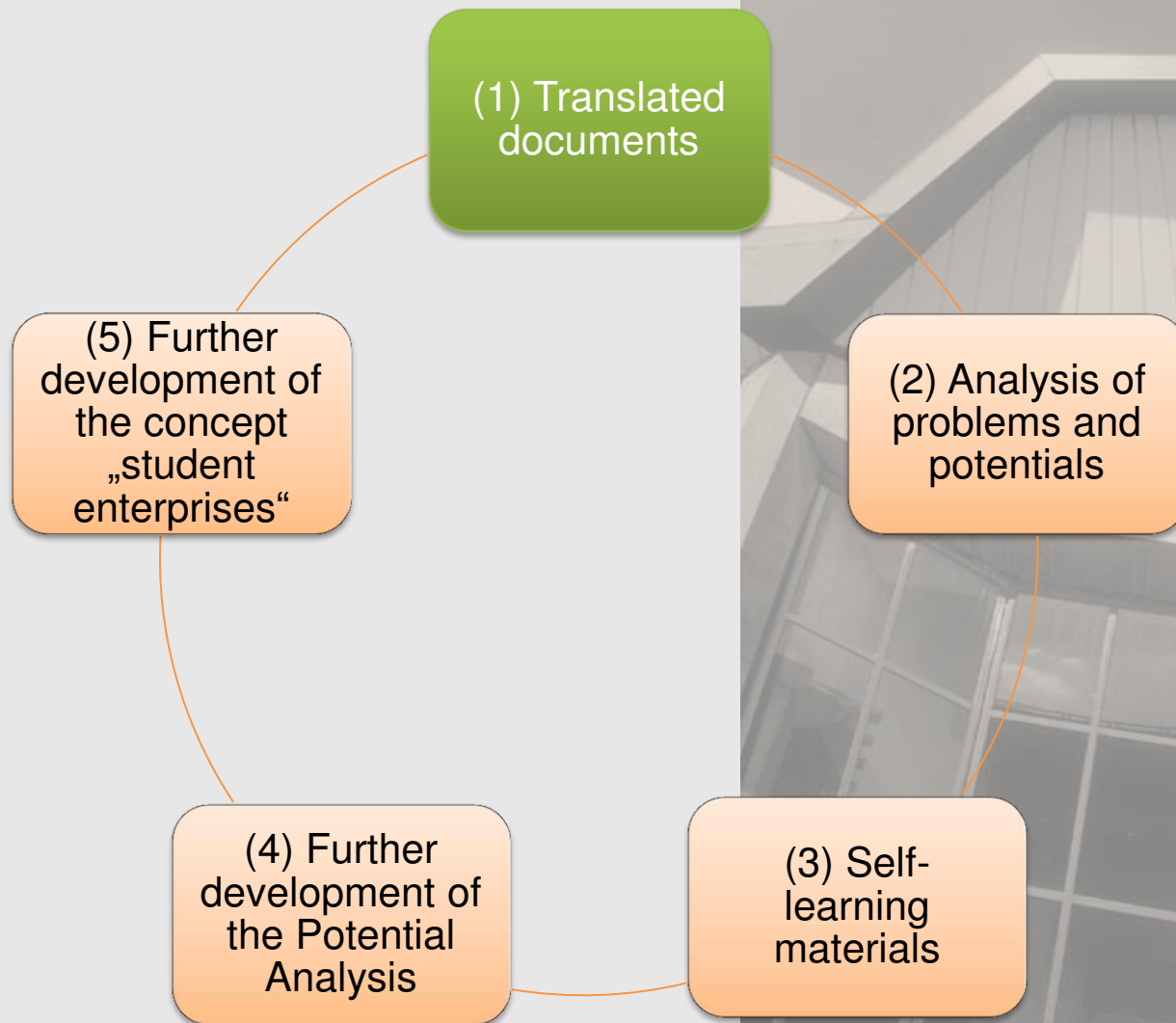
## 2. Tasks and phases within the project



# End products (Intellectual Output)



# End products (Intellectual Output)



# Concerning „translated documents“

Which documents will be translated?

- Materials for the potential analysis
- Materials for the student enterprises/the mentoring
- further documents relevant to the project (e.g. for the dissemination)

