IFEMPOWER 02 International curriculum

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The experience of Bifröst University in this field

- The University has offered courses and programs for over 30 years • the aim is to increase the participation of women in society and working life
- We run a vocational educational program called Women Power for women who are looking to start their own business or acquire new skills in management and business operations
- The program has 15 years experience and competences • especially in the topic of gender and entrepreneurial studies.





Conducting the curriculum

- The participating partners all contributed by sharing the existing know-how and good practice in their institution
- The curriculum relies on the outcomes of the research (O1) partner universities will be adding national views and characteristics
- The curriculum is focusing on the two main issues starting and running an enterprise and creating a business plan focus on issues related to the experience of women entrepreneurs
- The curriculum is based on practical terms involving women entrepreneurs as guest lectures and analysing case studies on best practice





iFEMPOWER international curriculum

- Supports the empowerment of female entrepreneurs
 - is based on the results of a preparatory research
 - will be developed by participating partners universities
- It will rely on an interactive and integrative methodology
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 One of the most important innovative characteristics of iFEMPOWER introduce the target audience with the similarities and differences faced by female entrepreneurs in the different countries participating in this project

analyse case studies, meet with stakeholders and women entrepreneurs



The target group for the curriculum

- It will target students from any scientific fields including humanities, social and economic sciences.
- The target groups for the curriculum are mainly two distinct but closely related groups; students and teachers at HEIs • to serve female students at HEIs already participating in other programs • who want to learn the skills of starting a business and becoming

 - entrepreneurs
- The curriculum and the teaching resources developed • will be made available on the project's website
 - so other universities and educational organizations can adopt the material ifempower 5



The entrepreneurial woman of the 21st Century

- Integrate the module to course offer by March 2020
 - the curriculum will be taught to students at Bifröst in March
- Female entrepreneurial lifestyle
 - what difficulties can be expected in the life of female entrepreneurs, what solutions can help to overcome these factors
- Characteristics of women 's entrepreneurships female entrepreneurs participating as mentors
- Gender equality and gender-related challenges
 - Work-life balance
 - Insight into theories of gender equality





The core competences and skills

Theoretical knowledge and understanding

- understanding the concept of entrepreneurship
- understanding the importance of entrepreneurship for the economy
- recognizing the differences between a business idea and opportunities;
- knowledge about the characteristics of women's entrepreneurships
- knowledge about the gender-related challenges for women entrepreneurs the entrepreneurial mindset and developing business thinking





The core competences and skills

- Practical skills and competences:
- Market research; segmentation, targeting and positioning
- Sales and marketing e.g. product, place, price and promotion
- Developing a business plan and risk management
- Financing SME e.g. cash flow plan, break-even-calculation, potential financial resources for financing a business
- Establishing SME in terms of regulation and taxation





Recognize and validate the learning outcomes

- the proposed curriculum consists of 6 courses or modules
- - the module will be taught for a maximum number of 20 students
- Upon completion of the courses, a student will

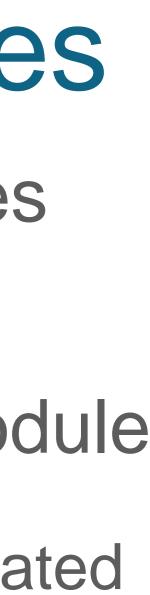
 - enable them to have all the tools required to start a business



Students will receive ECTS credits recognized by partner universities

 Partner universities will make the accreditation and integrate the module • based on the testing, assessment will be conducted and the curriculum updated

 have acquired a set of skills and competences in the field of entrepreneurship knowledge of the factors that affect female entrepreneurs in today 's economy





Conclusions and recommendations

- - partner
- - case studies of best practice
 - female entrepreneur interviews
- The content of the curriculum needs to be flexible so it can be adopted by an educational institution ifempower

• Each partner university has a strong role in shaping the scheme country specific examples, case studies and topics are created by each

 7 different European countries makes this aspect of the curriculum creating teaching material a valuable tool for intercultural learning

The curriculum will be based on access to various teaching material



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