

Developing Next Generation Leaders through Applied Know-How



Entrepreneurship Stream

Goals of the programme

The goal of the project is to bridge the gap between the qualitative outputs of educational provisions and industry needs by offering innovative approach in learning and praxis and substantial data for informed policy making.

One goal of the project is to enhance the performance of the VET sector. In order to accomplish this we developed series of trainings for streamlined transfer of know-how and facilitate cooperation among partners for longlife learning.

As part of the Erasmus + programme: Strategic Partnerships in VET the project target group is focused on the partners' employees in order to increase their capacities.

Partners:

M6 EDUCATIONAL CENTRE-SKOPJE
IDEA OK, CONSULTING AND EDUCATION;
MACEDONIAN HUMAN RESOURCES ASSOCIATION (MHRA);
ITALIAN HUMAN RESOURCES ASSOCIATION (AIDP); and
UNIVERSITY OF LJUBLJANA, FACULTY OF ECONOMICS

Entrepreneurship Stream

Entrepreneurship stream aims at developing the soft skills for professionals and provide opportunity to test the feasibility of new business start-up ideas while they are introduced to the concepts and tools used for new business creation. The entrepreneurial stream offers an invaluable opportunity to gain exposure to new business start-up practice and mentorship.

The stream aims for experiencing a “learn by doing” approach to the development of participants' entrepreneurship skills. They will be driving the creation of new businesses, using an industry proven new business creation process, while they learn.

Courses in the program use a “just in time” format for the introduction of new concepts and tools as they are delivered by experienced professionals coming from various industries.

This is a key part of the learning experience as it comes from interaction with experienced mentors in the business and technical communities.



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Foundation courses

Stress Management

The course provides the participants with a time and space to develop inner strengths in order to cope with stress in the turbulent business environment. It is focused on activities that offer valuable methodology to an individual who is at times overwhelmed with responsibilities in private and professional sphere. The methodology of the course is reflection and action oriented and enables raising awareness of individual's perception, openness and curiosity. It empowers the participants to direct their attention to the current experience, awareness of their thoughts, emotions, body and external events. We discuss sources of stress in our lives and look at tools we can integrate into our lives in order to cope with it by using several stress management strategies and techniques.

Course delivered by **Judita Peterlin, PhD – Faculty of Economics, University of Ljubljana**

Cross-cultural Communications

In today's increasingly globalized world, people from completely different countries and cultures are engaging directly more than at any other time in history. This increased interaction via social media, multi-national business and ever-expanding tourism sectors means that improved cross-cultural communications skills are essential for those working or studying in a multicultural environment. This course explores the various types of cross-cultural communication, including distinctions in language usage, cultural behavioral differences, non-verbal communications tendencies and different perceptions of time, among others. After isolating these factors, the course presents strategies for how we can implement better cross-cultural communications strategies, in order to attain greater success in business, studies, leadership and general life in a globalized environment.

Course delivered by **Christopher Deliso – M6 Educational Centre**

Digital literacy

The mission of this digital literacy course is to empower students to become lifelong learners and well-rounded individuals. The goal is to teach and assess basic digital concepts and skills necessary for 21st century learning, so that students can use computer technology in everyday life to develop new social and economic opportunities for themselves, their families, and their communities. This course is designed to equip students with many of the needed computer skills to excel in a digital world. They will be exposed to a broad range of computer technology, safety and ethics concepts, applications and the internet. Some of the programs that we will utilize in the course: Microsoft Word /Microsoft PowerPoint /Microsoft Excel/ GoogleSites/Blogging/Networking/Prezi/SurveyMonkey.

Course delivered by **Sofija Bogeva – Idea OK**



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Presentation skills

The presentation skills are crucial in every profession as well as in the private life. This workshop will help you to structure and customize the presentations on the unique way relevant for different audiences. The main goal is to keep the attention of the audience and send the message on the most appropriate way without any visible anxiety. During the workshop, there will be many practical exercises, questionnaires and tools for successful presentation.

Course delivered by **Blagica Rizoska – MHRA**

Business Ethics

It is expected that future business leaders are socially responsible on a public and global stage.

Managers and business leaders increasingly find themselves confronted with a growing range of complex ethical issue.

The overall aim of this course is to provide participants with the basic knowledge and basic practical skills of Business Ethics.

Course delivered by **Denis Rizaov - M6 Educational Centre**





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Entrepreneurship Courses

Strategic Management

The training methodology will be based on the participatory learning and is focused on strategic management - method, process, tools, structure and exchange of experiences.

The goal of the training is to provide and to present tools and materials for developing strategic management skills. By introduction of the basic concepts on strategic management. Visioning, establishment values and mission for the company/entity. Stakeholder analysis (defining the key stakeholders – positive/negative/neutral, institutional analysis > organizational structures) and situation analysis (defining the main issue/field of activity). Setting objectives, priorities and measures of the strategy and values for measurement – indicators. Practical and operational implementation of the defined strategy – Action Plan.