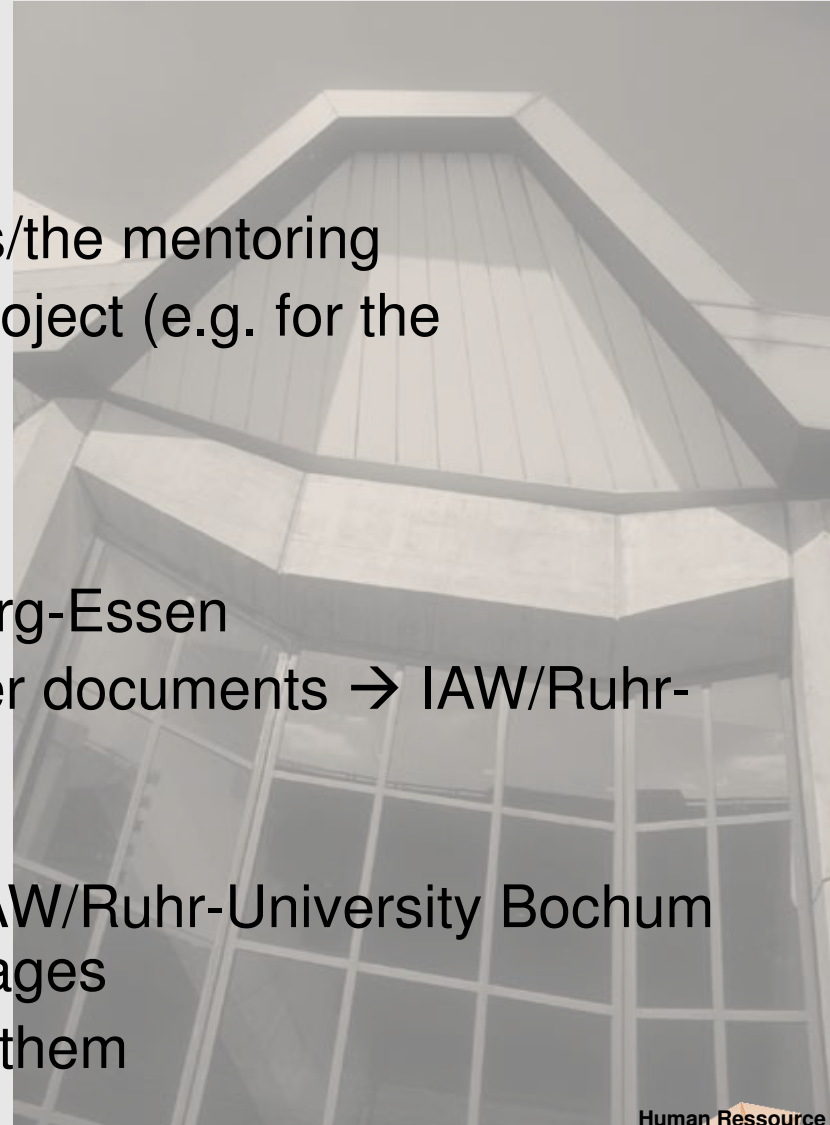
Who provides the documents?

potential analysis → University Duisburg-Essen

Student enterprises/mentoring & further documents → IAW/Ruhr-University Bochum

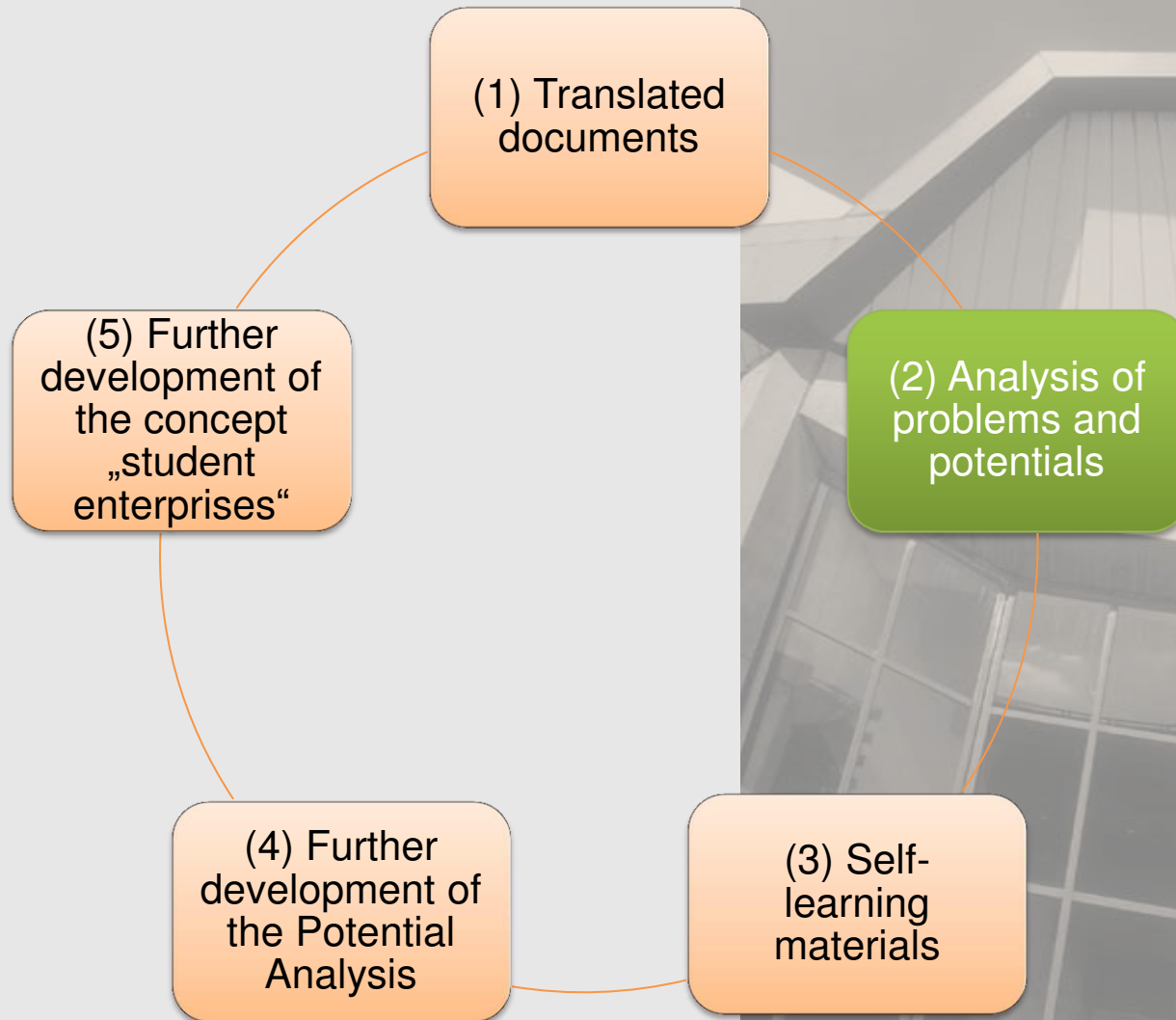
these documents will be collected at IAW/Ruhr-University Bochum and passed on to the partners in packages

