

CiDEB: Training description and assessment

Training description:

Trainer institution or organisation:

CiDEB

Connection with VET:

The training offered a learning path to structure entrepreneurship initiatives from an idea to a business model, envisaging validation through customer development.

Title:

Business Development | From Business Model Generation to Client Development

Length: (Number of hours and temporal distribution)

Course 1: 25 hours ECVET (12 hours face-to-face and 12 hours of autonomous work)

Course 2: 25 hours ECVET (12 hours face-to-face and 12 hours of autonomous work)

Institution: (Indicate in which institution is implemented)

Course 1 – at CiDEB Incubator

Course 2 – at UCP Porto

Profile of participants:

Course 1 – 2 project teams (6 participants), ages range from 21 to 26

Course 2 – 26 participants, ages range from 21 to 26

Describe the training in relation with other (Describe if the training is designed as a complete course or subject or part of huge training)

Course 1: complete program of workshops designed to support initial pre-incubation teams

Course 2: Optional module proposed to Biotechnology Master Students

Learning objectives or expected learning outcomes: (Explain in detail what is expected that participants know, know how or develop at the end of the course. Highlight those learning outcomes related with collaborative competences)

- Knowledge on business model generation and client development methodologies to structure a business project;
- Development of critical and creative thinking on key concepts of generation and validation of business models;
- The process is iterative, is enriched by the interactions in small groups and between groups and includes presentations with a shared free web application (canvanizer.com), thus exploiting the potential of collaboration;
- Know how to generate business models and how to validate them by desktop analysis and by interaction with potential customers. Collaboration with potential customers is a key step for improvements and validation.

Teaching methodology: (Indicate: If training is based on theoretical exhibition, practical work or both, If work developed by students is done in group or individually, If teacher acts as an expert or as a content provider and participants are autonomous, If lessons are online, face-to-face or both)

The training methodology was based on collaborative learning and the use of free software.

- The training involved:
- Presentation of methodologies and tools;
- Group work with multiple outcomes: different business models;
- Autonomous workgroup development;
- Improvement based on group collaboration (face-to-face or based on web tools)

Activities and resources: (Describe what type of learning activities are proposed and which resources are used)

- Project: development of business models
- Process: structuration of the idea using the web tool canvanizer.com (or a business model canvas)
- Presentation and discussion

Moodle or other LMS usage: (Yes/No, which type of platform/s, which elements of virtual campus are used: wiki, forums, ...)

Course 2: blackboard

Learning assessment: (Indicate type of assessment: summative or formative and which type of evaluation tools are involved: reflective journal, eportfolios, test, project design)

Competences assessed and indicators used: (Describe which competences are assessed and based on which indicators)

Certification: (Describe which kind of report is given to the students at the end of the course or during its development to accreditate what kind of knowledge or competences are achieved: badges or other certification system. Explain the certification process)

This course is a part of their bachelor degree.

Satisfaction of participants: (Indicate if you implemented some questionnaire at the end of the course to determine students' satisfaction. Indicate the main results obtained)

Satisfaction Questionnaire

The need of additional workshops or courses to deepen the theme.

The need to create networking opportunities during the course.

The need of a first customer program.

Course rate: (Indicate how well the professor rate the overall quality of course development and its value, students motivation and positive aspects)

Identify the main difficulties of the training development:

Identify the main positive aspects of the training development: