

# Manual Business Boost program

Project: C-ALEARN Erasmus+ KA 2

## How to guide a student to International Entrepreneurship



Patrick van der Wekke Projectmanager  
Oktober 2022  
[pvanderwekke@rocvantwente.nl](mailto:pvanderwekke@rocvantwente.nl)



# TABLE OF CONTENT

Who we are .....	2
<i>So many differences, so much the same.....</i>	3
Intent .....	3
Program .....	3
Network.....	4
Challenges.....	8
Together with.....	10
Website C-Alearn.....	15
Learning goals.....	16
Teachers needs.....	17
Communication channels.....	19
Schedule activities.....	20
Annexes 1,2,3 ( insights program ).....	22
Extra sources + links.....	26
Underlays.....	27 - 30

## Who we are

Three partner schools collaborating in an Erasmus+ KA 2 project International Entrepreneurship. The partners are; HLW Kufstein, Bc Niederberg and ROC van Twente. Together with regional copartners as Wirtschaftskammer Tirol( WKO ) and Regionale Organisatie Zelfstandigen ( ROZ ) Hengelo ( ov ).

  
DEUTSCHLAND



  
NEDERLAND

**roc van  
twente**

  
ÖSTERREICH



## Supporting Regional Networks

As part of the Crossborder Action Learning ( C-ALEARN ) project Erasmus+, one of our goals was to develop, a manual for schools in Europe with the aim of facilitating entrepreneurial behaviour and craftsmanship in an international context.

An Erasmus+ KA 2 project as C-ALEARN has been set up for three years. Development in the first year, implementation in year 2 and evaluation and accountability in year 3. Due to the impact of the Covid 19 crisis in Europe, we have been delayed and have been granted a longer implementation period in consultation with the agency. Despite many challenges due to the Covid 19 crisis, we still managed to complete our mission. This manual is part of that.

*So many differences, so much the same.*



## Intent

After our learning-by-doing phase through three project weeks Business Boost 1,2 and 3 in Hengelo, Kufstein and Velbert respectively, we have included our findings and experiences in this guide. We hope that everything will inspire the reader, with the effect that more international projects in similar contexts will be organized in Europe.



## Program

Our program for students from Austria, Germany and the Netherlands consisted of three Business boost weeks in cooperation with experts from the regional networks. The main objective of the three weeks was to arrive at realistic Business Cases in a multinational setting with coaching from experience experts and lecturers. This program was supported on content from the blended learning platform All You Can Learn through module "working in an international labour market" and content from the website [businessmakeover.eu](http://businessmakeover.eu). In addition, getting to know each other, working together and cultural input were of course important. The working language in this project was English.

## Network

As mentioned earlier, this project has created a collaboration between three schools and their own regional network. Briefly explained here who belong to the regional partners.



Click images for more info

## Chamber of commerce Austria Tirol ( WKO )

We represent the interests of Tyrolean businesses

The Tyrolean Chamber of Commerce represents the interests of more than 50,000 companies. As the strong voice of businesses, we advocate for future-oriented and business-friendly policies, e.g. tax relief, reduction of bureaucracy, subsidies. We promote the economy through a wide range of services

The Chambers of Commerce are modern service providers and offer quick and competent advice, from labour law to customs information. We support Austrian enterprises with our know-how. With our educational institutions, such as the WIFI, we contribute to strengthening the competitiveness of the domestic economy.

We stand for:

- Dynamic and modern entrepreneurship
- Future-oriented business
- International success for our companies
- An eco-social market economy
- A modern social partnership



Click image for more info

## Regional Organization Self-employed ( ROZ )

Committed to your business & idea?

You are an entrepreneur and you have a question. For example, about your operations, finances or writing your business plan. Who do you ask? Perhaps to family, friends, acquaintances or other entrepreneurs. But what if these answers do not help you any further? Or you are looking for someone with a fresh outside view? Then we are here for you.

We share our knowledge with you to maximize the chances of successful entrepreneurship. We have been helping entrepreneurs in Twente and the Achterhoek in this way since 2005. From large to small companies and from starters to experienced entrepreneurs. We help in all phases of entrepreneurship: from starting to quitting and everything in between.

Why do we do this for you? Because we feel committed to your individual enterprise or business idea. And to the socio-economic climate in our working area.