→ the partner has to translate them



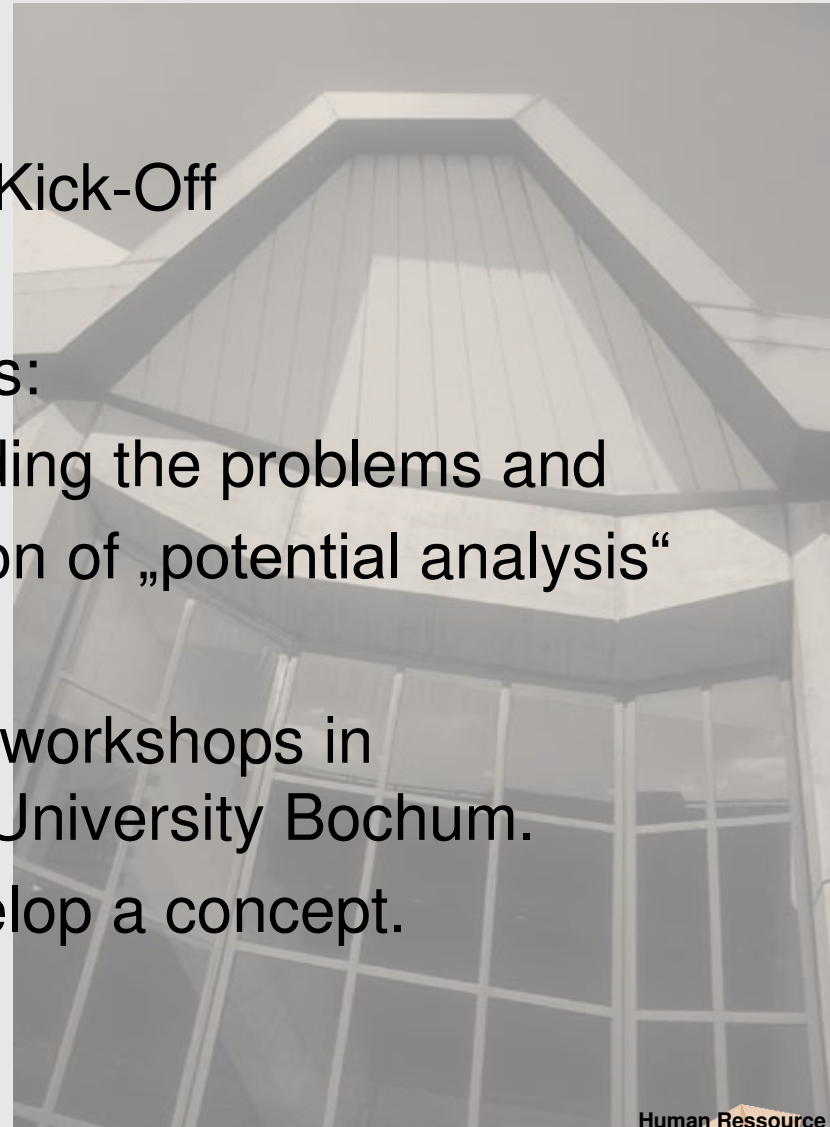


# End products (Intellectual Output)

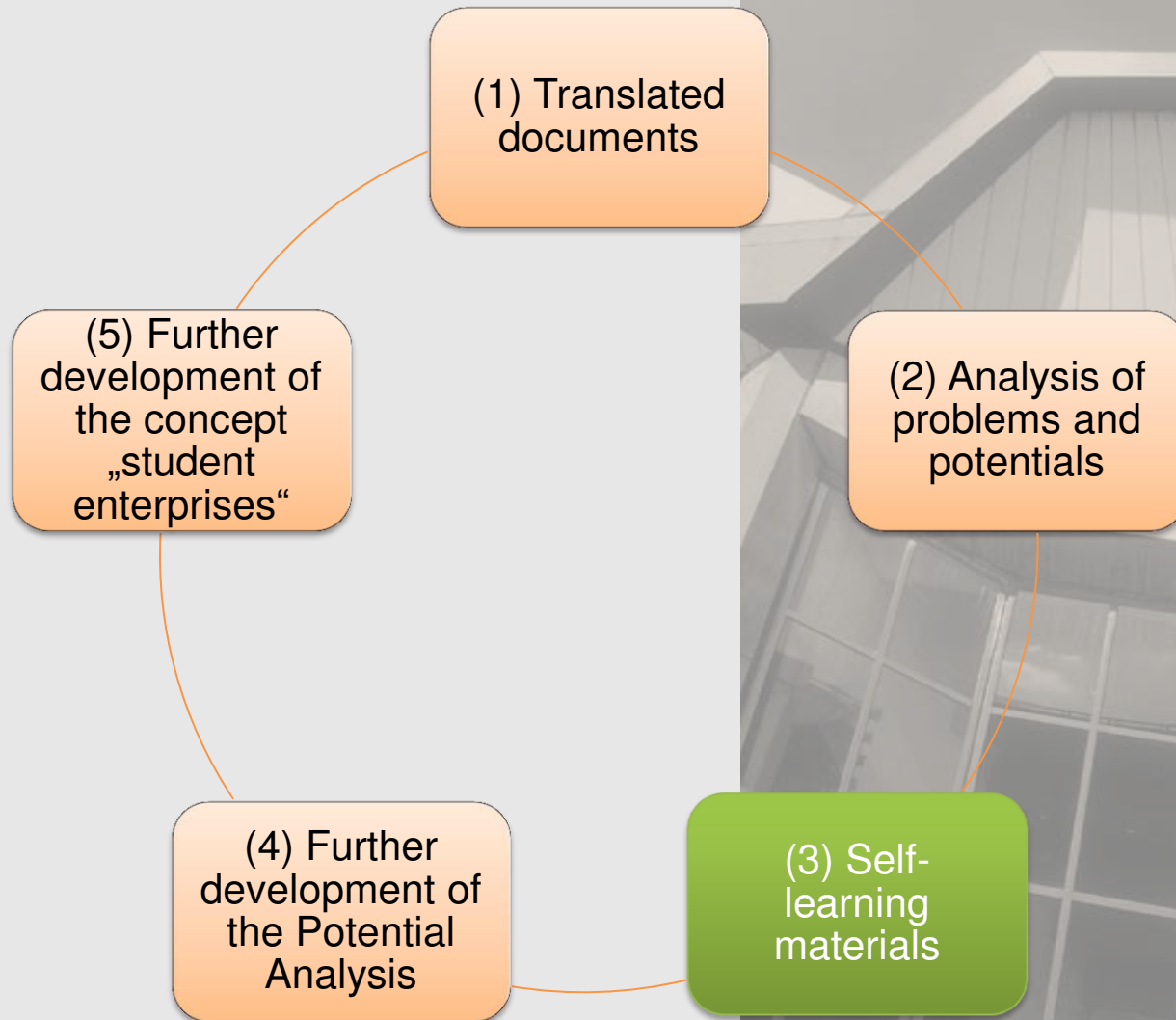


# Concerning „Analysis of resistances and potentials“

- the partner's presentation at the Kick-Off
- expert workshops in the countries:
  - consultation of experts regarding the problems and
  - the potentials of the application of „potential analysis“ and „student enterprises“
    - the partners organize the workshops in coordination with IAW/Ruhr-University Bochum. They invite experts and develop a concept.



