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SE4A

“Social Entrepreneurship 4 Arts”

Modules Course Guide

ERASMUS +

KA220-VET - Cooperation partnerships in vocational education and training

AGREEMENT NUMBER – 2021-1-DE02-KA220-VET-000033377

(DE02 - Nationale Agentur Bildung für Europa beim Bundesinstitut für Berufsbildung)

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Introductory Note

The current study guide aims to contribute to the learning objectives of the SE4A project, which promotes the notion that artists can transform into creative entrepreneurs, responsible for earning a living in ways that traditional professions never encounter. Through the utilization of digital technology and tools, professionals in creative fields will gain unprecedented access and opportunities to reach their audience directly. By challenging traditional entrepreneurship training and education and introducing an e-learning environment, young artists will be empowered to undertake innovative initiatives to promote their work.

The proposal argues that a digital creative-based social entrepreneurship course can provide an enabling environment to cultivate and enhance their business skills without compromising their creativity and critical thinking. The project's activities are expected to stimulate and enable young artists to acquire necessary entrepreneurial (soft and hard) skills, such as competencies to market their work, manage finances, establish business collaborations, and introduce creative toolkits that will further enhance their entrepreneurial mindset through a unified online platform. The overall scope is to offer multifaceted creative entrepreneurship opportunities to the target group by utilizing ICT technology, empowering, and supporting their social inclusion process into the host societies.

The project plans to introduce an effective social entrepreneurship training system, equipping the target group with tacit knowledge, virtues, and critical thinking to strengthen their autonomy, self-efficacy, self-confidence, and cognitive skills. Additionally, it will provide business-wise knowledge about market opportunities. The target group consists of young artists and senior students in tertiary education, specializing in creative majors such as arts, design, music, and more.

The guide has been designed to be used in conjunction with the bibliographical references provided on the SE4A Platform. It comprises six (6) Module Units, each including a Summary, Scope, Expected Learning Outcomes, Key Words, Bibliography, and Formative self-evaluation. The activities at the end of each module aim to verify participants' learning process and assist them in comprehending the material content practically. Furthermore, these activities contribute to the self-evaluation of learners throughout the course's duration.

The ECTS Accreditation Process

ECTS stands for 'European Credit and Accumulation System,' and it constitutes an official accreditation tool used for acknowledging gained knowledge, following a systematic process. As such, people who are attending modules that are accredited with ECTS (in adult non-formal education) can point to them either in CVs and/or submit them in their jobs as additional acquired knowledge, skills, and abilities as part of lifelong training.

SE4A modules have been designed and developed to meet the standard process of ECTS accreditation. For the purpose of this project, young artists will have the opportunity to register in the online courses as autonomous learners and complete the (optional) exams to acquire and certify a certain level of knowledge.

Further to that, as part of the sustainability plan, and in relation to the general need of getting certified knowledge, the content material will be submitted to the National Agency for EQF to acknowledge and recognise the materials quality contents (following a thorough review on the modules' details and accompanied material) towards the recognition of certificate for all EU countries.

Unit 1 – Building a Skillset for your Social Enterprise

Summary

The module aims to equip learners with a set of both Hard and Soft Skills required for the startup of a Social Enterprise. It has been designed to provide necessary tacit and explicit knowledge to assist learners become efficient entrepreneurs. Particularly it will provide them knowledge on how to manage and prioritize activities, meet deadlines, demonstrate communication business skills as well as to assess and their business needs. The selected material, furthermore, will encourage learners to develop critical thinking and crisis management to overcome complex tasks.

Scope

The purpose of Unit 1 is to introduce to equip learners with both Hard and Soft Skills required for launching and managing a Social Enterprise effectively. It focuses on activities prioritization, meeting deadlines, communication, business skills, and critical thinking. Additionally, the learners will develop crisis management abilities to overcome complex tasks.

Expected Learning Outcomes

Upon completion of this Unit, the learners will be able to:

- Plan and prioritize activities in an efficient and productive manner.
- Organize their workspace and workflow to maximise their time.
- Overcome procrastination.
- Manage crises effectively.
- Demonstrate Communication business skills.
- Promote and exhibit their work in an innovative manner.
- Identify and asses their business needs.
- Solve problems and formulate potential solutions.
- Utilize relevant ICT tools to efficiently organise and manage their Social Entrepreneurship.