The ROZ had a stake in the development of the website [startintwente.nl](http://startintwente.nl). The translation of the website can be used by anyone who wants it and we have put it at the heart of our Business Boost program. We are talking here about the website [businessmakeover.eu](http://businessmakeover.eu). For further explanation and content, please refer to page 13 of this manual.



Click image for more info

## NFTE e.V Deutschland

NFTE Deutschland e.V. is a non-profit organization that has been training teachers in entrepreneurship education throughout Germany since 2004, thus bringing entrepreneurial spirit into schools. The aim is to promote self-efficacy, acceptance of responsibility for oneself and others, as well as problem awareness and solution-oriented action among young people aged 13 to 20.

The economy and society need well-educated young people who leave well-trodden paths on their own responsibility and set new priorities. We need a generation that has the courage to break up old structures, think unconventionally and actively shape the economy and society.

NFTE promotes the personal development of young people. Recognizing talents and promoting strengths are at the Centre of our work.



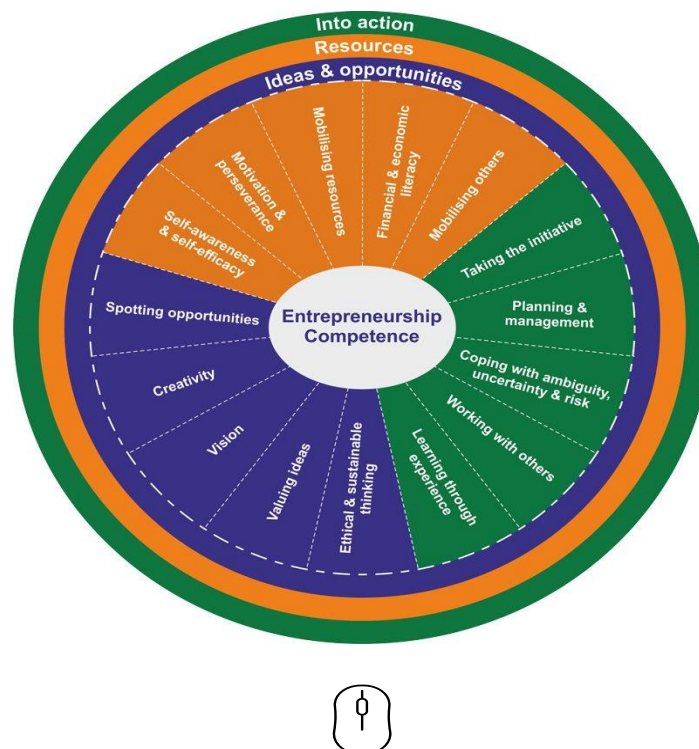
Click image for more info



## Challenges

The biggest challenge in this project for the project members lay in the fact that educational structures vary enormously from country to country. Based on that knowledge, we quickly came to the conclusion that there should be an international view of entrepreneurship. Through research, it soon became clear that the EntréComp model of entrepreneurship proved to be extremely suitable for all QEF levels. This model therefore served as the basis for all activities and program content within the C-ALEARN project.

EntréComp model:



click image for more info

Research conducted by Eleys Guagui ( Student of Stenden University of Applied Sciences ) has also shown that the content we deploy from the blended learning platform All You Can Learn, module "working in an international labour market" touches up to over 95% of the competences from the EntréComp model. This solved the challenge of developing/selecting suitable learning content for international students of various levels.

**all you  
can learn.**



Click image for more info

## Together with

As mentioned earlier, we have found a partnership with the company BrainStud from Zwolle. This company is the developer and host of the blended learning platform All You Can Learn. Students from Europe can, by creating an account, access a wide variety of elective courses and modules. We chose the module "working in an international labour market", as indicated earlier. Here, students can work very independently and remotely in cooperation with online coaches. Supported by online meetings (critical friend talks), students work on assignments and the development of their own Business Case. They do this in multi-national groups physically in the Business Boost 1,2 and 3 weeks, as well as online via the joint TEAM C-ALEARN channel. In this way, initiatives and progress can be monitored by the coaches and project leader via both online platforms.

Together with Brainstud, we worked on a translation into English.

