

Achieving Sustainable in Regeneration and Entrepreneurship

This Project aims to enhance the capacity of the six consortium universities in JL, LB and PS by enabling them to develop sustainable programs in entrepreneurship in their countries. This regional Project also aims to enhance the cooperation between universities in the region and with EU partner institutions. The EU partners of this Project have a rich experience of entrepreneurship education and a successful track record of previous Tempus projects which will ensure that the consortium will be able to meet the Project objectives.

Main Objective:

To develop the capacity of partner country universities and contribute to sustainable economic development and regeneration by reforming and modernising entrepreneurship education curricula at undergraduate and Masters levels

Specific Objectives:

- Develop and implement a 3-module Enterprise Pathway in each partner country university
- Develop and implement a Masters Program or Executive Program in Entrepreneurship jointly taught by universities in each partner country
- Promote the adoption of the Bologna system (together with QA procedures, ECTS and Diploma Supplement)
- Improve the human capacity of partner country universities by providing study periods in the EU for younger staff

The Executive Program

This program aims at improving the knowledge and skills of potential entrepreneurs , and introducing them to existing entrepreneurs who have been in the sector for not more than 3 years and need to improve their entrepreneurial competencies.

Program Objectives:

By the end of the program , participants are expected to :

- Identify their Entrepreneurial competencies and are able upgrade them continuously.
- Practice different creativity and critical thinking skills that will help them to generate innovative business ideas.
- Be able to build a comprehensive Business Plan and Business Model

Target Group :

This program targets young entrepreneurs who are interested to start their own business or expand their existing business.

Program Duration :

The program is structured in 350 training and coaching hours delivered over a period of 16 months. The program design is based on Action – Learning Approach where students will participate in several interactive simulations that provide the opportunity to sit on both sides of the table, as entrepreneurs and as customers. These carefully constructed exercises range from face-to-face to e-enabled-based training and coaching systems involving single, multiple profit companies and SMEs. The course will use the CEFE methodology and exercises , the pace of these exercises is fast, the atmosphere realistic, and the results highly rewarding.

What is CEFE?

Competency-based Economies through the Formation of Entrepreneurs (or CEFE) is a comprehensive training concept and methodology to strengthen enterprising and key competencies needed for a successful start and career as entrepreneurs, employees, and managers in an enterprise-friendly society.

Program Content

Number	Module Name	Module Topics	# OF Hours
1	Entrepreneurship	Introduction, role, concepts, contribution to the economy, motivation .. etc.	40
2	Entrepreneurial Marketing	Project Identification, Screening and Promotion	50
3	Economics	Basic economic theory on how markets work, a little on macroeconomic environment	20

		and the Palestinian economy	
4	Financial Management	<ul style="list-style-type: none"> • Accounting skills and book keeping • Balance Sheet; Profit Loss Statement • Costing and Pricing • Working Capital Requirement • Management of Working Capital 	50
5	Financing Entrepreneurial projects	<ul style="list-style-type: none"> • Different financing options • Financing Conditions in Palestine • Venture Capital in Palestine 	20
7	Managing SMEs	<ul style="list-style-type: none"> • Different Management Styles • General Management Skills • Planning Skills • Crisis Management • Communication Management • Negotiation Skills : Strategies and Techniques • Problem Solving and Decision Making 	40
8	Operations Management	<ul style="list-style-type: none"> • Production Management • Quality Management • Time Management 	40

		<ul style="list-style-type: none"> • Value orientation • Recruitment 	
9	Legal Environment	<ul style="list-style-type: none"> • Work Ethics • Exporting Environment • Expansion Opportunities • Total Quality Management • Intellectual Property • Labors Law • Taxation Laws in Palestine • Industry Specific Requirements 	40
10	Business Plan Development (Final Project)	Integrating all the above skills and knowledge	50
Total Number of Hours			350

The Enterprise Pathway

The Enterprise Pathway

This package comprises of 3 modules, each is of 25 training hours. This package is offered to non business undergraduates at their 3rd and 4th year in the university. The Pathway aims at providing an orientation to the Entrepreneurship opportunity and gives an eye opener to a different career option.

Course objectives:

At the end of the course, trainees are expected:

- To be aware of the concept of entrepreneurship as a career option.
- To identify their entrepreneurial characteristics.
- To generate, analyze and choose potential ideas for his/her own enterprises.
- To be able to prepare a successful business plan together with an effective business model.
- To formulate a strategic plan for their business idea

Training Approach:

The design and delivery of this training course is based on the “Participatory Approach” where participants will be exposed to simulations, practice role plays and do Structured Learning Exercises (SLEs). The delivery will also include the use of some CEFE learning activities which will provide an opportunity for our students to reflect on their Entrepreneurial Characteristics.

Target group:

3rd and 4th year university students from all faculties

Minimum requirements for enrollment:

1. Moderate English language
2. Moderate computer skills

3. Highly motivated
4. Commitment
5. Looking for career options