Keywords

Soft Skills, Hard Skills, Artists, Creative, Time Management, SMART Goals, Social Entrepreneurship, Activities Prioritization, Meeting Deadlines, Meeting Deadlines, Communication Skills, Business Skills, Critical Thinking, Crisis Management, Complex Tasks, Efficiency, Start-up

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Formative Self-evaluation

Quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

Unit 2 - How to market the social value and impact of your enterprise

Summary

This unit aims at supporting learners in gaining knowledge about the key principles, characteristics, and elements of social marketing and, the digital and social media marketing to promote the social purposes and core values of their business. By introducing the concept of social values in business, the unit aims at providing learners with methods, practical tools, and competences to market their business effectively and advance the social impact of their business.

Scope

The purpose of Unit 2 aims to teach the learners about the terms and basic meaning of social marketing, digital media, and how to promote social values in their business. It will equip them with practical tools to effectively market their business and enhance its social impact.

Expected Outcomes

Upon completion of this Unit, the learners will be able to understand:

- the importance of the social values of their business and their characteristics as milestones of a marketing strategy
- the relation of their business core values connected to the target audience/customers
- how to apply the basic principles of social marketing to advance the social impact of their business and communicate their values.
- the key characteristics and types of digital marketing
- how to build an effective strategy to market their business brand and mission online.
- the basic principles, key steps, and practical tools to plan and develop a social media strategy.

Keywords

Social Marketing, Social Media Platforms, Digital media, Social media marketing, Social purposes, Business promotion, Social impact.

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Formative Self-evaluation

Read and study online presentations, independent readings and studies, good practices, asynchronous video presentations, quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

Unit 3 - Creative, Social and Remunerative: how to stand out with your CSE and navigate the market successfully

The artists will be equipped with valuable skills in management and business creation of a creative social enterprise. The module aims to provide core knowledge of building and leading a creative business in the market economy. The unit explains the mechanisms of the market and how they can be used to the advantage of the CSE. This Unit provides aspiring social entrepreneurs with the necessary knowledge on management to find their way in the market jungle. The learners will develop valuable skills to build and maintain their business and to guarantee sustainable and maturing growth for the CSE. They will learn how to start the process by developing a business model and a business plan and continue with other important steps. The development of a number of practical tools will assist them to make important decisions. The purpose of Unit 3 is to give the entrepreneur a guideline on where to start and what to consider keeping their business competitive in the market while at the same time mastering the social mission of the CSE.

Scope

The purpose of Unit 3 is to equip artists with valuable management and business creation skills for a creative social enterprise. It covers building and leading a creative business in the market economy, explaining market mechanisms advantageous to the CSE. Aspiring social entrepreneurs gain management knowledge to navigate the market effectively. Learners develop skills for sustainable growth, starting with a business model and plan, while considering the social mission of the CSE.

Expected Outcomes

Upon completion of the module, the learners will be able to:

- write a business plan and pitch own ideas to potential lenders.
- convey skills to lead an emerging creative business.
- use management skills and tools to lead a social business.
- conduct a market analysis to understand the stakeholders.
- apply human centred design to create a social product.

Keywords

Social Entrepreneurship, Business Plan, Management Skills, Market Analysis, CSE, Creative Business, Artists, Management, Business Creation, Creative Social Enterprise, Market Economy, Market Mechanisms, Aspiring Social Entrepreneurs, Sustainable Growth, Business Model, Social Mission.

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Formative Self-evaluation

Study online presentations, independent readings and studies, good practices, asynchronous video presentations, quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

Unit 4 - Spicing Up Your Finances: Gain CSE Financial Management Skills and Spice Up Your Fundraising and Profit-Making Experience

Summary

Social entrepreneurship is a concept that allows the creation of alternative models for doing business that are market-oriented and at the same time integrating all parties on the free market - workers and employees, employers, investors, consumers, and others. The promotion of the concept of social entrepreneurship opens the discussion of a business activity, oriented not only to maximise profit, but to achieve results related to the welfare of the whole community and to certain socially disadvantaged groups. All businesses, including arts-based social enterprises, require accurate and timely financial and operational performance data to inform decision-making about enterprise operations and growth. Social enterprises are unique hybrid entities with monetary management and reporting needs that are not adequately addressed by either non-profit or business accounting and financial reporting systems and practices.