Impression All You Can Learn platform:

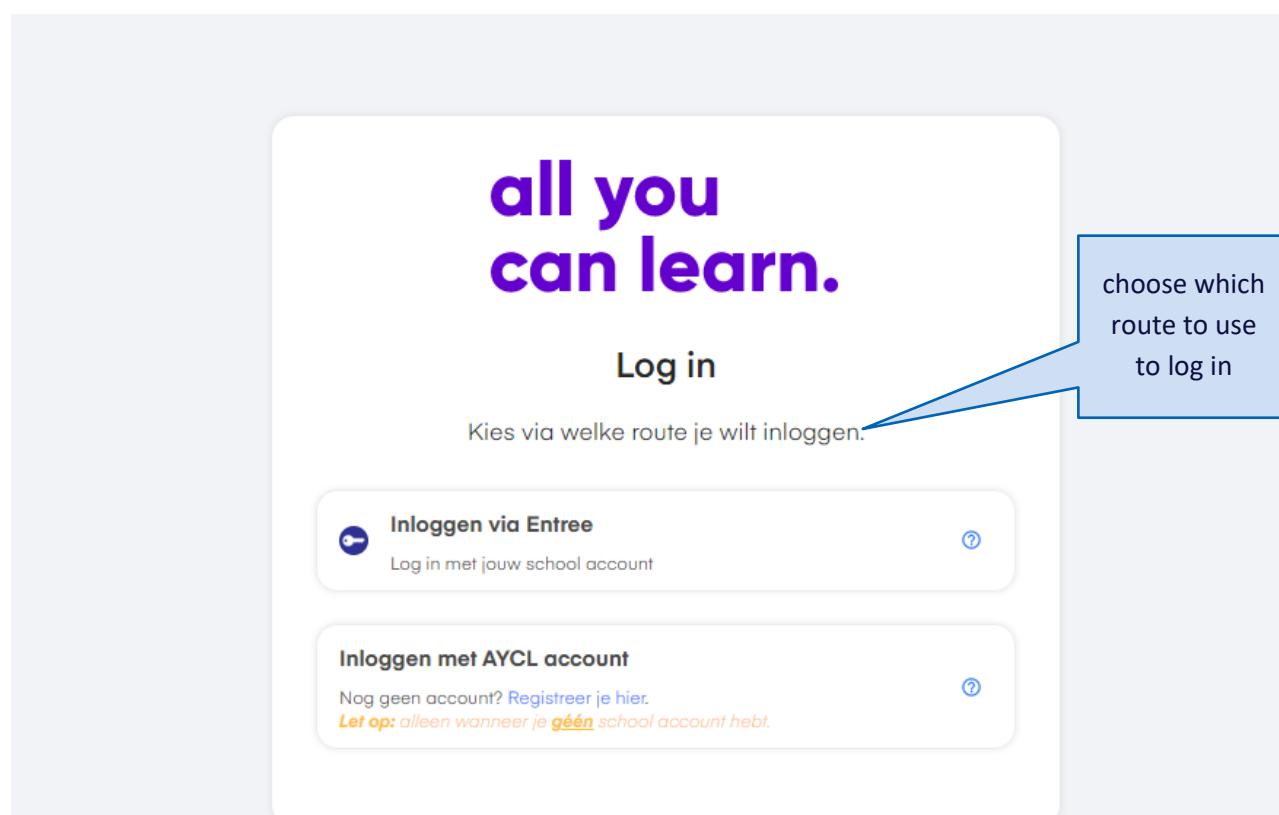


Click image for more info

Students can activate a workplace on the platform based on their own account and payment. As part of this project and cost-free learning, we collaborated with BrainStud to provide students with a prepaid code. The expense of these are billed centrally to the user / education / project. In this way, students could use the content barrier-free.

Dutch students who are/have already been active on the All You Can Learn platform can use the special Entree login. Here, the school account with username and password is automatically linked to the All You Can Learn account. This method of logging in is not (yet) available for foreign students. These students can work with a personal account + prepaid code.

Impression in log: Dutch students via Entrée. Others students via AYCL account.



## Learn Games

Another important collaboration to achieve our goals is with the Learning Games company. This company has been a project participant within the C-ALEARN project and was responsible, among other things, for the intellectual output 3 content. In this guide, I want to focus on the entrepreneurial game and personality tests which we deployed in all three Business Boost weeks. We hoped to give the students something to think about their own competences and preferences in relation to the competences included in the EntréComp Model. The students were also coached in this on a personal level.