# End products (Intellectual Output)

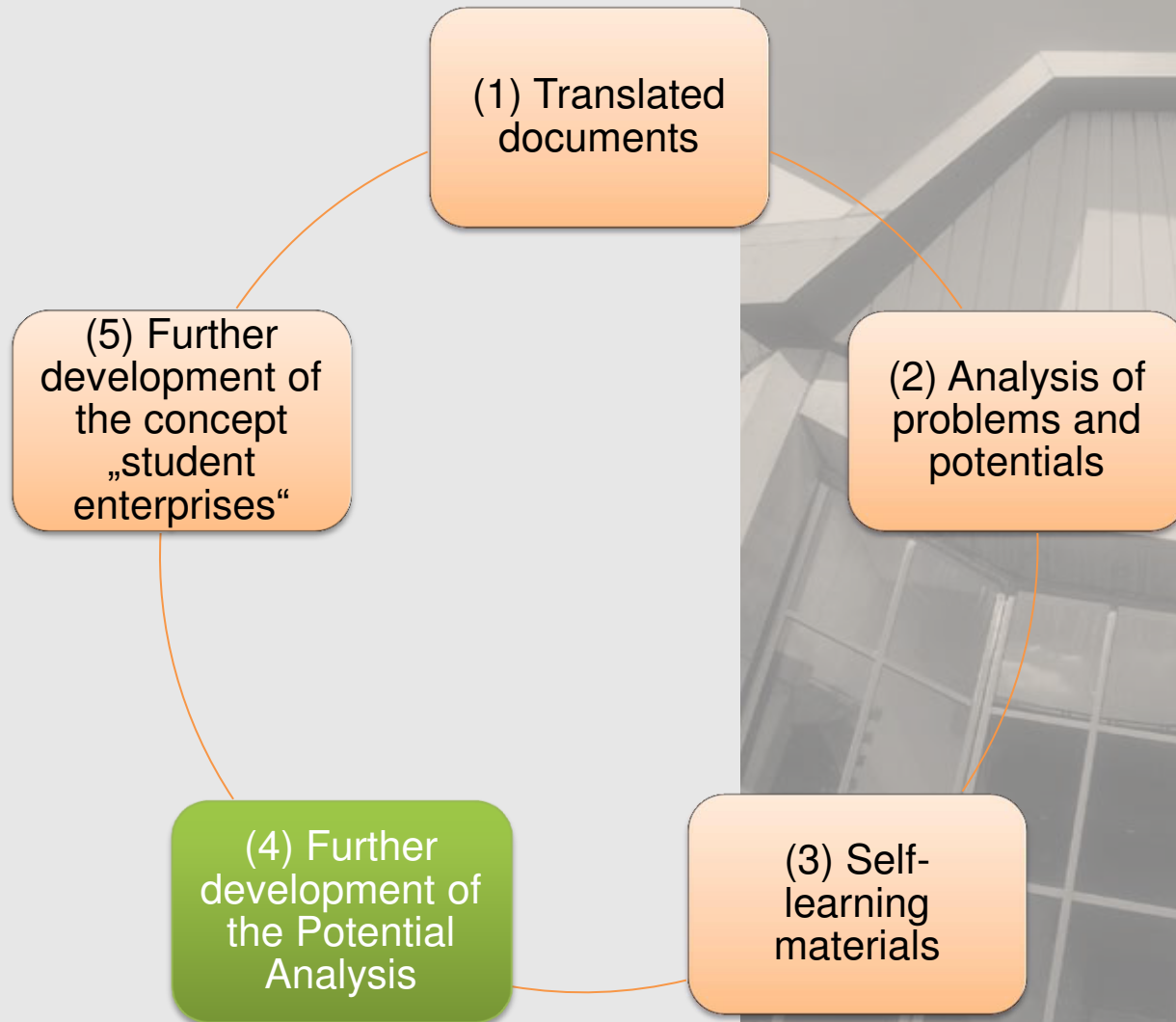


4 modules:

- Potential analysis for young people → University Duisburg-Essen
- Projectmanagement – from student enterprises up to foundation projects → IAW/Ruhr-University Bochum
- Network-building and innovation alliances for young entrepreneurs → Hungary
- Foundation as professional option for young people → Greece (FORTH)



