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The European Erasmus+ Project

2016-1-CZ01-KA219-023874-1
Strategic Partnership for Schools

**Topic: Volunteering As A Benefit
Entrepreneurship**

Magazine No.2

Partner Schools:



Czech Republic –
School of
International and
Public Relations,
Prague



Bulgaria – Acad.
Prof. Dr. Asen
Zlatarov, Botevgrad



Romania – Colegiul
Tehnic Mihail Sturdza
Iasi



Italy - ITSTL “Leone
Acciaiuoli” Ortona

Thanks to all those who contributed to this magazine

Compiled by: Haseeb Khan

SMVV Praha
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1. ERASMUS+ MEETINGS & REPORTS

1.1 3rd Student Exchange meeting within the Erasmus+ Project in Botevgrad, Bulgaria, 30 Oct.- 03 Nov.2017.

The conference was hosted by the "Acad. Prof. Dr. Asen Zlatarov", in the Bulgarian town of Botevgrad which is located 350 m above the sea level in the western part of the Balkan mountain range on the banks of the Stara river. The town is situated just 47 km northwest of Sofia and is named after the revolutionary poet Hrist Botev.

Thanks to the excellent organization and dedication of the Bulgarian team the whole week was a great experience and passed away smoothly. All of us left Botevgrad once again as very good colleagues and friends capable of working together independently no matter where we come from.

A. Presentations, Workshop, Roundtable discussion, etc.

All schools before the start of the meeting organized various Erasmus+ activities which they sent to the coordinator of the Bulgarian meeting spelling out the activities. The themes of the conference were "Business Incubator, Volunteering, Entrepreneurial Market, Entrepreneur's Handbook, etc."

The first day conference and opening ceremony took place at the Botevgrad Museum Hall where the guests were welcomed with bread and salt, according to the folk tradition and later by the School Headmistress. Then there were presentations by the Bulgarian and Italian teams. Some videos on the themes were also shown. In the afternoon we were received by the Mayor of Botevgrad Mr. Ivan Gavalyugov who informed us about the development and investment projects in the city and answered to some of the questions asked by our students. The rest of the meetings, presentations, workshops, etc., took place at the "Acad. Prof. Dr. Asen Zlatarov" multimedia hall where students from Romania and the Czech Republic also had their presentations. All the participants were able to present the key features of Business, Volunteering, Marketing and good Entrepreneurship; they had the opportunity to work together in pairs and teams, share and exchange ideas, to participate and discuss the criteria and features to which every entrepreneurial idea should conform to; All the practical presentations and ideas will help young people to adapt easier, faster and better to a real working environment and give them the courage to start their own business, for example.

The last day was devoted to the presentation of "Erasmus+ Magazine No.1, preparation of Multilingual Vocabulary list of Words and Expressions on Marketing, Workshop – Innovation camp, Business plan, Business Market in Bulgaria and Entrepreneurship, and a talk given by the local Manager of a Multinational Company.

In the end all students and teachers received certificates of participation and we wished each other a safe and sound journey back home.

Here are a few pictures:







B. Trips and Excursions – Where did we go? What did we see?

An integral part of the Erasmus+ project meeting is to explore the surroundings, visit some monuments and sights, and learn about the culture, traditions and customs of that country.

So on **Monday 30th Oct.**, we had a nice walk of the Botevgrad town in the afternoon, visiting the Clock tower, which is the landmark of the town and is also one of the hundred national tourist objects of the Bulgarian Tourist Union and took nice pictures. Some of us visited the museum and others sat in one of the many Cafes in the town centre.

On Tuesday 31st Oct., in the afternoon we visited the Museum of the town of Pravetes which is located in Privates Municipality approximately 12 km from Botevgrad, and is also the birthplace and has the House Museum of the leader of the People's Republic of Bulgaria - Todor Zhivkov.

On Wednesday 1st Nov., there was a day trip to Sofia - the Capital city of Bulgaria. The word Sofia, as I learnt, means "wisdom" in Greek – that's why St. Sofia Statue which is a symbol of the city because St. Sofia is city's patron and she holds an owl in her left hand, a symbol of wisdom.

First we went to see the St. Alexander Nevsky Cathedral which is built in Neo-Byzantine style and serves as the Orthodox cathedral church of the Patriarch of Bulgaria and is one of the largest Eastern Orthodox cathedrals in the world and also one of Sofia's symbols and tourist attraction.