Click image for more info

The purpose of the game:

in the shortest possible explanation is that the game facilitates entrepreneurial learning. Especially learning by doing. In the source reference, we have added a link with a detailed explanation and data research on the use of LE games. The Game is invariably combined with a personality test, based on Jung's colour theory. Detailed information and data on this is also available in added link. In version 3 applied in the last Business Boost week, we managed to integrate the theme of finance into LE Games. Special thanks to Bartjan Groothengel and Rob Postma ( manual included in Padlett wall C-ALEARN).

## Businessmakeover.eu

Further in our search for user-friendly content to develop a business case or serious startup, we ran across the website [businessmakeover.eu](https://businessmakeover.eu). The English translation of [startenintwente.nl](https://startenintwente.nl). This website offers handy tools that can be used by anyone. The Business boost program used the Business model canvas in combination with the ICE method to guide and further shape the ideas of the various groups.

A link to all content within this website can be found in the source reference. obviously, the role of the coach in the application of these tools plays an important role.

# Business MakeOver



I want to start innovating



I want to be advised



I want my own platform



Click image for more info

## Entrepreneurial LAB ( Ondernemers LAB ) ROC van Twente

The deployment of the ROC van Twente entrepreneurial lab in the first of the three Business Boost weeks in particular proved very important. Through the expertise of attending colleagues and the use of ICE method, Business Model Canvas and pitch training, the student groups made a huge step forward in developing their business cases. Entrepreneur LAB specializes in helping students with entrepreneurial ambitions to achieve a start-up or discover whether they possess entrepreneurial behavior. Personal trajectories as well as workshops and training sessions are part of the offer. For the C-ALEARN project, the colleagues of Entrepreneur LAB have also been closely involved in the development of the program and the formation of the foundations to support and justify the program. on the website, we make information available on the entrepreneur LAB's training offerings.



**roc van  
twente**



Click images for more info

## Website C-ALEARN

To properly share our project with the outside world, we are constructing a website. This is certainly not ready yet, but the C-ALEARN academy should become a gateway for externally interested to better shape similar projects . All resources, methods and other relevant issues can be found via the website [c-alearn.eu](http://c-alearn.eu) / C-ALEARN Academy. The "summary" tab contains all relevant content throughout the development of this project.



Click image for more info



## Learning Goals

Together with the project team, based on the Outlines for the qualitative measurement of entrepreneurship competence -based on EntreComp- for IEL&. we have elaborated for the Business Boost program the learning objectives that we think we can achieve in the overall program offer. The image is also the link to an elaboration ( concept ) of these learning objectives, linked to the offer from our program.



Click image for more info

## Objective

To expose students from three different countries to and thereby create personal development on the competences for international entrepreneurship within the entre comp model. We do this through a balanced program in our three Business Boost weeks.

During these weeks, the multinational student groups work on their own business case. Inspiration and deepening on various entrepreneurship themes are offered in a constructive method from inspiration and idea generation, to further development of the case and finally a complete business case presentation by means of a pitch. The ultimate goal is that at least one pitch actually leads to a start-up as a follow-up to this project.

See table for method and program offer ( page 20 )

## Teachers needs

Facilitating the entrepreneurial mindset in students obviously requires something from the supervising teachers ( coaches ). In order to establish a good basis of coaching among teachers, in order to develop a different mindset among students and teachers in the set-up of this project in which we wanted to work. Because we wanted a lot of initiative from students in developing their own business case, we used NFTE to guide and train us in this different approach.

During the course of the project, often after reflection moments based on accumulated experience from the various project weeks, we planned and implemented online training sessions in cooperation with Guido Neumann of NFTE. Below is an impression of NFTE and its mission. Also a link to the content of the training provided by Guido Neumann to all coaches and interested parties within this project team.



Click image for more info



Training 1 and 2



Click image for more info

Since the coaches themselves also need to develop a different mindset in the process of coaching during this project, we came up with the idea of using NFTE's changemaker game for the purpose of coaching the student groups. After a third online training in which the Context model from NFTE, we also became familiar with the Changemaker game. We actively used this tool in the last Business Boost week as a coaching tool. To use this game, please refer to the link explaining the whole game. Game is standard worked out in German and English. In the second link the content around the 3rd online training on the Context model. Here we focused on the mindset of questioning by the coaches. In the course of the project, we noticed that this skill needed to be applied more to actually use the creativity of the participating students. Asking questions instead of advising!



