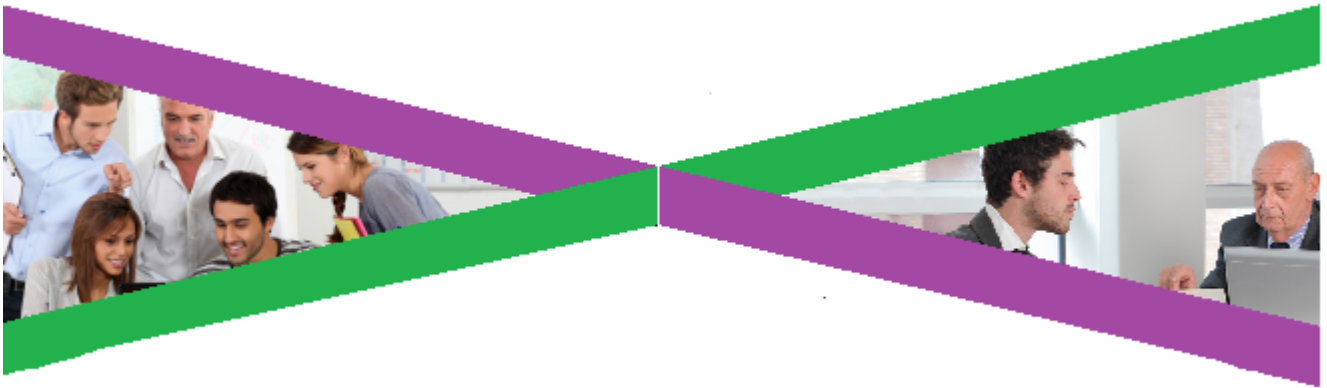




IntGen

**Intergeneration Mentoring
for Entrepreneurs**



MENTOR TRAINING COURSE

In Spain

Partners of INTGEN



www.intgen-eu.com

Project Number: 2014-1-ES01-KA200-004372

Course Title: INTGEN Entrepreneurs Course – Creativity, Innovation and Business			
Aim of the course		Mentor training	
Objectives:		Improve the quality of mentoring in cross-generational entrepreneurship	
Initial and Self-Assessment:		Self assessment prior and subsequent to the course	
Dates/Time		Session Topic or Aim – Learning Outcomes	
1		Introduction to the Intgen project Introducing the participants	
2		Define concept of cross-generational mentoring	
3		Business ideas and the importance of entrepreneurship	
4		Launching the business	
5		Market research	
6		Marketing mix	
Date/ Session No	Objectives Specific – Measurable – Achievable-Realistic-Time Based Session Topic	Activity for Participants/ Resources needed	Assessment
1 (2 h)	<p>-Introduction to the Intgen project</p> <ul style="list-style-type: none"> • Presentation and goals • What is cross-generational entrepreneurship? <p>-Introduction to the project and the participants</p> <p>-Mentoring</p> <ul style="list-style-type: none"> • What do we understand by mentoring? • Mentoring in the Intgen project • Profile and competences of the mentor • Relevant communication skills <p>Active listening, assertiveness, empathy, multidisciplinary group activities, developing creativity, problem resolution support in new or unfamiliar environments, networking</p>	<ul style="list-style-type: none"> • Ppt • Group work • Card games (“Moomin”) • Intgen “Mentor Profile” document • Using a self assessment questionnaire to identify the strengths and skills of the mentor. • Group activities 	<ul style="list-style-type: none"> • Satisfaction levels measured with post-its on the notice board • Active post-it methodology Mentor/Coach • Self-assessment (Intgen document) • Satisfaction levels measured with post-its on the notice board

2 (2,5 h)	Business ideas and the importance of entrepreneurship <ul style="list-style-type: none"> • Create awareness of the main traits and techniques of the entrepreneur. • Team building • Analysing the business idea. Strengths and weaknesses of each one. • Define the business model to be developed 	<ul style="list-style-type: none"> • Activity: lead or be led • Multiple choice test: Competence assessment (Todofp) • Group activities • Business model theory • Canvas model • Co-creation and Living Lab 	<ul style="list-style-type: none"> • External testing of model efficiency
3 (1,5h)	Start up <ul style="list-style-type: none"> • Define legal structure and procedures • Define corporate image • Define communication strategy • Identify the different sources of finance • Understanding the financial structure of a company 	<ul style="list-style-type: none"> • Theory of company structure • Corporate identity / company name • Internet • Examples from Internet • Activity: the retailer 	
4 (1h)	Market research <ul style="list-style-type: none"> • Identifying and satisfying customer needs and minimizing the risks of failure. 	<ul style="list-style-type: none"> • Presentation of market research • Market segmentation theory 	
5(1,5h)	Marketing mix <ul style="list-style-type: none"> • Analysing the future development of a product during its life cycle • Identifying synergies between all the elements of the marketing mix. 	<ul style="list-style-type: none"> • Life cycle • Presentation of marketing mix • Marketing mix activity 	
	Assessment and conclusions	<ul style="list-style-type: none"> • Questionnaire • Global Assessment 	<ul style="list-style-type: none"> • Satisfaction levels measured with post-its on the notice board
Project work			
Resources Needed			
Notes			
Teacher Evaluation- Feed-back			