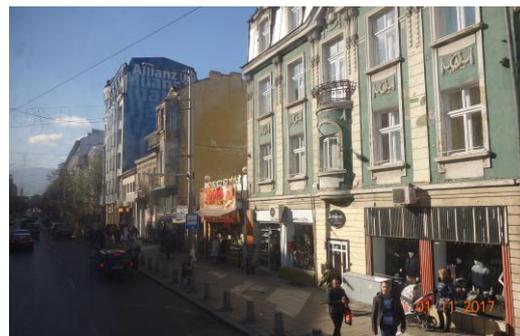
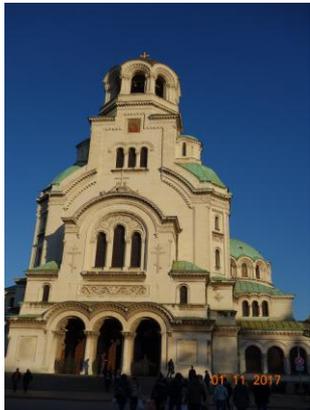
But the main attraction was to see Sofia from a Double Decker bus. It started from the Alexander Nevsky square and made a complete roundtrip of Sofia's major attractions for about an hour. We were able to see the most noted landmarks. The English speaking guide Viktor was both informative with respect to the principal city sights and enthusiastic about Bulgarian history and their independence from the Ottoman's in 1878. Later we did some sightseeing on our own, had free time for lunch, shopping, walking, etc. and came back to Botevgrad in the evening.

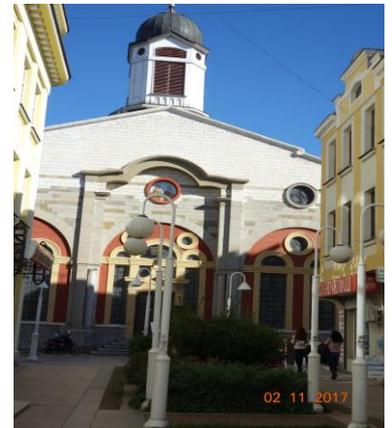
On Thursday 2nd Nov., we visited the Open Air Ethnographic Museum "Etar" in Gabrovo city. This museum features 50 sites, such as Bulgarian Revival houses, craft workshops, water installations, a clock tower, and other buildings. There are Bulgarian collection of filling mills, water mills, grindstones, and other technical installations driven by water. We observed craftspeople making bells, pottery, confections, furs, and copper vessels, and bought some traditional crafts. Nice experience for all of us and the place gives you overview about the various rural architectures and handicrafts. We had a group photo in front of the museum. We also visited the Interactive Museum of Industry. Very informative visual and audio displays telling you more or less the 'rise and fall' of the industrial town of Gabrovo which became referred to as the Manchester of Bulgaria due to the great and many industries that were here. Later we had free time for lunch, shopping or just walking in the city centre.

All in all we enjoyed the whole trip to Bulgaria. Last but not the least is to mention the Traditional Dinner at the Balkan restaurant offered by the Bulgarian team. Not only the food was delicious but the music and dances were superb.

Here are a few pictures:









BRAVO to the Bulgarian team from: **Haseeb, Vlad'ka, Tereza, Katka, Mikuláš and Marek**

1.2 4th Student Exchange meeting within the Erasmus+ Project in Prague, Czech Republic, 26 Feb.–02 March 2018

The conference was hosted by the School of International and Public Relations in Prague, the capital and largest city of the Czech Republic, located in the west central part of the country, in the region of Bohemia. Often called the City of a Hundred Spires because of its many churches and towers, rich history, stunning architecture, the atmosphere, monuments and beautiful sightseeings, Prague is also the chief commercial, industrial, and cultural center of the Czech Republic. Unlike much of central Europe, the city was not seriously damaged in World War II (1939-1945) and remains one of the most beautiful cities on the continent. From 1918 to 1993 Prague was the capital of Czechoslovakia, which came under Communist control after World War II. Since the fall of Communism in 1989, Prague has become a major tourist attraction, bolstering the city's economy.

Thanks to the nice and practical organization of the host coordinator team as well as the support and cooperation of all the others, the whole week went smoothly. It was another opportunity for the students and teachers not only to work together on the project itself, but also to build and strengthen friendship, get new experience and to share common values, enriched from each others culture and push the boundaries of our mind-set.

