



# BLUES

EUROPEAN ENTREPRENEURSHIP EXPERIENCE

Blended-learning international  
entrepreneurship skills programme



Co-funded by the  
Erasmus+ Programme  
of the European Union



José Carlos Ceballos

CISE's International Department



# CREATING ENTREPRENEURIAL CULTURE

# WHO WE ARE



**SUPPORT FOR INNOVATIVE  
PROJECTS**



ENCOURAGING ENTREPRENEURSHIP SPIRIT | IMPULSE FOR STARTUPS CREATION  
BUSINESS GROWTH THROUGH INNOVATION





# WHERE ARE WE

SCALABLE AND EXPORTABLE PROJECTS



PRESENCE TODAY



FUTURE LOCATIONS /  
COORDINATED WORK



EUROPEAN PROJECTS



53

Explorer Centers  
in Argentina,  
Portugal and Spain

18

GEM teams

8

e2 Spaces

# WHAT WE DO

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SENSITIZATION AND  
TRAINING FOR  
ENTREPRENEURSHIP  
AWARENESS



CAPACITY  
DEVELOPMENT AND  
NEW SKILLS  
EDUCATION &  
TRAINING



IDEAS  
ACCELERATORS  
SUPPORT/TRANSFER



ENTREPRENEURSHIP  
OBSERVATORY  
RESEARCH

# EUROPEAN PROJECTS



## ECOOPE

COOPERATIVE  
ENTREPRENEURSHIP

- Evaluation tool.
- European Best Practice guide.
- Pilot programs for secondary schools and universities.
- Improving employability of young people in Europe

**Spain:** CISE, Universidad de Cantabria and VALNALÓN.

**Finland:** Lappeenranta University of Technology (LUT)

**Portugal:** Universidade do Porto and PEEP – Educar para Empreender

**Italy:** European Research Institute on Cooperative and Social Enterprises

**United Kingdom:** Co-operative College CI



## BLUES

ERASMUS+ ENTREPRENEURSHIP

- Training and skill building of young people. (e2 model)
- European Best Practice guide.
- Pilot programs.

**Spain:** CISE and CEOE-CEPYME Cantabria.

**Finland:** Lappeenranta University of Technology (LUT)

**Portugal:** University NOVA and Mandan Technology Park

**Italy:** University Perugia and Chamber of Commerce Terni

**Slovenia:** University of Ljubljana and National Chamber of Commerce and Industry



We have composed  
a **blues** for you!

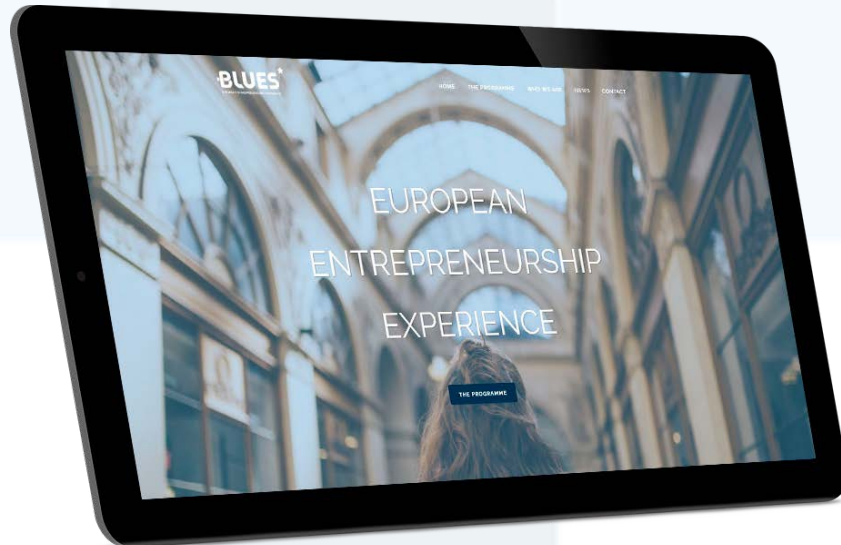






## Skills and entrepreneurial mind-set

BLUES will promote the **entrepreneurial mind-set** and the acquisition of **key skills** amongst students to...



