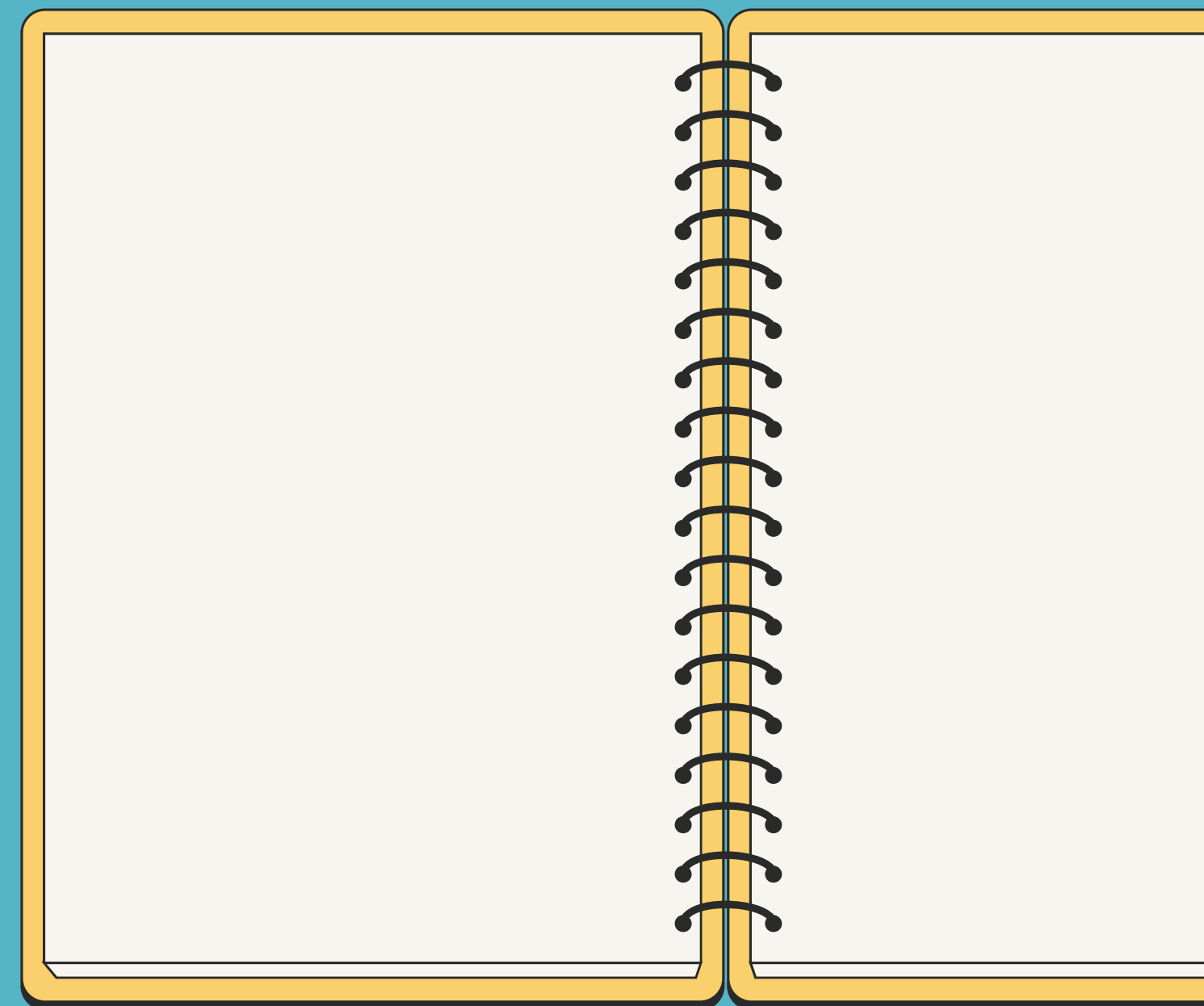




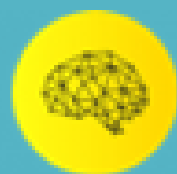
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ENTRE**VET**

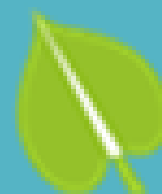
CURRICULUM FOR MICRO LEARNING



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Content

Overview of the courses

Target Audience

Learning Objectives

Specification of Learning Objectives per Micro Course

Module Learning Outcome Evaluation Method

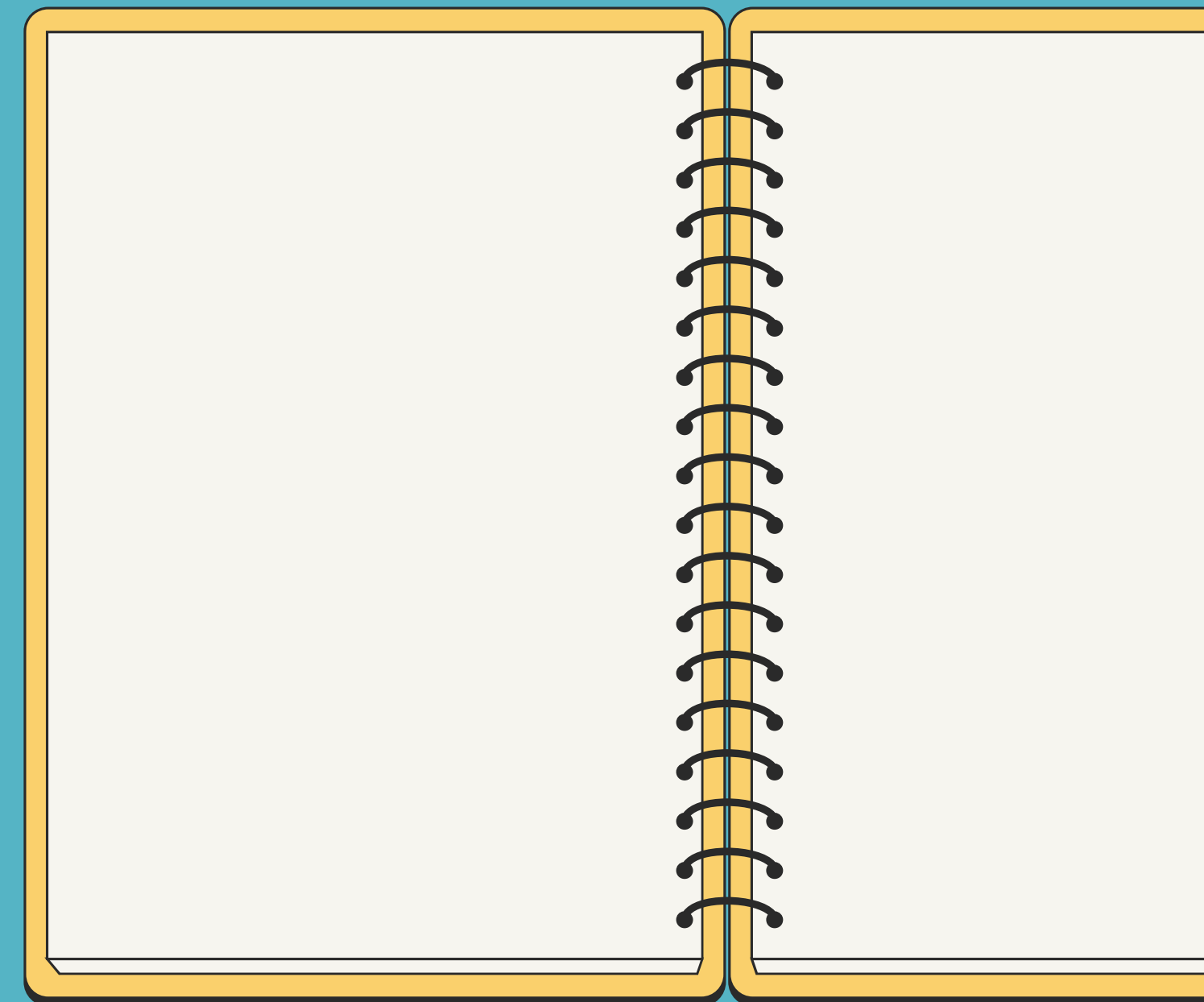
Module Evaluation Criterion

Practical Work Description

Independent Work Description

Study Material and Extra Material

OVERVIEW OF THE COURSES

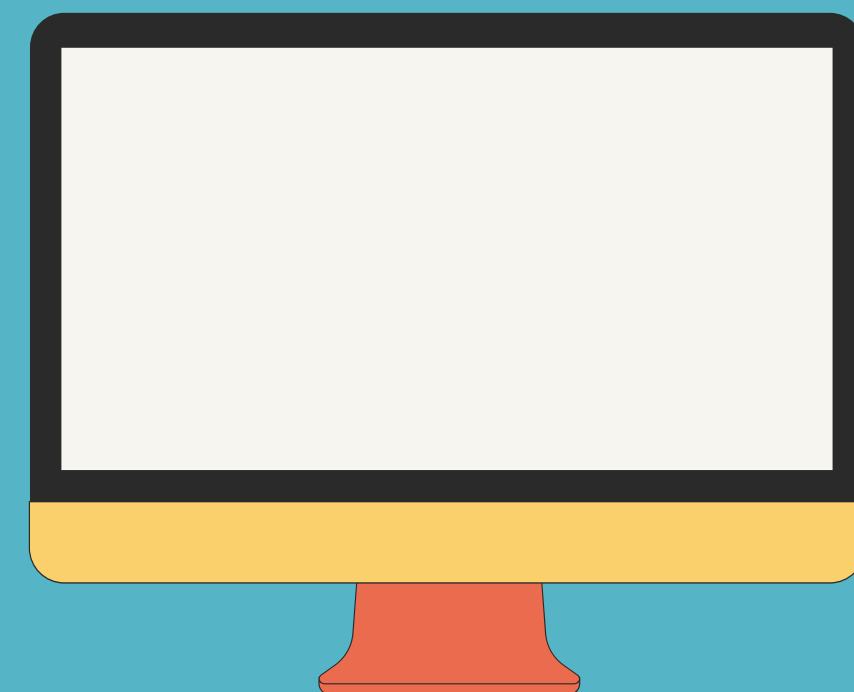


The curriculum comprises six Micro Courses, each addressing a key area of entrepreneurship. These include foundational knowledge, principles of sustainable business, the development of business ideas, as well as legal, financial, and marketing aspects.