# End products (Intellectual Output)

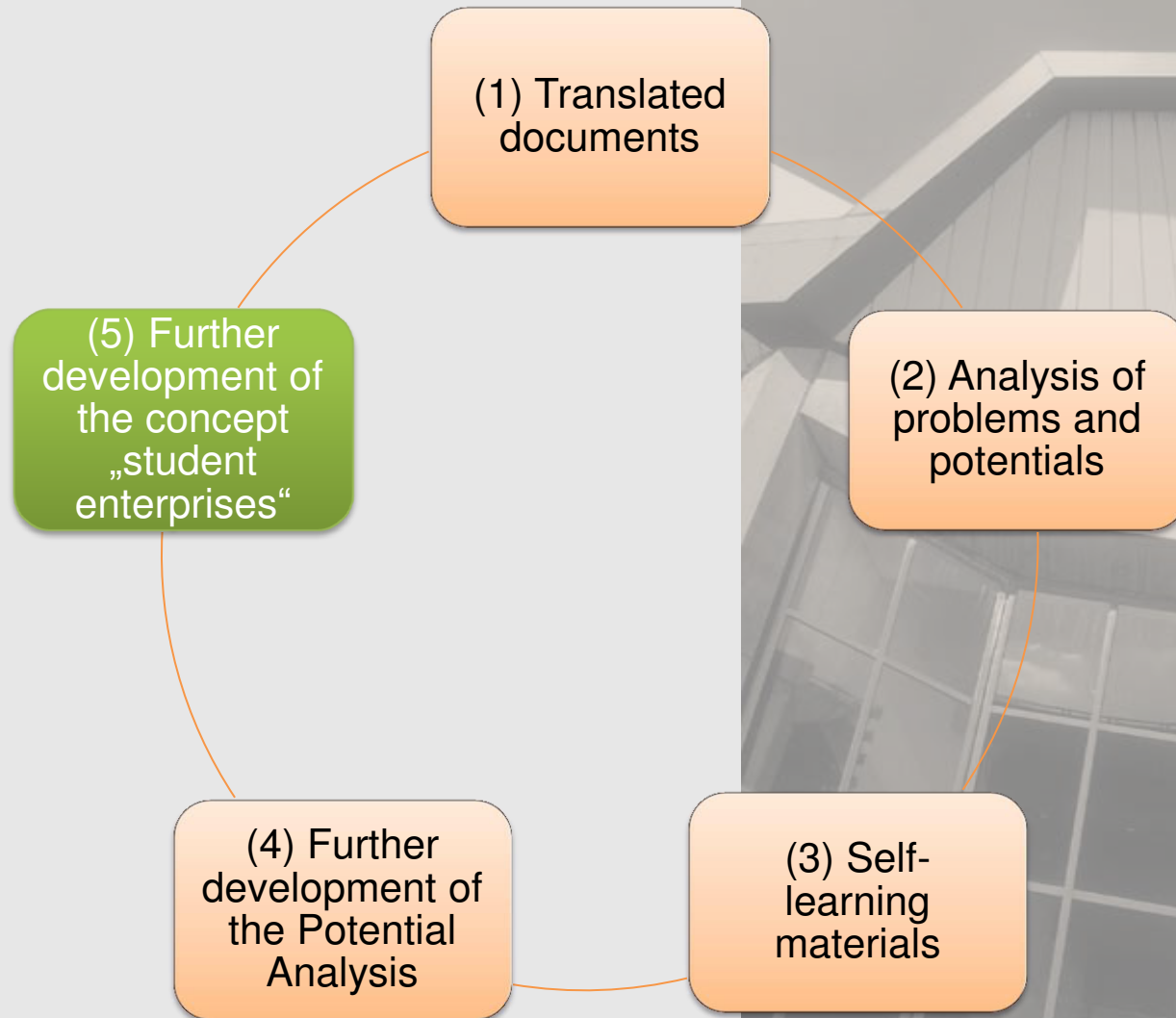




# Concerning „further development of the potential analysis“

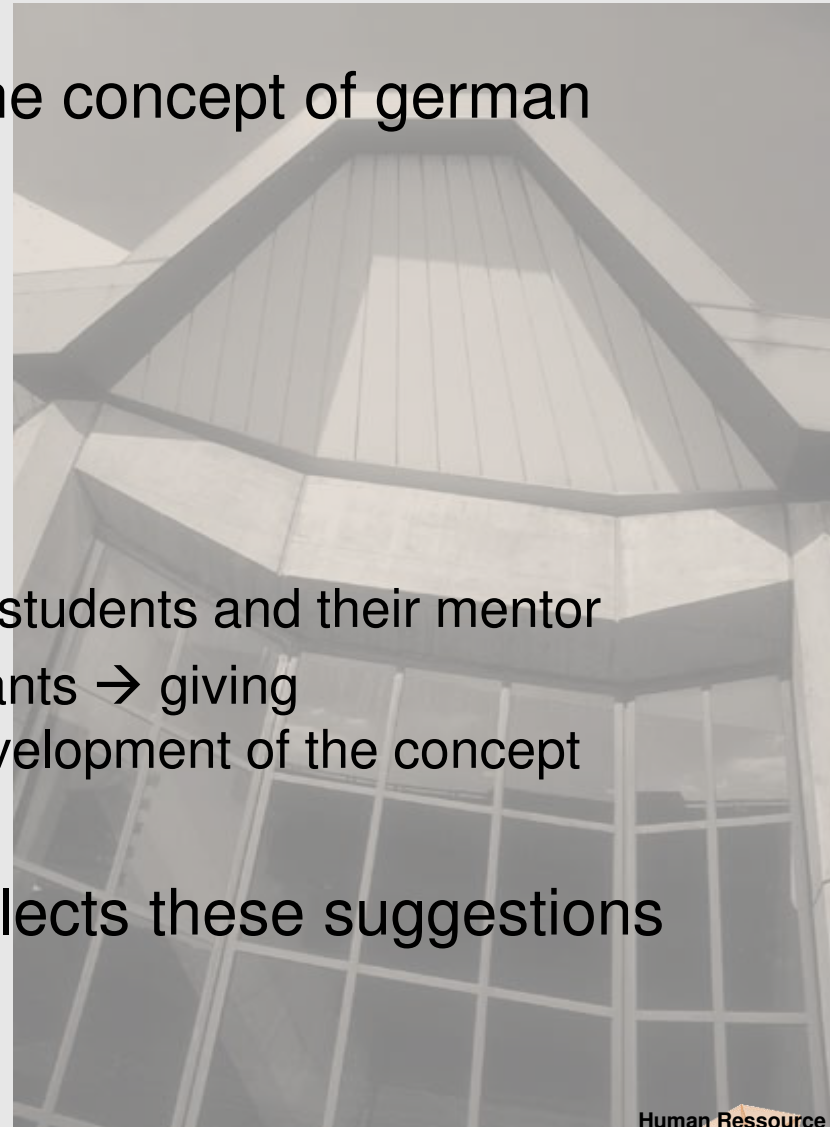
- implementation of the potential analysis (at least 1x per country)
  - contacting the target group → Partner
  - use of the potential analysis (planning, collection of data, analysis) → partner (multiplier) + talent scout (trained by the multiplier) + project expert
  - Start of the student enterprises
- 10-15 students should participate in the potential analysis. therefore, 5 observers are needed (relation of observers to observed persons 1:3)
- coordination of activities: University Duisburg-Essen
- implementation in the country: partner
- support: IAW/Ruhr-University Bochum