Course delivered by **Fatmir Bytyqi – Idea OK**

Introduction to Business

This course is designed to introduce students to basic categories in business. The course will focus on cost and their different classifications, break-even point and CVP analysis and relevant costs for decision making. Lectures will stimulate students to think about theoretical concepts and to look for answers to practical questions.

Course delivered by **Metka Tekavčič, Ph.D. - Faculty of Economics, University of Ljubljana**

Networking

The training methodology will be based on the participatory learning and is focused on networking, various tools, structure/types, exchange of experiences and its application in practice.

The goal of the training is to provide tools and materials for developing networking skills. By creating opportunities whereby companies/people can research, talk to, and network with those working in same subject of interest, the more likely they will be able to make informed choices regarding the future. To take the necessary steps to arrange informational flow, explanation about the advantages and disadvantages to network, establishing communication pillars, creation strategy and structure, as well as system for monitoring & evaluation and after all effective and efficient practical utilization.

Course delivered by **Aleksandar Gumberovski – Idea OK**

Introduction to Marketing



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This course is designed to provide students with a basic understanding of the principles of Marketing. Focus will be on the management of the marketing activities and how marketing relates to the overall organizational functioning, as well as how the individual elements of marketing are coordinated in a strategic manner. Important ethical, environmental and social issues in marketing will be discussed and new marketing trends will be presented.

Course delivered by **Ana Meskovska – Idea OK**

Team Building

This seminar offers strategies and facilitation techniques for building great teams and creating successful team dynamics. One will develop skills that enhance communication and trust, and align team members around shared goals so they can effectively plan, communicate, execute, and deliver. Designed for both team leaders and team members, this team-building training teaches how to cultivate maximum team productivity by understanding how to navigate the stages of team development and address team challenges. It includes team leadership techniques for local and virtual teams.

Course delivered by **Magdalena Slavejkova – M6 Educational Centre**



Entrepreneurship Courses

Introduction to entrepreneurship for small businesses

The course will elaborate the main concept of entrepreneurship, what it means, how it is defined, what its main characteristics are. It will also touch upon the thoughts of the main economic researchers who were dealing with the phenomenon of entrepreneurship. The course will be very practical and it will explain to the participants what is needed to start with a venture of their own. It will explain the main phases of the entrepreneurial process, like the idea generation, starting the enterprises, growing and becoming known locally and with the region or the country and finally reaching to internationalization. It will start with a very sensitive phase, and this is the idea generation. The course will explain the main structure of the business plan, how they are prepared, what sources of information are needed, how they are summarized, what kind of institutional or other support can be used, how is the plan summarised and how and where it is presented. A strong focus will be devoted to the availability of funds for the new enterprise formation and operation.

Course delivered by **Verica Hadzi Vasileva-Markovska - Faculty of Economics, University of Ljubljana**

Creativity and Innovation

Creativity and innovation are the key drives of organization's ability to survive and thrive in today's competitive environment. This course proves students with an understanding of the main concepts of creativity and innovation. It will explore their importance to individuals and organizations. Students will learn about theoretical conceptualization and practical applications of fostering creativity and innovation in organizations as well as examine the potential negative aspects of creativity and innovation. The course offers students the opportunity to gain a comprehensive view of creativity and innovation, to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate benefits to organizations. Students will be expected to play an active role in learning through class discussions.

Course delivered by **Darija Aleksić - PhD - Faculty of Economics, University of Ljubljana**

Work-life Integration

This course is situated at the intersection of work and family lives, a highly relevant topic that has received increased attention both in the popular press and academic literature. Today, many

employees are overwhelmed by the amount of things they have to do and face societal expectations to be successful in all areas of life. The course covers fundamental spillover theories in the work-life literature, research-backed strategies to overcome stress associated with role responsibilities and organizational initiatives in this area. The main premise is that integrating rather than separating work and family lives contributes to success in both domains. The course explores the ways to reinvent



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careers and private self in order to thrive and be happy.

Course delivered by **Katja Mihelič - PhD - Faculty of Economics, University of Ljubljana**

Negotiation Skills

The course is dealing with bilateral, multilateral, business and other types of negotiations as a skill and process. Students will learn about characteristics of different kinds of negotiations, preparations, process of face to face negotiations, preparations, measuring the outcomes, using objective criteria, what are alternatives and how to wind up negotiation processes. Special attention will be given to negotiations strategies and tactics as well as practical suggestions how to resolve different negotiations problems.

Course delivered by **Darko Petrovski - MHRA**

Understanding the customer

The success of marketing strategies are dependent on the responses of consumers. Therefore understanding the consumers, their needs, behavior and decision making is an all important part of marketing success. This course will provide the students with essential knowledge and skills to enable them to comprehend the consumer behavior and the influences and factors of consumer decision making. The course will offer a mixture of theoretical concepts and their application in real life situations to enable the students to apply their knowledge in building successful marketing strategies.

Course delivered by **Ana Tomovska Misoska – MHRA**