Particular emphasis is placed on the legal and financial modules, which are adapted to the specific regulatory and institutional frameworks of the VET student's home country, in recognition of the considerable variations between national standards.

In addition, a structured business plan template is provided to support learners in applying their knowledge and developing their own business concepts in a systematic manner.

Overview of the courses





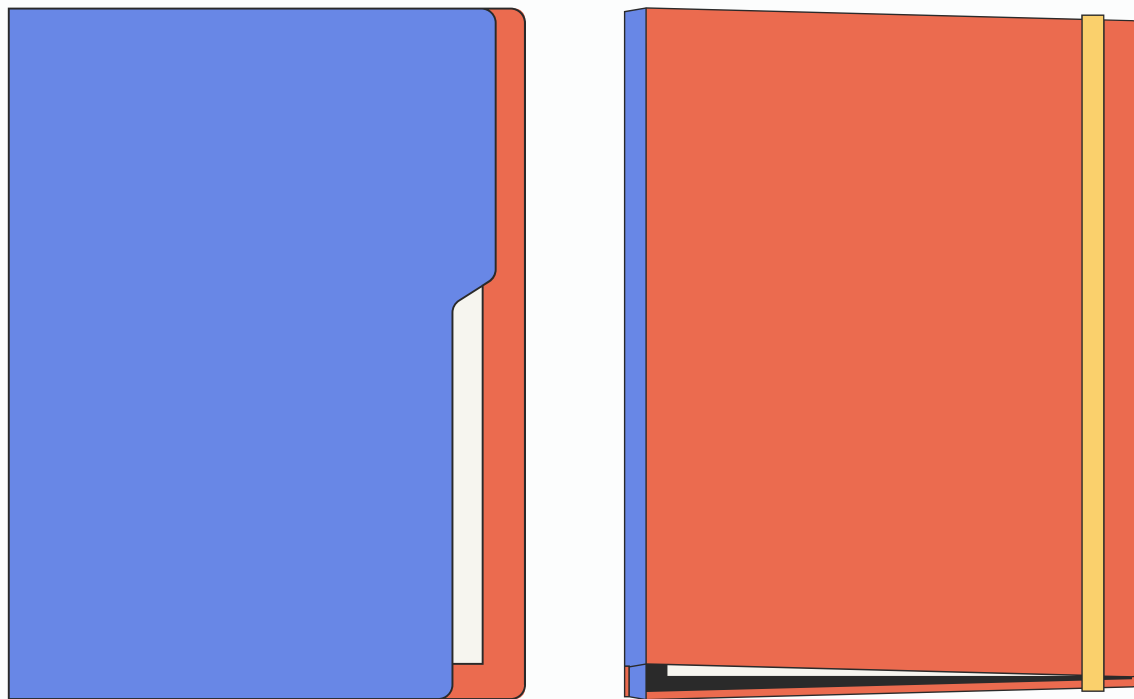
Overview of the Courses

Course Duration:

The full curriculum comprises a total of 32 hours, distributed across six Micro Courses and a final practical component.

- Micro Courses 1–3 (Foundations of Entrepreneurship, Sustainable Business, and Business Idea Development) require a combined total of 10 hours, reflecting their introductory nature and focus on foundational concepts.
- Micro Courses 4–6 (Legal Frameworks, Financial Aspects, and Marketing Strategies) are allocated 20 hours, due to their increased complexity and the need to address country-specific legal and financial systems relevant to the VET students' national contexts.

This structure ensures balanced progression from theoretical foundations to applied entrepreneurial practice, tailored to diverse European learning environments.





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Micro Course I: Entrepreneurship and Business Fundamentals

Duration: 4 Hours

- Our economic system
- What is market economy?
- Key economic models – supply and demand
- What is entrepreneurship?

Micro Course II: Sustainability driven entrepreneurship - Sustainable Economy, and Responsible Entrepreneurship

Duration: 2 Hours

- Sustainable Development
- Footprint calculator
- Business Models for the Circular Economy

Micro Course III: Developing a Business Concept- Idea

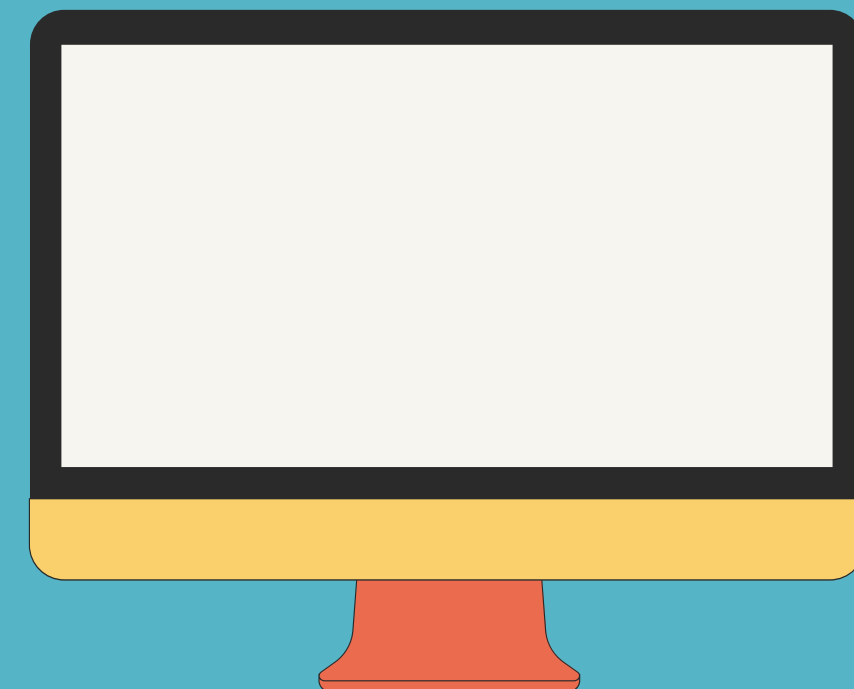
Duration: 4 Hours

- Business fundamentals
- Business idea
- Business concept
- Business plan
- Business values and communication
- Branding
- Brainstorming and mind-napping



Content

Overview of the courses





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Micro Course IV: Legal Aspects of Starting a Business

Duration: 6 Hours

- Overview of Legal Business Structures
- Steps to register a business
- Funding and Support for Startups and Entrepreneurs
- Industry Specific-Requirements

Micro Course V: Financial Aspects of Starting a Business

Duration: 6 Hours

- Legal Foundations of Accounting
- Performing Accounting
- Legal Foundations of Business Taxation
- Financial Aspects of Starting a Business

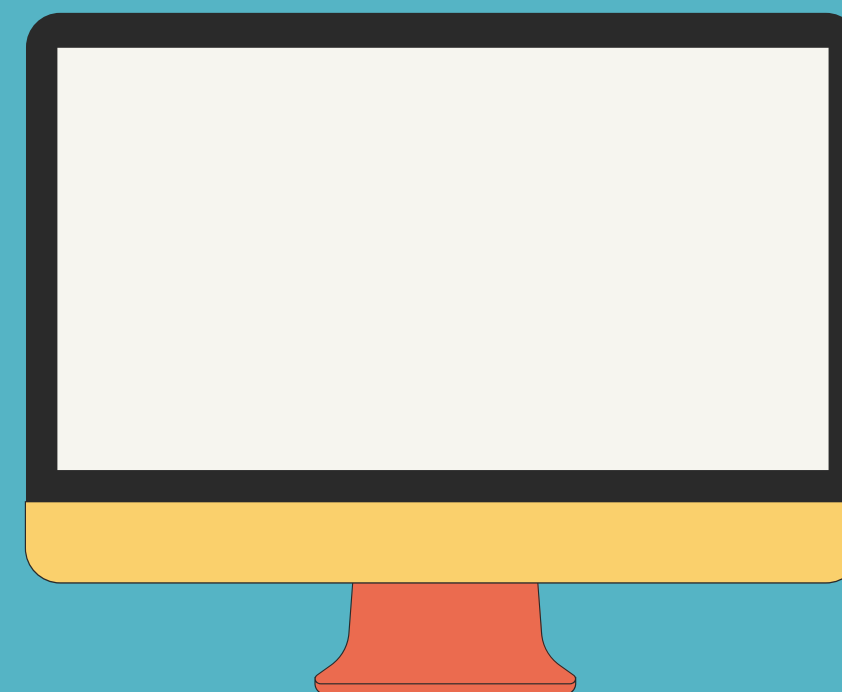
Micro Course VI: Communication, Marketing, Branding, Social Media and AI for Entrepreneurs

Duration: 8 Hours

- Fundamentals of Marketing and Market Analysis
- Target Groups and Customer Understanding
- Basics of branding
- Social Media for Business
- AI as a tool for business success
- Communication and soft skills for entrepreneurs
- Customer Service