Click image for more info



Training 3

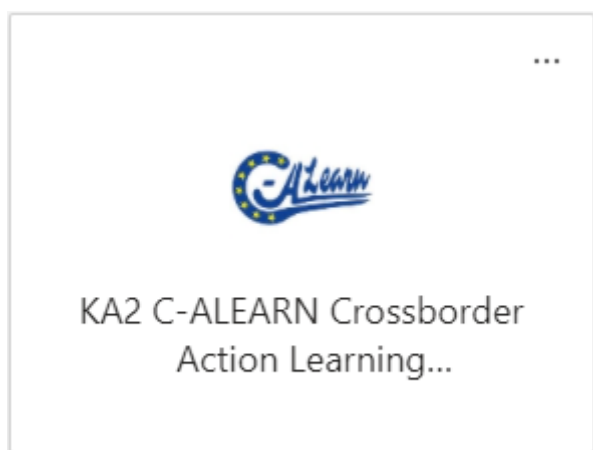


Click image for more info

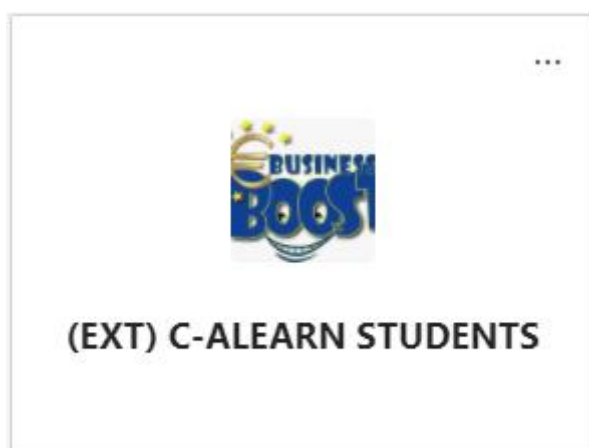
## Communication channels

Working in an international project requires good organization of communication channels. In the C-ALEARN project, we chose MS TEAMS as a platform for sharing content, planning online meetings and communicating with students. We organized it all in separate TEAM channels of which an example is given below.

MS Team channel for project partners and agency Erasmus+















MS Team channel for students and coaches



Of course, regular email, chat group in MS TEAMS and what's app groups are also being used during the project period.

## Schedule ( student program )

Activities/Tools	Examples	Resources	For Whom	Goal	Applied
Introductory games	Scavenger hunt	Seppo software	International student group EQF 3 / 4	Getting to know each other. Group dynamics	
Inspiration sessions	Virtual Reality and Artificial Reality	Virtual LAB ( Company ) Media squad ( Company )	International student group EQF 3 / 4	Inspire on ideas ( Kickstart )	
Workshops	ICE method Pitching Design Thinking	Ondernemerslab ROCvT FH Kufstein ( School )	International student group EQF 3 / 4	Deepening on content and competences	
Working time student groups	Business Case groups on and offline	Experts Coaches	International student group EQF 3 / 4	Apply	
Pitches	End pitch week 1 and 3	Pitch training by experts	International student group EQF 3 / 4	Practice presentation techniques and test results achieved	
Lecture by experience Key note speakers	Kemari (Enschede) Peakmedia (Kufstein) MediaSquad (Kufstein) Vocational college (Kufstein)	Regional businesses and experts from regional network like schools	International student group EQF 3 / 4	Inspire on existing examples	
Socializing / recreation	Bowling Scavenger hunt Diner	Regional supply	International student group EQF 3 / 4	Get to know each other differently	
Learning Games	LE Game 1,2 and 3	LEARNGames by Henk Roelofs	International student group EQF 3 / 4	Learning by doing	
Blended learning platform	Working on a International labourmarket	All You Can Learn by Brainstud ( Company )	International student group EQF 3 / 4	in-depth content	

Activities	Examples	Resources	For Whom	Goal	Applied
Toolbox	Various tools for start-ups	Businessmakeover.eu	International student group EQF 3 / 4	in-depth content	
Ms TEAMS	Platform for communication	Microsoft	Students Project Partners	Working together	
CoachTool by playing	Changemaker	NFTE bv	Coach and students	Develop business case on structural coaching	