# End products (Intellectual Output)



# Concerning „Further development of the concept ‚student enterprises‘ “

- starting point: a modification of the concept of german price for foundation
- simulation of a founding process
- the partner's tasks:
  - provide rooms
  - the multipliers support the teams of students and their mentor
  - obtain an evaluation by the participants → giving recommendations for the further development of the concept
- IAW/Ruhr-University Bochum collects these suggestions and revises the concept.



## **Lernability:**

Entrepreneurial thinking should be discovered early and can be learned at least partly

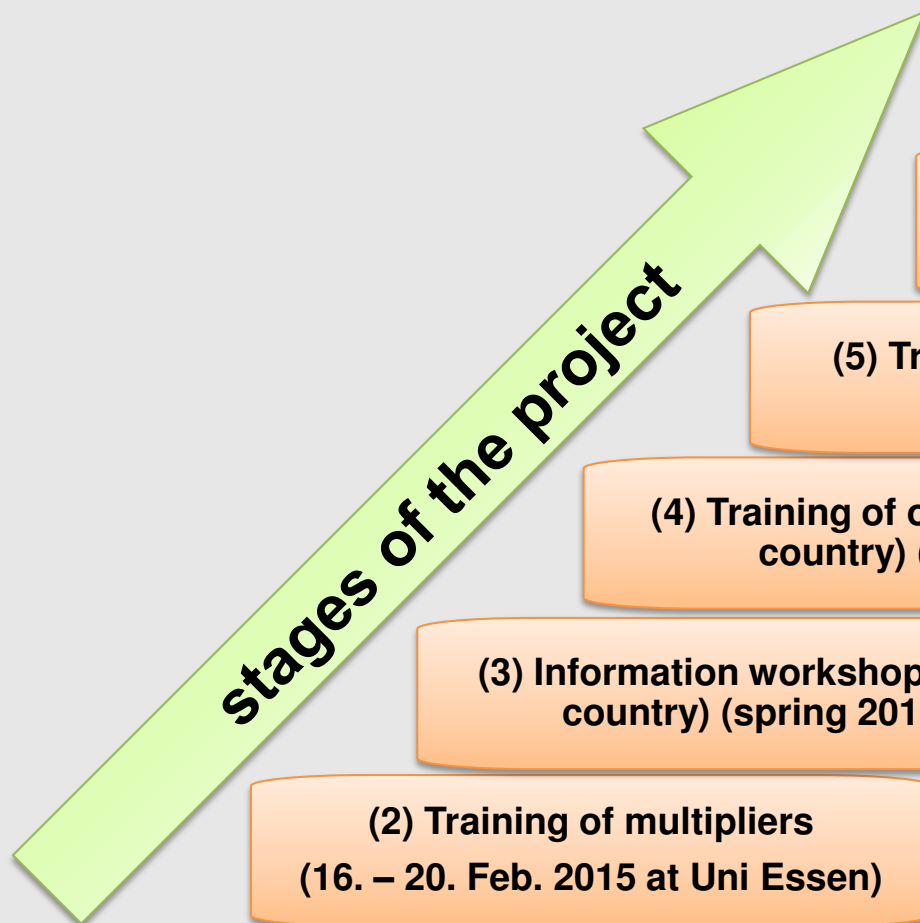
## **Learning by doing:**

Students and mentors (Business Consultant Senior) are working on a project together