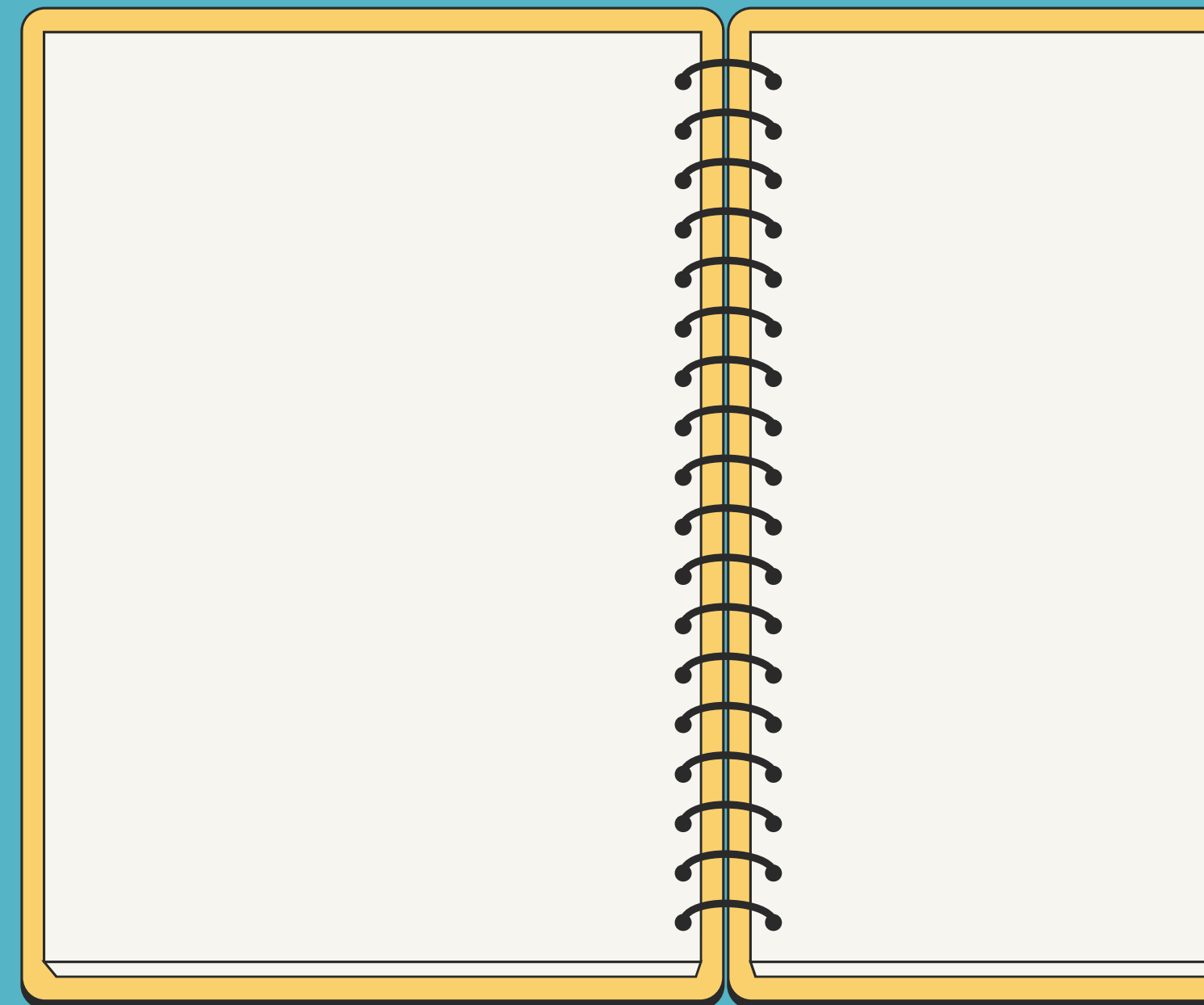
Overview of the courses





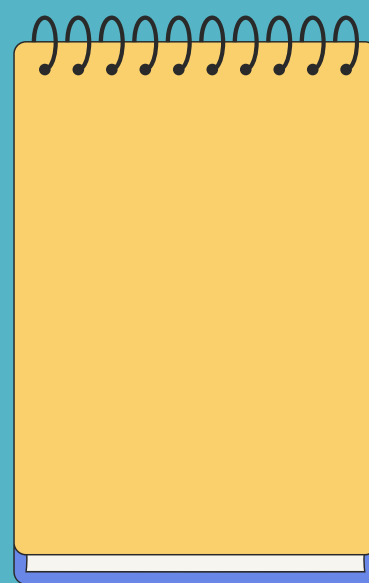
Content

TARGET AUDIENCE

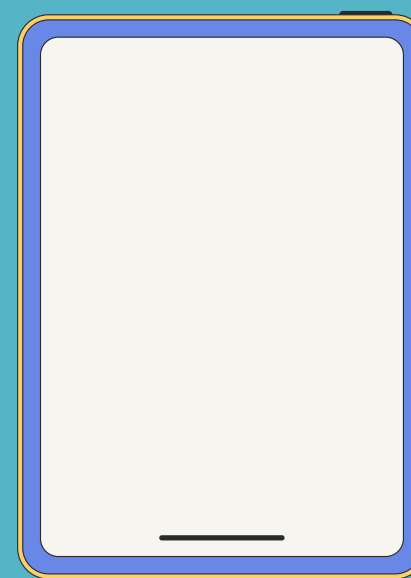


Target Audience

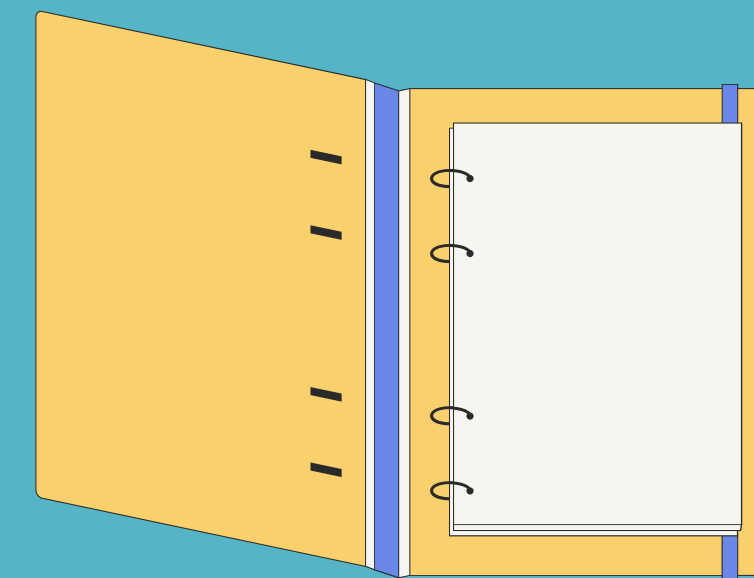
Content



This curriculum is specifically developed for vocational education and training (VET) students with no prior experience in entrepreneurship. Acknowledging that many learners at this stage possess limited foundational knowledge, the content has been carefully structured to ensure clarity, accessibility, and relevance

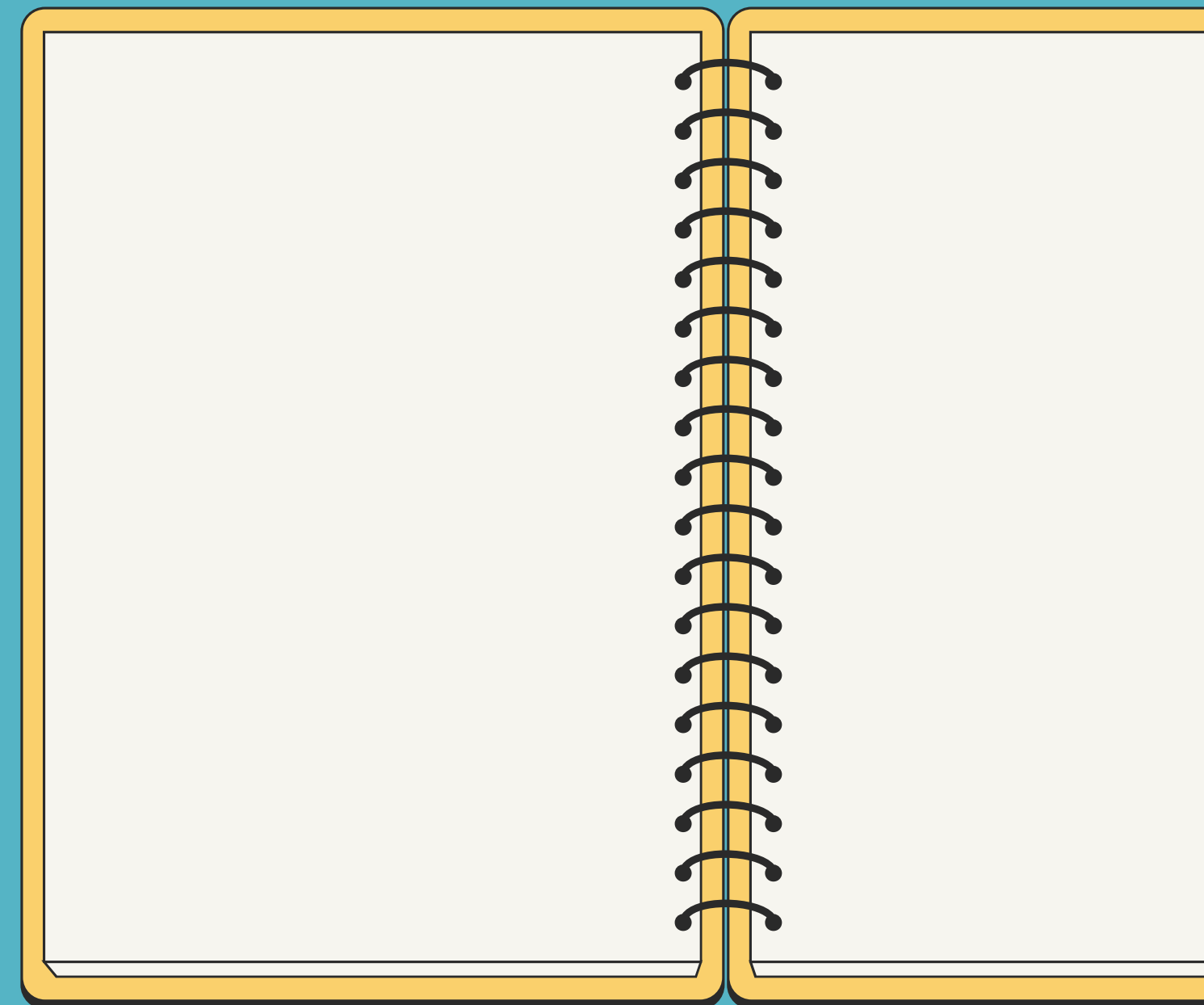


Practical examples and interactive learning activities are integrated throughout to enhance comprehension and engagement.



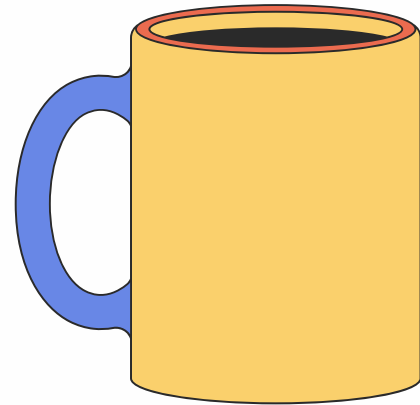
The overarching objective is to equip participants with essential economic literacy, introductory business planning competencies, and a basic understanding of how to establish and operate a business.

