



ifempower

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
- 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
- It will rely on an interactive and integrative methodology
 - 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

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 entrepreneurs
 - 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 entrepreneurs
 - 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

- Students will receive ECTS credits recognized by partner universities
 - the proposed curriculum consists of 6 courses or modules
- Partner universities will make the accreditation and integrate the module
 - the module will be taught for a maximum number of 20 students
 - based on the testing, assessment will be conducted and the curriculum updated
- Upon completion of the courses, a student will
 - 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
 - enable them to have all the tools required to start a business

Conclusions and recommendations

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

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