## Annex 1

### Insights program Business Boost 1 ( day 1 and 5 travel )

**roc van  
twente**

Day 2 Tuesday 30-nov  start students program	Daypart 1	Short excursion location Acquaintance and group formation	OndernemersLAB ( Hengelo Gieterij ) Gieterij hallway and Gym
	Daypart 2	Lunch Get themes ( sustainability as a common thread ) ICE methode Business Model Canvas	FAIR's ( Gieterij ) OndernemersLAB
		Reflection / deepening on content	OndernemersLAB + extra
	Daypart 3	Recreation / Evening programm / Diner	Hotel

Day 3 Wednesday 1-dec Student program	Daypart 1	Welcome to ROZ + Info Network Region Twente Excursion ROZ / businessmakeover.eu LE Games ( link with Themes an BMC )	ROZ ( Hengelo ) ROZ ROZ
	Daypart 2	Lunch Working space on themes / BMC en Pitch	Broodbode ROZ
		Reflection / deepening on content	ROZ
	Daypart 3	Recreation / Evening programm / Diner	Hotel

Day 4 Thursday 2-dec Student program	Daypart 1	Pitch Training	OndernemersLAB + extra
	Daypart 2	Lunch Dragons Den / Pitches theme groupes	FAIR's OndernemersLAB
		Reflection / deepening on content appointments for the coming period Closing Event Staff	OndernemersLAB + extra OndernemersLAB
	Daypart 3	Closing evening / Diner	Foodhal Enschede + excursie

## Total program

Program Week 1	Hengelo ( Ov )	ROC van Twente	29 nov - 3 dec
Daypart 1	09.00 - 12.00	Cross Border Action Learning	
Daypart 2	13.00 - 17.00	International Entrepreneurship	
Daypart 3	19.00 - 21.00		

Day 1 Monday	Daypart / Time	What	Location
29-nov TTA + Travel	Daypart 1 / 2	Travel day to Hengelo	Hotel ( Delden )
	Daypart 3	Recreation / Evening program / Diner	Hotel ( Delden )
Day 2 Tuesday 30-nov  start students program	Daypart 1	Short excursion location Acquaintance and group formation	OndernemersLAB ( Hengelo Gietari ) Gietari hallway and Gym
	Daypart 2	Lunch Get themes ( sustainability as a common thread ) ICE methode Business Model Canvas	FAIR's ( Gietari ) OndernemersLAB
		Reflection / deepening on content	OndernemersLAB + extra
	Daypart 3	Recreation / Evening program / Diner	Hotel
Day 3 Wednesday 1-dec Student program	Daypart 1	Welcome to ROZ + Info Network Region Twente Excursion ROZ / businessmakeover.eu LE Games ( link with Themes an BMC )	ROZ ( Hengelo ) ROZ ROZ
	Daypart 2	Lunch Working space on themes / BMC an Pitch	Broodbode ROZ
		Reflection / deepening on content	ROZ
	Daypart 3	Recreation / Evening program / Diner	Hotel
Day 4 Thursday 2-dec Student program	Daypart 1	Pitch Training	OndernemersLAB + extra
	Daypart 2	Lunch Dragons Den / Pitches theme groupes	FAIR's OndernemersLAB
		Reflection / deepening on content appointments for the coming period Closing Event Staff	OndernemersLAB + extra OndernemersLAB
	Daypart 3	Closing evening / Diner	Foodhal Enschede + excursie
Day 5 Friday 3-dec Travel		Travel back Home	