LEARNING OBJECTIVES





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Learning Objectives

Each module is structured to provide hands-on learning experiences that connect theoretical concepts with practical applications.

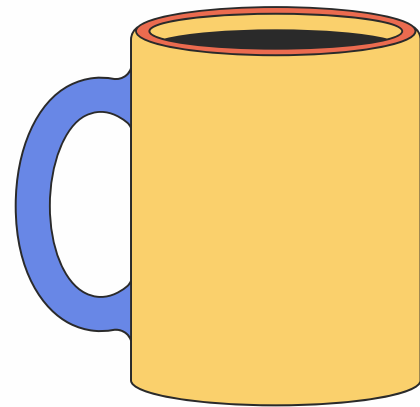
The curriculum fosters critical thinking, problem-solving, and creativity, equipping learners with the knowledge and skills needed to navigate the real-world challenges of business creation.

Designed to be interactive and engaging, the modules ensure learners not only acquire knowledge but also apply it in practical scenarios through case studies, simulations, and quizzes.

Upon successful completion of this curriculum, VET students will be able to:



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Learning Objectives

Explain the
foundational
principles of a market
economy,

including supply and
demand, competition,
pricing mechanisms, and
the role of
entrepreneurship in
economic development.

Formulate and refine
a business idea,

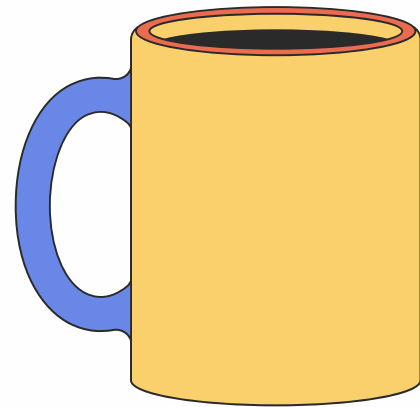
taking into account
personal interests, skills,
and market needs, and
evaluate whether the idea
is realistic, sustainable,
and actionable.

Incorporate
sustainability
considerations

into business planning,
such as resource
efficiency, environmental
impact, and social
responsibility, thereby
aligning the business idea
with contemporary
ecological and ethical
standards.



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Learning Objectives

Identify and understand key legal and tax obligations

relevant to starting and operating a small business, including business registration, licensing requirements, basic tax responsibilities, and compliance with national regulations.

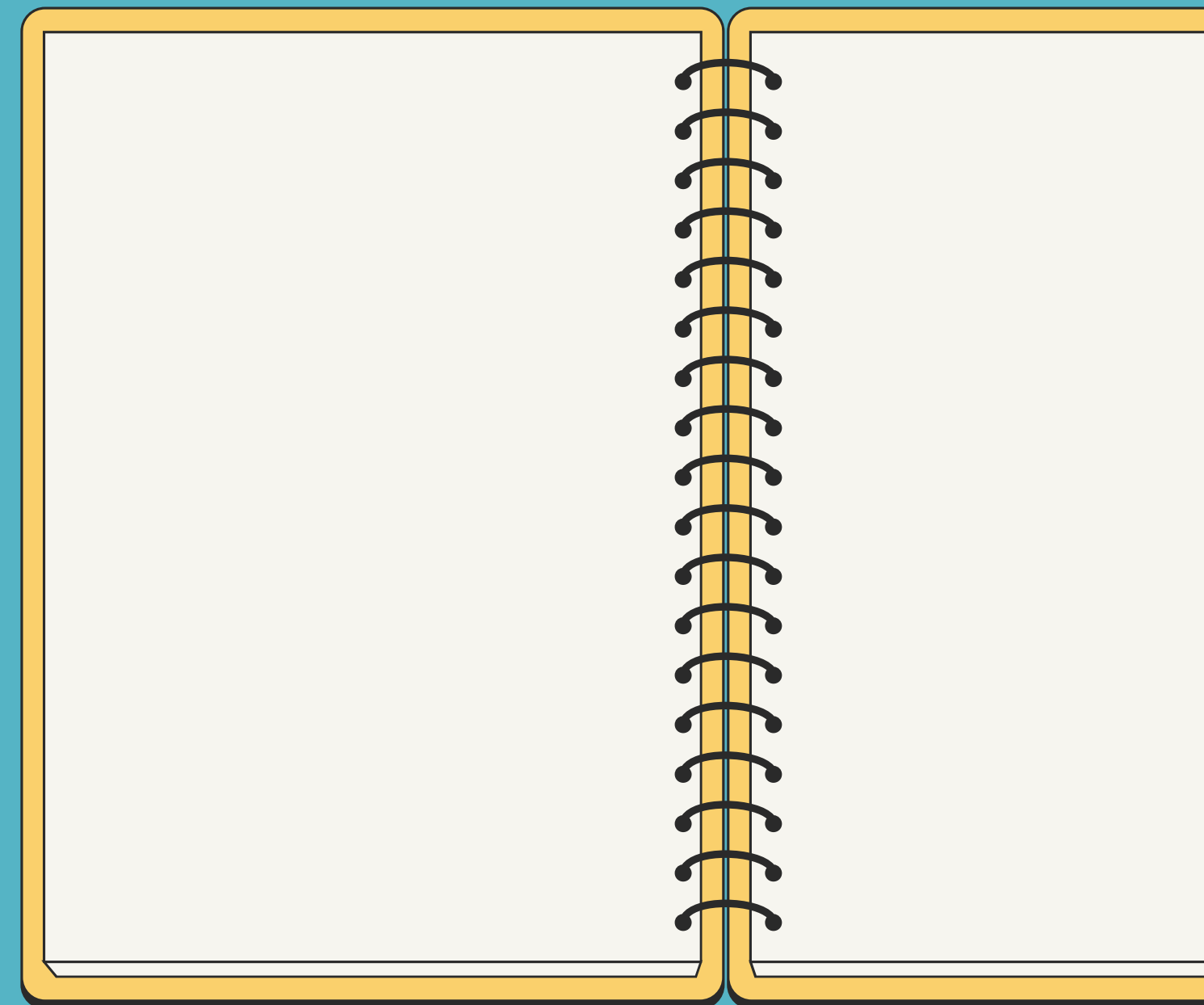
Apply essential marketing principles

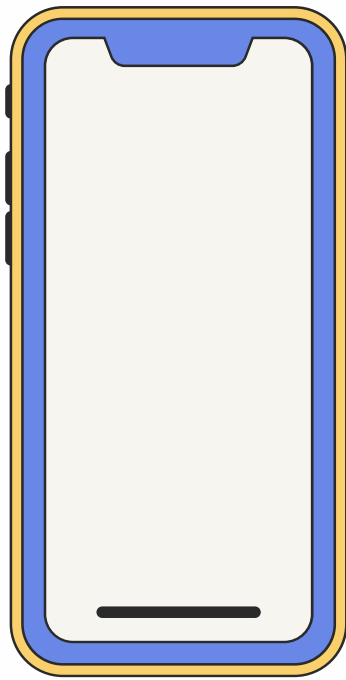
to promote a product or service effectively, including branding, customer targeting, and the use of digital tools such as social media platforms for visibility and engagement.

Demonstrate awareness of available funding schemes and support programmes,

including national and EU-level options, that can facilitate the start-up process — such as grants, loans, mentorship offers, incubator services, and public advisory networks.

SPECIFICATION OF LEARNING OBJECTIVES PER MICRO COURSE



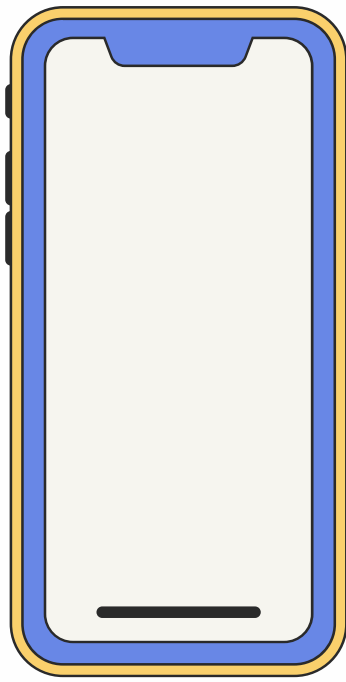


Develop a Fundamental Understanding of Economics to Make Informed Business Decisions

Content

Before diving into entrepreneurship, it is crucial to understand how economies function and the role of businesses within them. This module introduces key economic concepts, such as:

- The Basics of an Economy – Supply and demand, production cycles, market dynamics.
- Types of Economic Systems – Free market, capitalism, socialism, mixed economies.
- GDP and Market Economy – How businesses contribute to national wealth and economic growth.
- Consumer Behavior & Pricing – How demand influences pricing strategies and market trends.



Develop a Fundamental Understanding of Economics to Make Informed Business Decisions

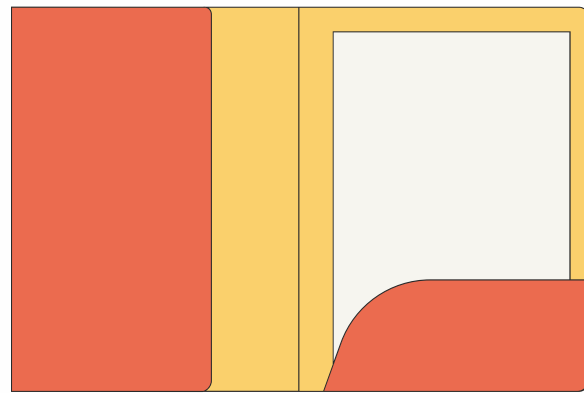
Content

Practical Application: Learners will engage in exercises that model economic decision-making, such as:

- Simulating a small business market to understand pricing, costs, and revenue.
- Analyzing different economic models and their effects on entrepreneurship.
- Exploring real-life business examples to identify economic drivers behind success.
- Activities such as single choice and true/false questions are utilized as interactive assessment tools to promote the retention of knowledge through engaging and playful learning methods.