Scope

The purpose of Unit 4 is to address the unique issues and needs of financial management competencies for sustaining arts-based social enterprises as well as the financial literacy challenges of the young social entrepreneurs, helping them to assess past performance, identify risks to the financial position of the enterprise, and to find opportunities to improve performance and create social change.

Expected Outcomes

Upon completion of the module, the learners will be able to:

- Obtain knowledge of legal basis for establishing a social enterprise in the respective county.
- Develop understanding of the role of arts-based social enterprises in the economic life of the local communities.
- Acquire financial literacy on social enterprises: setting up business goals, developing a business plan, maintaining financial sustainability.
- Achieve an understanding of the specific aspects of managing the finances of a social enterprise, distinguishing them from the financial skills needed for managing a business or an NGO.

- Raise awareness that arts-based social enterprises can create value and success if they implement strategies that respond to market opportunities by exploring their resources.

Keywords

Labor Market, Social Entrepreneurship, Entrepreneurship, Financial Management Competencies, Arts-Based Social Enterprises, Financial Literacy Challenges, Young Social Entrepreneurs, Past Performance, Risks, Financial Position, Opportunities, Social Change

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Formative Self-evaluation

Read and study online presentations, independent readings and studies, good practices, asynchronous video presentations, quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

Unit 5 - Risk Assessments and Risk Management Skills Development for Creative Social Enterprises

Summary

Being a social entrepreneur can be a truly fulfilling career. However, at the same time, there are many risks and challenges associated with becoming a fully-fledged social entrepreneur, that need to be acknowledged before someone would decide to be embarking on this journey. Strong risk foundations can help to provide that focus. When they understood and preventative strategies are integrated into operational practices and culture, stronger level of success is anticipated. Unit 5 discusses the key risks and how they can be handled.

Scope

Unit 5 aims to introduce the arts-based social enterprise's risk management principles and standards towards the involvement of learners into an educational process that will enhance their decision-making skills in social entrepreneurship filed. In particular, the unit has been designed to boost the risk management skills of young artist entrepreneurs.

Expected Outcomes

Upon completion of the module, the learners will be able to:

- Proactively identify risks, mitigating threats and be competitive in the field they are involved.
- Develop the right set of soft skills – the personal, emotional, and social skills that allow managers to operate effectively as leaders and contributors to social change.
- Build the soft skills to help manage risk in arts-based social enterprises and not just measure it.

Keywords

Risk Management Principles, Educational Process, Decision-Making Skills, Balance Risk, Driving Force, Social Entrepreneurship, Young Artists, Competences, Organizational Sensitivity

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Formative Self-evaluation

Read and study online presentations, independent readings and studies, good practices, asynchronous video presentations, quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

Unit 6 - Moving with ease in the financial and labour market

Summary

The unit aims at supporting learners in gaining knowledge about the key skillset that they must have developed to become competent professionals within the current or anticipated economic and Labour environments. It will also familiarize the participants with methods, and practical tools to develop capabilities, set priorities, goals, and objectives and design action plans around them.

Scope

The purpose of Unit 6 is to enhance the learners' skills and allow them to navigate with ease the financial and labour market by providing relevant knowledge, information, and expertise.

Expected Outcomes

Upon completion of the module, the the learners will be able to:

- what a social enterprise and social entrepreneurship are.
- the importance of social economy and how it can differ from country to country.
- the peculiarities of social entrepreneurship in Arts
- what the available finance and other support for small companies and Opportunities for Social Enterprises is

Keywords

Labor Market, Employment, Social Entrepreneurship, Entrepreneurship, Social economy, Supporting Learners, Key Skillset, Competent Professionals, Current Economic, Anticipated Labour Environments, Familiarize Participants, Methods, Practical Tools, Develop Capabilities, Set Priorities, Goals, Objectives, Design Action Plans.

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https://ec.europa.eu/social/main.jsp?advSearchKey=socentercountryreports&mode=advancedSubmit&catId=1307&doc_submit=&policyArea=0&policyAreaSub=0&country=0&year=0

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[\(163\) Measure your impact with Social Return on Investment - YouTube](#)

[\(163\) Social Economy Europe - YouTube](#)

Formative Self-evaluation

Read and study online presentations, independent readings and studies, good practices, asynchronous video presentations, quizzes, small exercises, final examination.

Suggested Student Workload

10-15 hours