... increase their career options:

- as an employee
- setting up their own companies

## WHAT WE DO:



### **Blended-Learning methodology**

We designed an innovative training methodology that strategically combines face-to-face with online training to deliver an international entrepreneurial experience to students so that they can acquire entrepreneurial and transversal key skills.



### **Digital training material**

We have produced interactive, dynamic and open-source digital training materials aimed at engaging students in complementary learning activities.



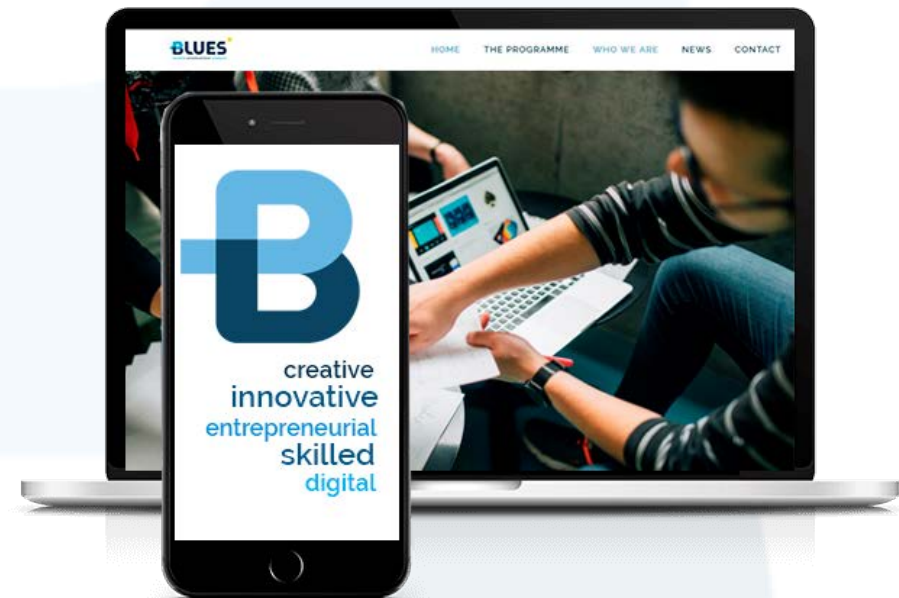
### **Face-to-Face training material**

We elaborated cutting-edge entrepreneurship education materials with a focus on how to actively involve entrepreneurs and the business community in entrepreneurship education at universities.



# An innovative training model

BLUES will develop a **new training model** for European universities to provide students with the **necessary skills** to succeed in a global and rapidly changing labour market







# GET THE SKILLS TO BOOST YOUR CAREER



**MOOC** from March 4 to April 14 // 6 modules // 20 hours of work at your own pace // Lessons subtitled

**F-to-F:** from March 30 to May 30 // 5 modules // More than 10 lessons-workshops-visits...

Strengthen your entrepreneurial competences with our free course! Visit [www.eblues.eu/blended-learning](http://www.eblues.eu/blended-learning)

# THE TEAM



## BLUES combines the expertise of:

**5** European Universities

**3** Chambers of Commerce & Business Association

**1** International Entrepreneurship Centre

**1** Industry and Scientific Technology Park

The involved team members have expertise in online training, curricula design, entrepreneurship education, start-up support, SME promotion, etc.



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# MÓDULOS DEL MOOC



## 1. Entrepreneurship Innovation for Turbulent Times

- 1.1 Why is it important to learn entrepreneurship?
- 1.2 Introduction to Design Thinking (part 1)
- 1.3 Introduction to Design Thinking (part 2)

Impartido por David Harrison

- 1.4. Technology trends for entrepreneurship

Impartido por Aneesh Zutshi (Passionate)

## 2. Entrepreneurship Theory Overview And Context

- 2.1. Main theories of entrepreneurship.
- 2.2. Conceptual models of each theory
- 2.3. Case studies

Impartido por Dolores Kores (UL)

# MÓDULOS DEL MOOC



## **3. Business Analysis And Strategic Management**

3.1 Market assessment and customer development. Main techniques.

3.2 Lean Startup. Business Model Canvas.

3.3 Lifecycle management of an entrepreneurial initiative. Main techniques.

Impartido por Ricardo Zozimo (UNL)

## **4. Organisational Design**

4.1 Fundamental of organisational structures.

4.2 Delegation. How to delegate tasks to co-workers.

Impartido por Luca Villa (HR Director at Thyssenkrupp)