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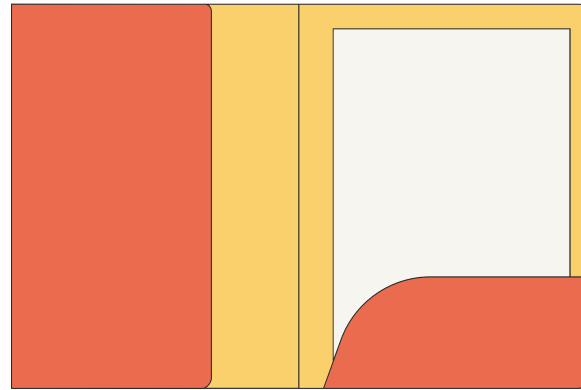


Understand Sustainability in Business, Combining Profitability with Environmental Responsibility

Modern businesses must balance profitability with ethical and sustainable practices. This module highlights the importance of eco-friendly entrepreneurship and teaches strategies for integrating sustainability into business models.

Key learning areas:

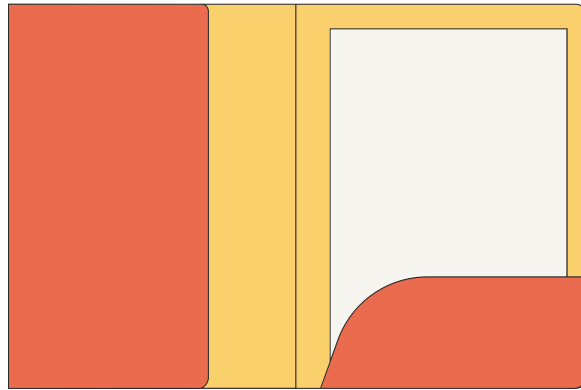
- What is Sustainability?
- Triple Bottom Line Framework – Measuring success beyond profit through economic, social, and environmental impact.
- Circular Economy & Waste Reduction – Strategies for recycling, reusing, and reducing waste in business operations.
- Sustainable Branding – How green businesses attract customers who value environmental responsibility.



Understand Sustainability in Business, Combining Profitability with Environmental Responsibility

Practical Application:

- Learners assess the ecological footprint of their personal habits and explore business solutions to reduce impact.
- Case studies on successful sustainable businesses, such as eco-friendly startups.
- Activities such as single choice and true/false questions are utilized as interactive assessment tools to promote the retention of knowledge through engaging and playful learning methods.

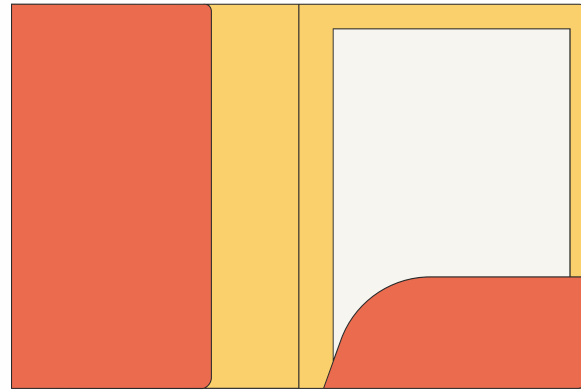


Systematically Create Business Ideas Using Creative Techniques Such as Brainstorming and Mind Mapping

Successful businesses start with strong and innovative ideas. This module teaches learners how to identify business opportunities, analyze market demand, and refine ideas using structured methods.

Key learning areas:

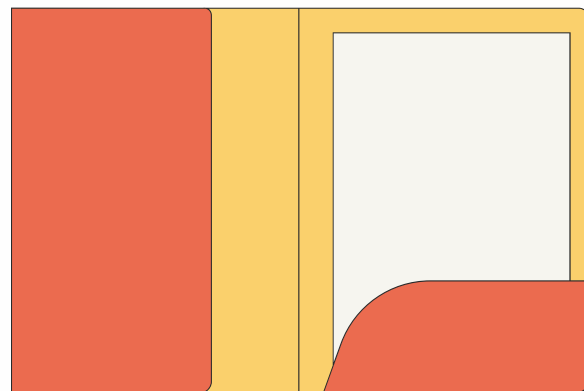
- Mind Mapping & Brainstorming – Techniques to generate, refine, and categorize business ideas effectively.
- Problem-Solving Approaches
- Feasibility– Evaluating if an idea is practical, profitable, and sustainable
- SWOT Analysis – Basics about the application of SWOT



Systematically Create Business Ideas Using Creative Techniques Such as Brainstorming and Mind Mapping

Practical Application:

- Learners develop a business idea through brainstorming activities
- Case studies on successful entrepreneurs who transformed ideas into thriving companies.
- Activities such as single choice and true/false questions are utilized as interactive assessment tools to promote the retention of knowledge through engaging and playful learning methods.



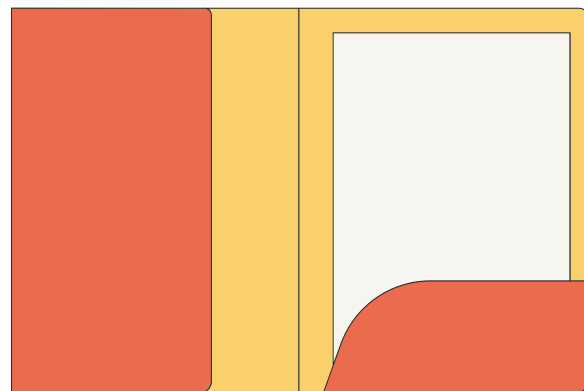
Learn About Legal Requirements to Register and Operate a Business Correctly

Content

Understanding the legal framework is essential for successfully launching and maintaining a business. This module provides a step-by-step guide on how to register and comply with national regulations.

Key learning areas:

- Business Structures – overview of the national structures
- Registration & Licensing – Steps to register a business in a national context
- Health and Safety Requirements – Certifications and regulations in various industries
- Support of organizations – information about helpful institutions for Startups and Entrepreneurs in a national context



Learn About Legal Requirements to Register and Operate a Business Correctly

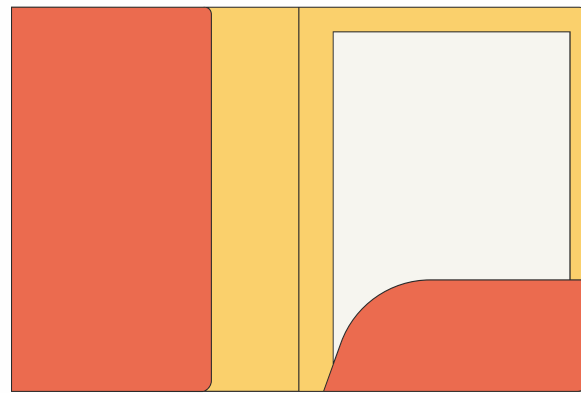
Content

Practical Application:

- Activities such as single choice and true/false questions are utilized as interactive assessment tools to promote the retention of knowledge through engaging and playful learning methods.
- Informative videos



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Master Financial Planning and Accounting Basics to Assess Business Profitability

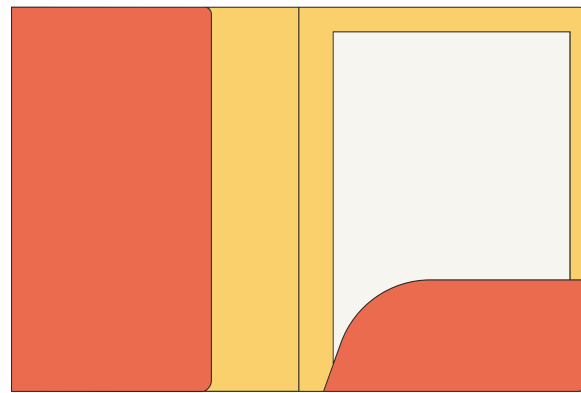
Finance is one of the most critical aspects of entrepreneurship. This module helps learners understand basic accounting, financial forecasting, and budgeting.

Key learning areas:

- Basic Accounting Principles – Revenue, expenses, assets, liabilities, financial reports.
- Business Costs & Profit Margins – Understanding fixed and variable costs in budgeting.
- Taxation – VAT, corporate taxes, payroll responsibilities, financial regulations.
- Risk Management & Financial Stability – Strategies to minimize financial risks and ensure long-term stability.



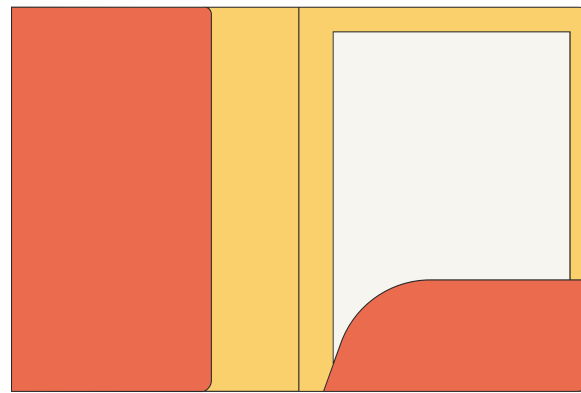
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Master Financial Planning and Accounting Basics to Assess Business Profitability

Practical Application:

- Learners learn about tax obligations, salaries and value added tax
- Case study exercises on real-world financial planning for small businesses.

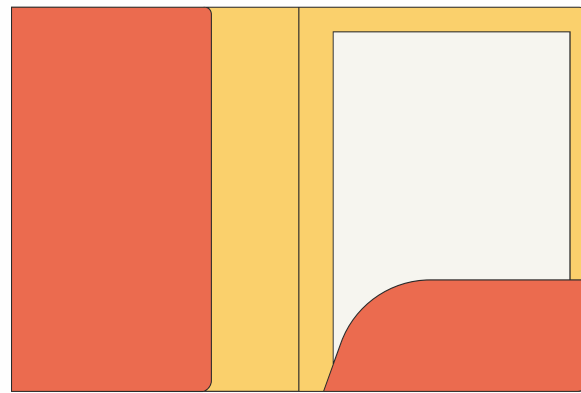


Develop Branding and Marketing Strategies to Attract and Retain Customers

A strong brand identity and effective marketing strategies are crucial for business success. This module teaches learners how to build their brand, connect with customers, and promote their business.

Key learning areas:

- Brand Development – Logos, slogans, business identity, customer engagement strategies.
- Market Research & Consumer Behavior – Understanding target audiences and purchasing decisions.
- Social Media & Digital Marketing – Strategies for leveraging online platforms to grow a business.
- AI and Data-Driven Marketing – How technology enhances customer personalization and efficiency.