## Annex 2

### Insights program Business Boost 2 ( Day 1 and 4 travel )






Date	Time	Activity	Place
Monday 21 November 2022	At 18 hour	Check in Hotel	Hotel Stadt Kufstein
	19:30 hour	Dinner together optional	Gasthof Goldener Löwe
Tuesday 22 November	08:30 hour	Welcome of the teams by Dir. Markus Höfle and chairman Manfred Hutz	Chamber of Commerce
	08:45 hour bis 13:00 hour	Input und Workshop, interkulturelles Management, Birgit Enk, be.bybirgitenk (WK Kufstein) // Input und Workshop, DISG Modell : Birgit Enk, be.bybirgitenk	Chamber of Commerce
	13:00 hour	Lunch break with business lunch	Restaurant Business
	14:00 hour bis 16:00 hour	Lecture; interview and exchange Start UP and challenges of the change to an established company: Jonas Wilhelm, GF Peakmedia and Birgit Enk	Chamber of Commerce
	ca. 16:30 hour	Return to the hotel	Hotel Stadt Kufstein
	19:00 hour	Dinner together	Gasthof Purlepaus
Wednesday 23 November	08:30 hour bis 10:30 hour	Company visit	Company Zimmer
	11:00 hour bis 13:00 hour	"Business game" 2nd part	HLW Kufstein
	13:00 hour	Lunch break with lunch	HLW Kufstein
	14:00 hour bis 17:00 hour	Design thinking; feedback and further development of business cases; Karin Steiner (FH Kufstein) and Markus Gwiggner; (WK Kufstein)	Chamber of Commerce
	19:00 hour	Dinner together	Gasthof Goldener Löwe
Thursday 24 November	09:00 hour bis 12:00 hour	Input Design Thinking, AR and VR and individual further work on the programme, development of business models: Christoph Sitar, Mediasquad	Chamber of Commerce
	12:00 hour	Lunch break with business lunch	Restaurant Business
	13:00 hour bis 16:00 hour	Scavenger Hunt Kufstein	Stadt Kufstein
Friday 25 November	Morning	Departure	

## Annex 3

### Insights program Business Boost 3



Programm Business boost 3 C-ALEARN Velbert Germany 20 feb - 24 feb 2023   				
DATE	TIME	Activity and who		PLACE
Mo, 20.2.23	18:00	Arrival team Kufstein	Checkin Hotel D3	Hotel Best Western Velbert
Di, 21.2.23	10:00	Arrival / Welcome BkN	All	BkN Velbert
	10:15	Introduction to this week's programme	Business Case groups	BkN Velbert
	12:30	LE Games version 3 with financial theme	All	BkN Velbert
	12:30	Break/Lunch	Business case groups + Coaches	BkN Velbert
	13:15	Continue working Business case	All	Transport Velbert -> OB and back
	16:00	Departure Bottrop Tetraeder	All	
	ca. 17:00	Visit Oberhausen Center	All	
Mi, 22.2.23	09:00	Working on businesscase	Business case groups + Coaches	Transport Hotel ->BkN
	10:30	Offer: Schloss- and Beschlägemuseum	Business case groups	BkN Velbert
	10:45	Reflection with NFTE ( subject to reservations )	Teachers	BkN Velbert
	12:30	Break/Lunch	Business cases groups + Willem	BkN velbert
	13:15	Working finishing Business case/Coaching on Pitch	All	BkN Velbert
	16:15	Leisure Velbert	All	
	18:30	Teacher& Coaches cooking for Students	All	
Do, 23.2.23	09:00	Training presentation/final preparing	Business case groups + Willem	BkN Velbert
	10:30	Reflection with NFTE ( subject to reservations )	Teachers	BkN Velbert
	11:00	Final Presentation	All + guests	Best Western hotel
	13:00	individual Feedback after Presentation	All	
	13:30	Leisure Velbert	All	
	15:00		All	
Fr, 24.2.23	18:00	Event im Hotel Schüler Evaluation of the whole Project	Students	
		Departure Team NL/AUT		

## **Extra Sources + Links**

- EntréComp: The Entrepreneurship competence Framework  
[ENTRECOMP IMPLEMENTATION - The Entrepreneurship Competence Framework Implementation \(entre-comp.eu\)](#)  
[EntréComp: a practical guide, easing the access to entrepreneurship \(europa.eu\)](#)
- Outlines for the qualitative measurement of entrepreneurship competence -based on EntréComp- for IEL&N.  
[EntréComp explained Supporting Guide PDF \( C-ALEARN Padlet wall \)](#)
- All You Can Learn. A new way off blended learning.  
[www.allyoucanlearn.nl](http://www.allyoucanlearn.nl)
- Platform for business model innovation.  
[www.businessmakeover.eu](http://www.businessmakeover.eu)
- NFTE e.V.  
[NFTE Deutschland e.V.](#)
- Wirtschaftskammer Tirol ( WKO )  
[Die Wirtschaftskammer Tirol - WKO.at](#)
- ROZgroep  
[Home - ROZ Groep | Partner in ondernemen](#)

## Underlays

Padlet C-ALEARN: ( verversen )



## Underlays

### Pictures from practice