4.3 Digital transformation.

4.4 Contemporary Forms of Organising

Impartido por Francesco Rizzi (UNIPG)



# MÓDULOS DEL MOOC



## 5. Competing In The Market

5.1 Defining the product and the brand (parts 1&2).

5.2 Defining the context: competitors, customers and other stakeholders (parts 1&2).

Impartido por Marina Gigliotti y Antonio Picciotti (UNIPG)

5.3 Defining the strategy for reaching the market: marketing mix.

Impartido por Antonio Picciotti (UNIPG)

5.4 Opportunities of digital marketing.

Impartido por Marta Mussini (Pharmatech S.r.l.)

## 6. Human Resource Management And Leading Function

6.1 Leadership identification. Different kinds of leadership.

6.2 Sources of power in a negotiation.

6.3 Managing people.

Impartido por Pedro Neves (UNL)

6.4 Soft skills.

Impartido por Aneesh Zutshi (Passionate)



ABIERTO

# What, Why & How. Your Road to Entrepreneurship



Para poder inscribirte en el curso, regístrate en la comunidad.


Regístrate


**DURACIÓN**  
6 weeks (Estimated 30 hours of study)


**FECHA DE INICIO**  
4 de marzo 2019

# LA FASE PRESENCIAL




 Sesión con formadores/as

 Sesión con emprendedores/as


 Sesión con mentores/as

Sesión 1: Contacto con emprendedores // **11 de abril**  
*Emprendedores/as: Sergio Pesquera, Marián Sánchez y Celestino Güemes*

Sesión 3: Consolidación. Perfiles de  
Emprendedores e Incubadoras // **3 de mayo**  
*Sesión de trabajo de los equipos con mentores/as*

 Sesión 0: Construcción de Equipos // **30 de marzo**  
*Formadores: CISE*



 Sesión 2: Visita Incubadoras // **11 de abril**  
*Colaboran: Binary Box, CDTUC y SODERCAN*




**Constitución de equipos**





Sesión 4: Selección de solución // **9 de mayo**  
*Formadores: Pablo de Castro*

# LA FASE PRESENCIAL



 Sesión con formadores/as

 Sesión con emprendedores/as

 Sesión con mentores/as

Sesión 6: Modelo de Negocio // **11 de mayo**  
*Formadores: Manuel Redondo*

Sesión 9: Aspectos Legales  
del Emprendimiento // **17 de mayo**  
*Formadores: Cristina Cano*

Sesión 5: BMC & DAFO // **10 de mayo**  
*Formadores: Francisco Lena*




Sesiones 7 y 8: Análisis Financiero y Financiación de  
Negocio // **16 de mayo**  
*Formadores: Nacho Irastorza*

Sesión 10: Informe de Proyecto // **18 de mayo**  
*Sesión de trabajo de los equipos con  
mentores/as*



# LA FASE PRESENCIAL



-  Sesión con formadores/as
-  Sesión con emprendedores/as
-  Sesión con mentores/as

Sesión 12: Presentaciones Finales // **25 de mayo**  
*Coordinadores: Elena García y Tino Güemes*



Sesión 11: Cómo contar una idea // **23 de mayo**  
*Formadores: Paula Capparelli*

eblues.eu/face-to-face-cantabria/



Adela  
Sánchez

CEOE-CEPYME



Celestino  
Güemes

Atos Worldgrid



Cristina Cano  
Mazo

Táctica Financiera



David Crespo  
Díaz

Ceinmark



Diana  
Valcárce

Superpekes



Elena García  
Ruiz

Univ. Cantabria



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de Santayana

Zoo de Santillana



Marián  
Sánchez

Método Sancal



Nacho  
Irastorza

ALSAPLAS SA



Pablo de  
Castro

CONCEPTUAL KLT



Paco  
Calatayud

BinaryBox Studios



Paula  
Capparelli

CISE



Sergio  
Pesquera

Siali



Verónica  
García

Com. & Marketing





# JOIN OUR COMMUNITY

Get the skills to boost your career



**Open Source**  
collaborative  
**involved**  
engaged  
**in touch**  
a change-maker

## B IN TOUCH



[www.eblues.eu](http://www.eblues.eu)



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**B**LUES 

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