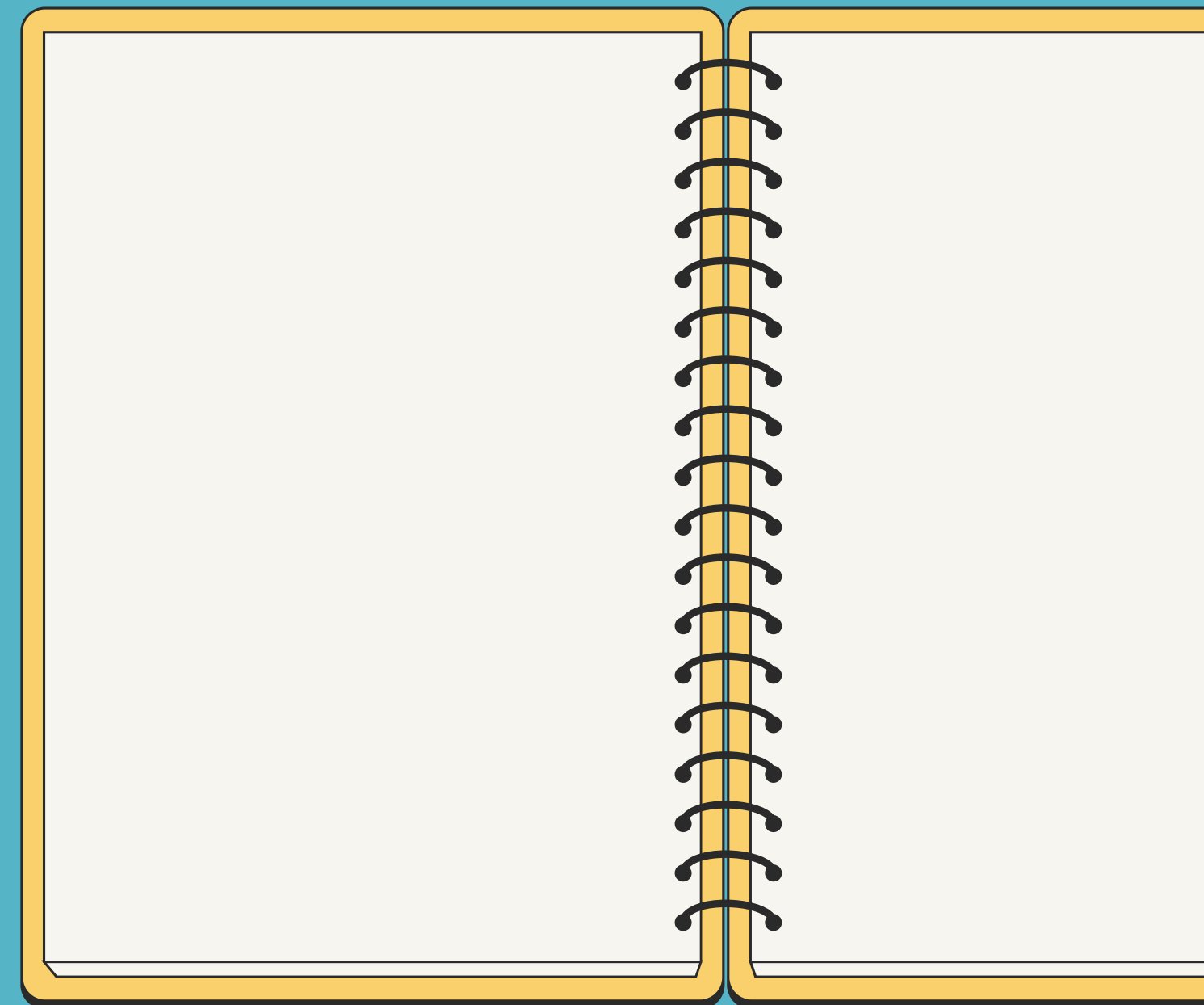
Develop Branding and Marketing Strategies to Attract and Retain Customers

Practical Application:

Learners develop a branding strategy for a new business concept.

- Case study analysis of successful brand-building techniques
- Social media campaign simulation and AI chatbot development

MODULE LEARNING OUTCOME EVALUATION METHOD



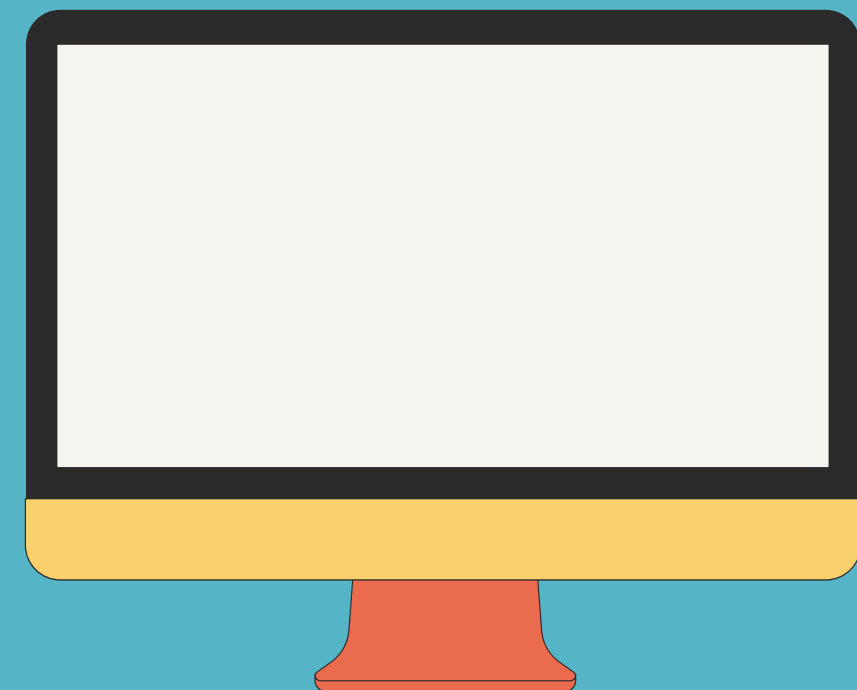


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To ensure that the learning outcomes are achieved and to monitor the acquisition of entrepreneurial knowledge and competencies, the curriculum applies both formative and summative assessment methods.

These evaluation instruments are designed to support the learning process and to provide evidence of the VET-students' progress and performance.

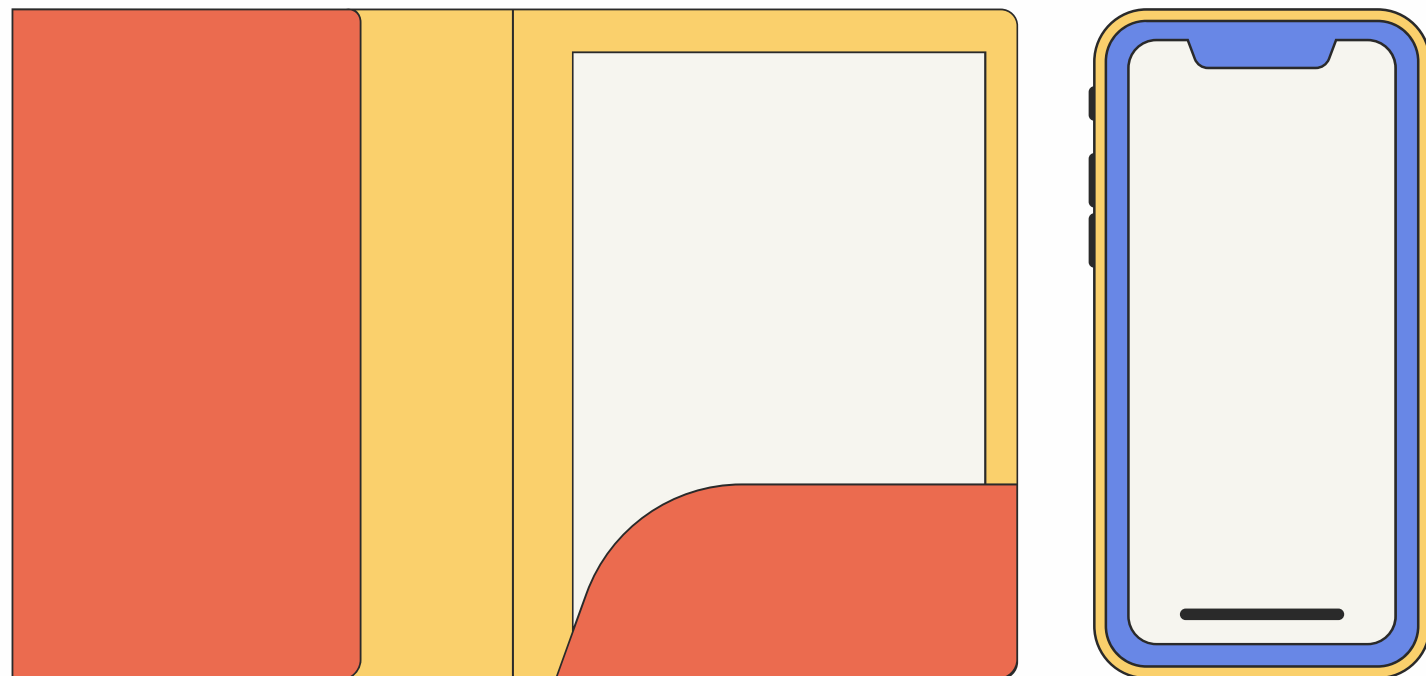
Module Learning Outcome Evaluation Method





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Formative and Summative Evaluations:



Quizzes

Short quizzes using True/False and Single Choice formats are used to test the understanding of key concepts presented in each module. These tools allow for self-assessment and reinforcement of essential knowledge.