## **Philosophy of learning:**

Strengths/potential orientation (the potentials of the student should be developed further early)

# Project phases



**(1) Kick-Off event**  
**(Nov. 2014 at Ruhr-Uni Bochum)**

**(2) Training of multipliers**  
**(16. – 20. Feb. 2015 at Uni Essen)**

**(3) Information workshop (1 per country)**  
**(spring 2015)**

**(4) Training of observers (1 per country)**  
**(fall 2015)**

**(5) Training of mentors (1 per country)**  
**(fall 2015)**

**(6) Potential analysis of students**

**(7) Establishing students enterprises**  
**in groups of 6-8 students**

**(8) Expert Workshops (1 per country)**



## **4. Project players and expectations towards them (here the partners)**

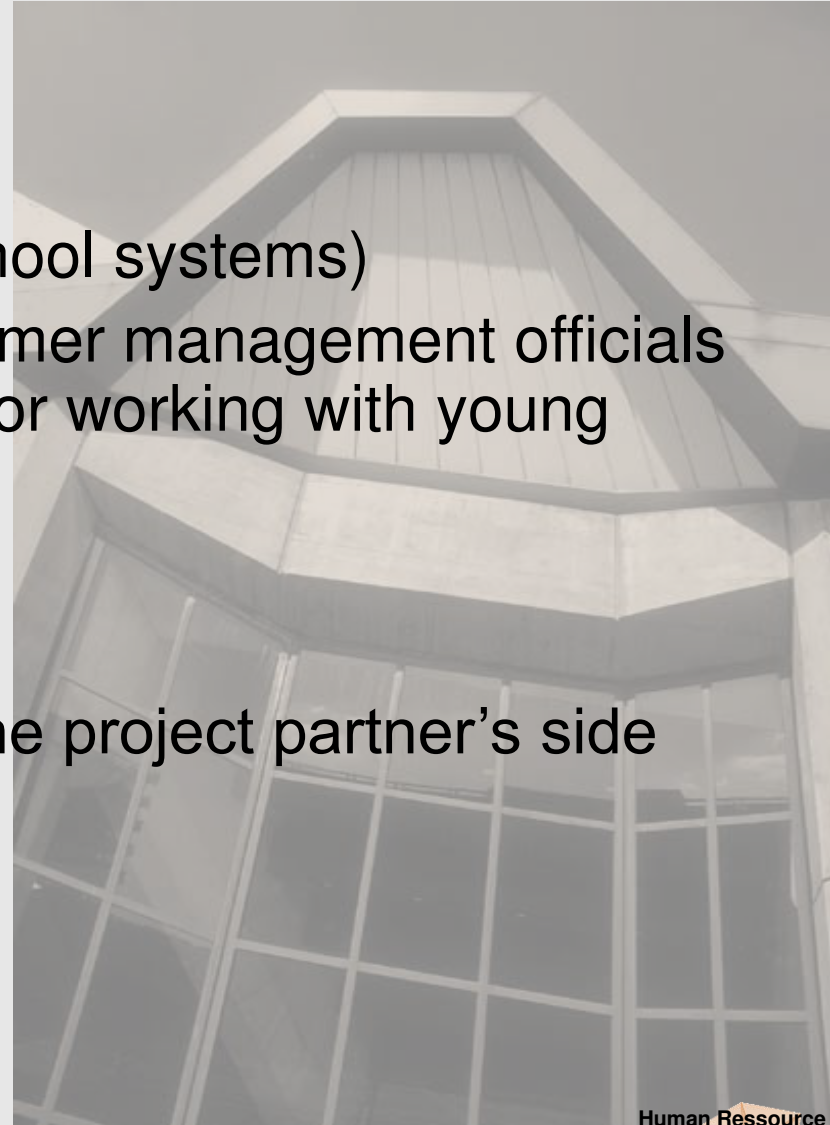


## target Groups

- youth at the age from 16 to 25  
(from Sek.II, depends on the school systems)
- business Consultant Seniors (former management officials that have the social capabilities for working with young people)

## actors

- responsible contact persons at the project partner's side
- schools
- companies
- local labor offices



- attending the Kick-off (Bochum), both milestone meetings (at the end of the first and second year) and the final conference (Bochum)
- translation of documents
- recruiting managers as mentors
- organization of an information workshop and supporting the training of observers
- implementation of the potential analysis
- supporting at least one student enterprise
- organizing and conducting an expert workshop
- taking the responsibility for dissemination of the project results and collaborating in project-related quality circles

**Thank you for your attention!**