Content

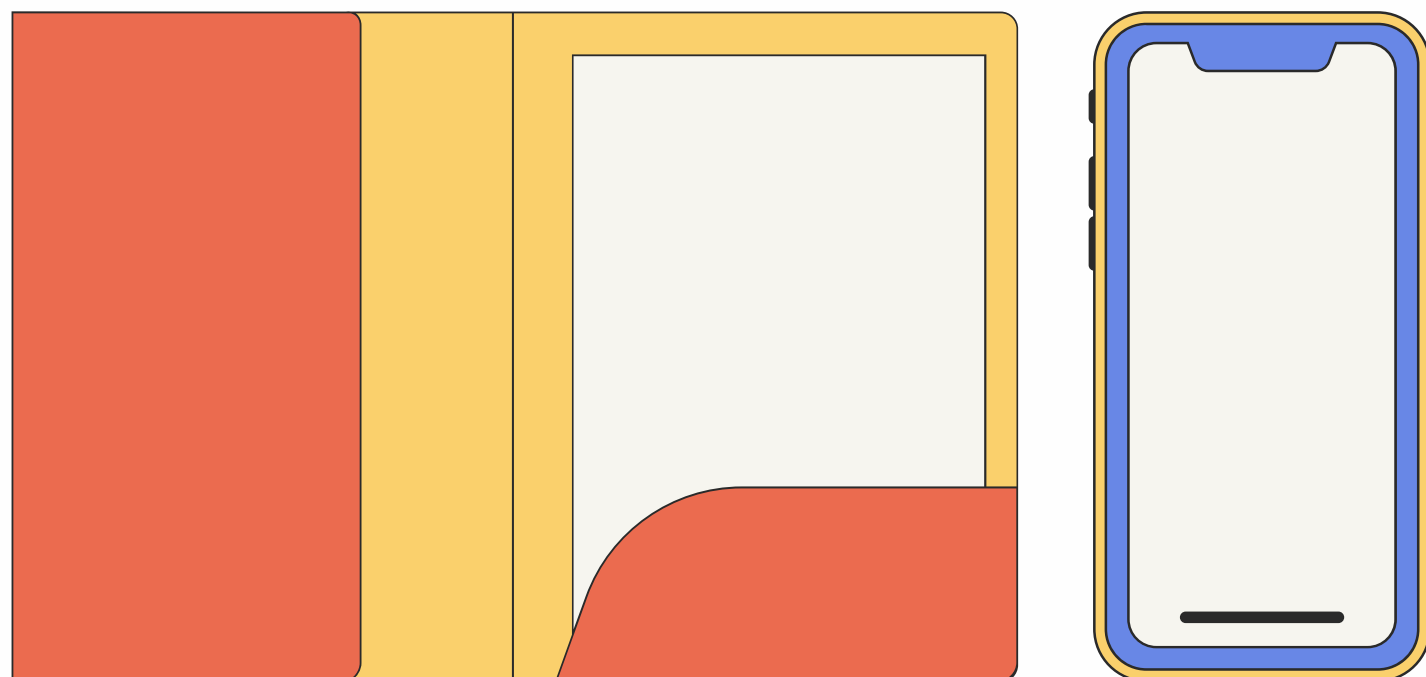
Reflective and Exploratory Writing Tasks

Learners are invited to participate in structured, open-ended reflection exercises (“Activities”) which encourage critical thinking, personal engagement with the material, and the application of course content to individual experiences or hypothetical scenarios.



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Formative and Summative Evaluations:



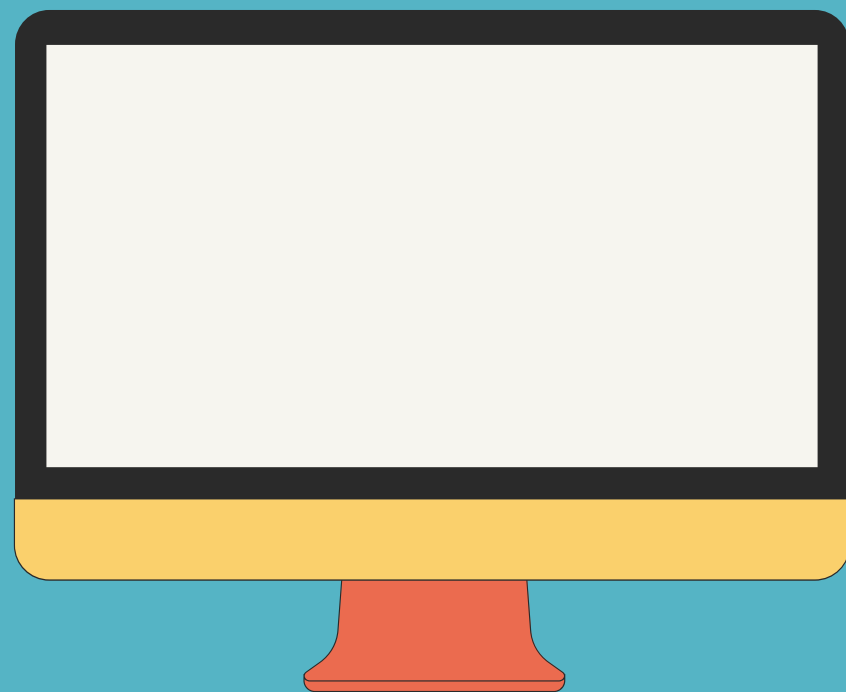
Application-Oriented Case-Based Tasks

Short written assignments based on simplified real-world scenarios are used to assess the ability to apply learned knowledge to practical challenges, such as identifying a business opportunity, outlining steps for business registration, or choosing a suitable marketing channel.



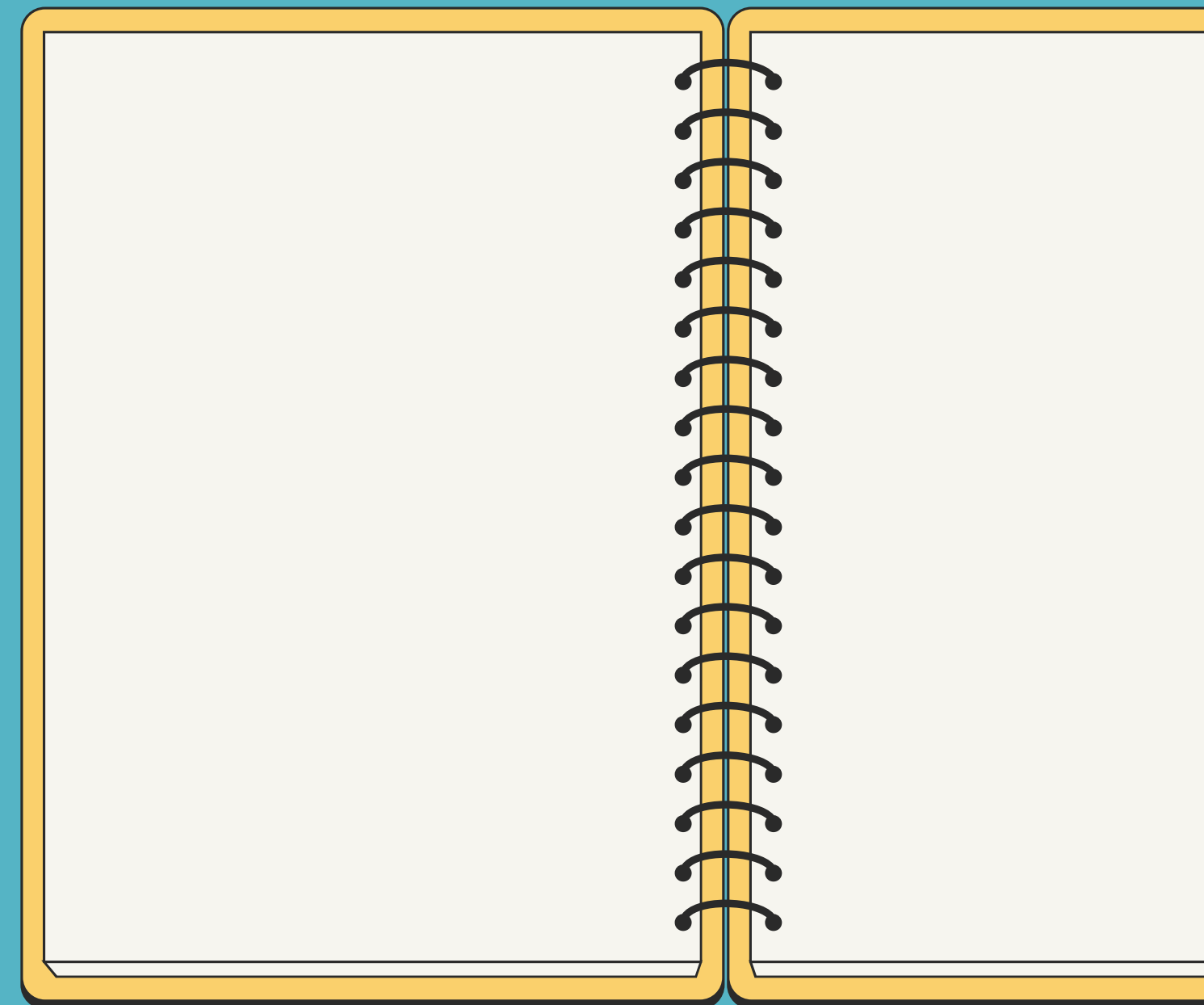
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Module Learning Outcome Evaluation Method



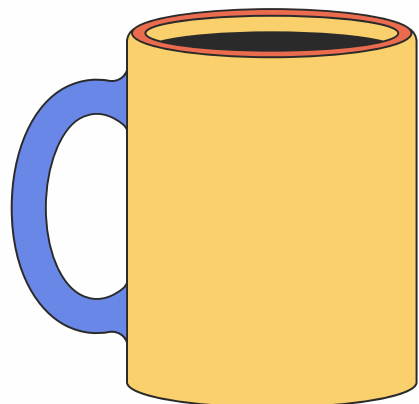
The combination of formative and summative evaluation ensures that learners receive both ongoing support throughout the learning process and meaningful opportunities to demonstrate their understanding and competence at the conclusion of each unit.

MODULE EVALUATION CRITERION





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Module Evaluation Criterion

In order to successfully complete each module of the curriculum, learners must meet the following assessment standards. The evaluation is based on both quantitative and qualitative criteria, ensuring a comprehensive measurement of knowledge acquisition and skill development.

Quizzes

VET-students are required to achieve a minimum score of 70% in all module-specific quizzes and objective assessment tasks. These assessments are designed to verify the understanding of fundamental concepts and factual knowledge.

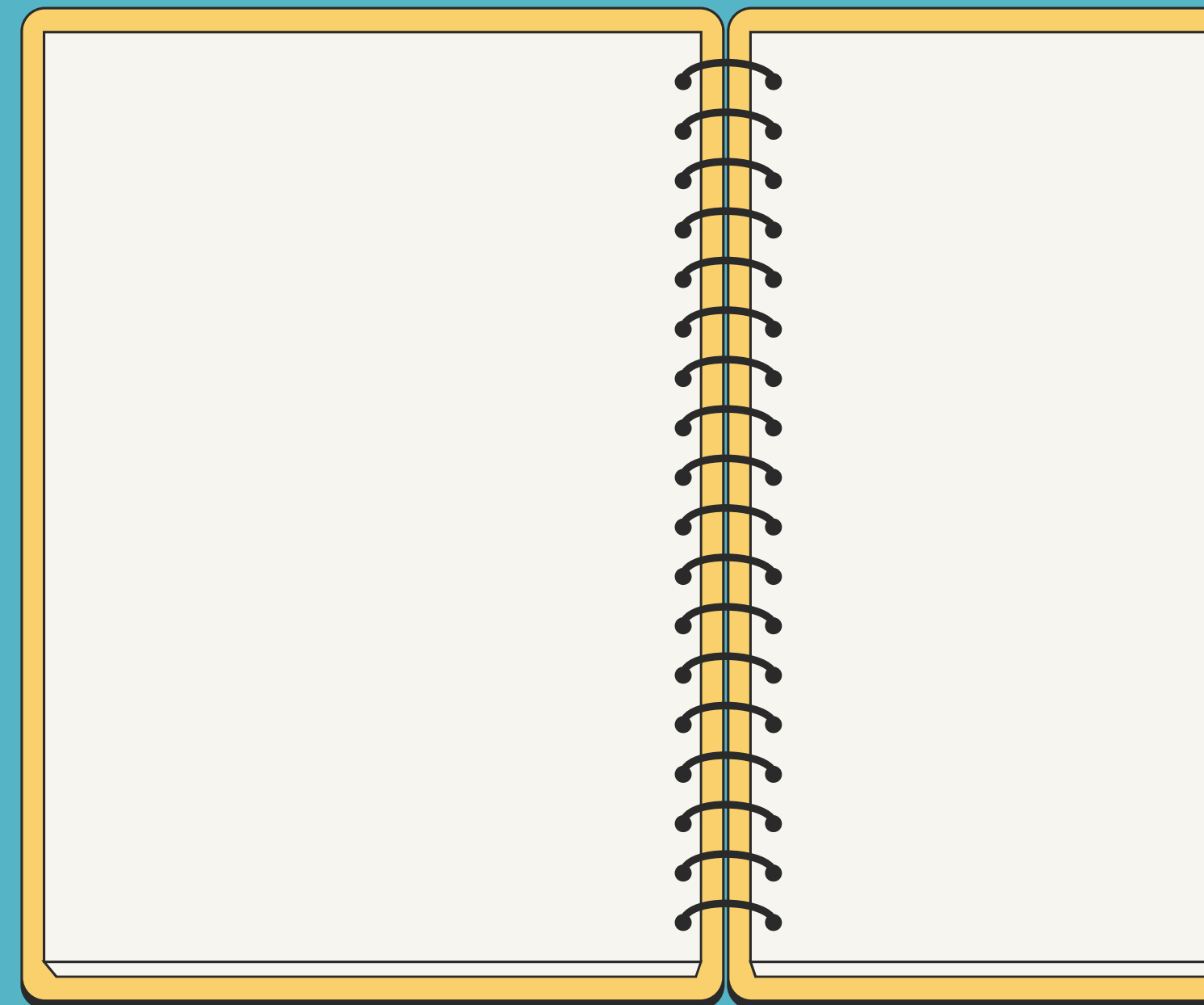
Short Written Assignments

Learners must provide coherent and accurate responses that clearly demonstrate comprehension of the essential terms, principles, and thematic content addressed within the module. Evaluation will consider relevance of content, and the ability to apply knowledge appropriately.

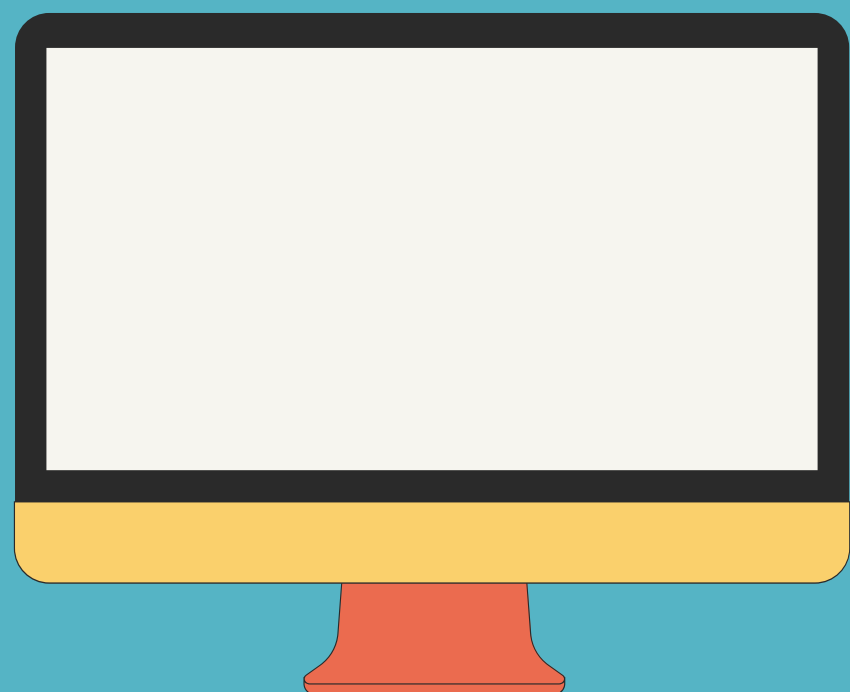
Passing Requirements



PRACTICAL WORK DESCRIPTION



Practical Work Description



1. Writing simple examples
based on text

2. Reflect on information
obtained in theory

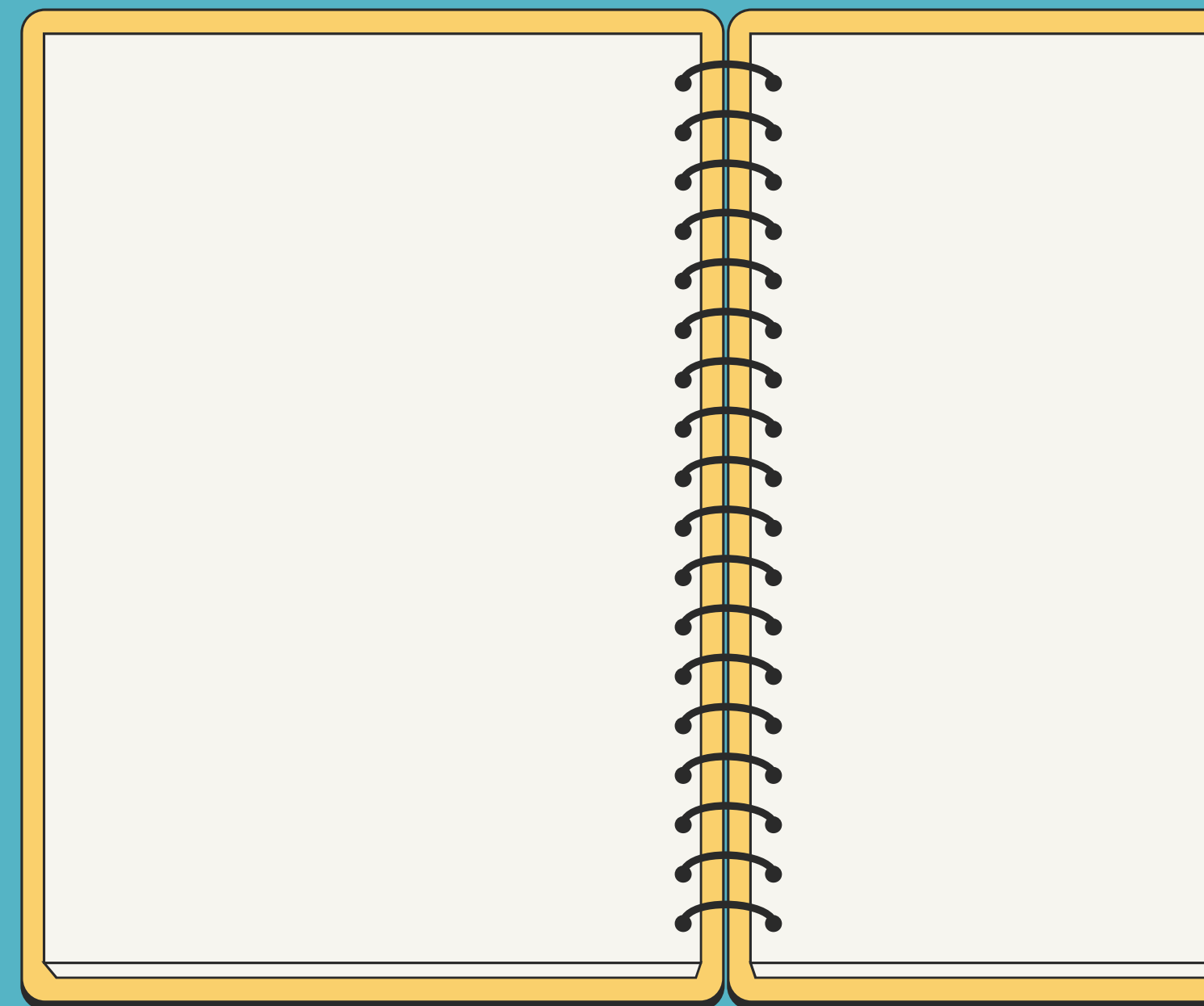
3. Use imagination in order to
learn more about creation of
business plans



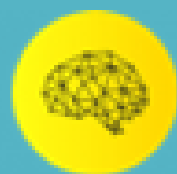
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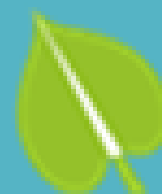
INDEPENDENT WORK DESCRIPTION



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1. Self-assessment tasks with single choice and true / false
2. Research simple business ideas in local area.
3. Writing short texts and answer open questions

Independent Work Description