Erasmus+ mobility develops skills and competences and reinforces a European identity that complements and enriches national and regional identities.

A. Presentations, Workshop, Roundtable discussion, etc.

All schools before the start of the meeting organized various Erasmus+ activities and report about these were sent to the coordinator of the Czech meeting spelling out all the activities. The themes of the conference were "Soft Skills and Skills needed for working in an International Team, Volunteering, Ethnic Tolerance, Economy, Franchising, Careers in entrepreneurial marketing, Characteristics of a good team member, Tools for improving relationships in a team, Ethnic and others".

On the first day, 26th of Feb., the opening ceremony and conference took place at **The European House** in Jungmannova Street, Prague. Its seat is represented by the Representation of the European Commission and the Information Office of the European Parliament in the CR and is the perfect place to draw on current information, discussions on European topics, as well as a place of smart entertainment and self-education. **The Czech students** then had presentation of the ČR/promotional film of the school - Introduction of Prague/video film, Economic situation in the Czech Republic. **The Bulgarian students** had a nice presentation on „Skills needed for working in an international team” - presenting cultural diversity in the world of business, the importance of speech fluency, communication skills, how to solve the problems that arise in the team, etc. and showed us a nice well prepared video related to our project topic. **The Romanian students** had presentations on: How to build an enterprise, Legal forms for building a business in Romania, Efficient communication + a film about an activity in their school about communication, time management and qualities of a future businessman. **The Italian students** had presentations on: "Team Work" and "Characteristic Of A Good Team". They also showed us a nice Video on Italian team work.

The rest of the conference activities were carried out at the multimedia hall of the School of International and Public Relations, Prague. There were some nice presentations, video films, games, etc., for e.g., **presentations as:** Careers in Entrepreneurial Marketing, Legal forms of doing business in the Czech Republic, Soft Skills needed for working in an International team, Report about Franchising conference in Prague, Cohesive Teams, History of the Gypsies, etc., **Films** - about Italy, Tolerance in society, History of the Gypsies, Bulgaria-my home'- an essay and a video,; **Game** - Team Check Assessment, to name a few.

An important and very useful part of the project meeting was the visit to **K10 Co-working** centre. K10 is for those who want to share ideas, experiences and collaborate in the very best conditions and offers various workshops to help entrepreneurs in their professional growth, networking events, cultural experiences as well as informal community events. There was a tour, nice well prepared presentation, round table discussion with the company's representatives about forms and types of business, business support and the activities of K10. It was a good experience for all the young students where they learnt everything that they had worked on and learned during the two years of the project put into practice.

On the last day of the meeting all the students attended a Press conference with representatives of the hosts and the teachers, leaders of all international teams. The Czech students shared their experience of working in different clubs and the teachers expressed their opinion on the benefits of the Erasmus+ project and the organization of the fourth meeting.

At the meeting in Prague all the students were able to present the key features of the topics, took part in workshops and in some interesting Ice breaker games, prepared by the partners and the Bulgarian teachers and students taught the other teams how to make Martenitsas. They also continued working on the Vocabulary list of words.

In the end all the students and teachers received Certificates of Attendance, had group photography session, then had a nice lunch at the school canteen and wished each other a safe and sound journey back home.

Here are a few pictures:







B. Trips and Excursions – Where did we go? What did we see?

An integral part of the Erasmus+ project meeting is to explore the surroundings, visit some monuments and sights, and learn about the culture, traditions and customs of that country.

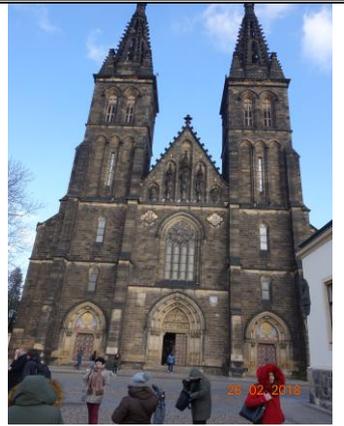
So on **Monday 26th Feb.** in the afternoon, we had our 1st short walking tour of Prague. We went to **Vyšehrad**, which is a historic fort probably built in the 10th century on a hill over the Vltava River. According to ancient legends, Vyšehrad is oldest seat of Czech princes. Besides the beautiful view of the city (one of the most beautiful panoramas of old Europe), we saw historical monuments: **the Basilica of St. Peter and St. Paul, the Chapel of St. Ludmila, the Rotunda of St Martin, Gorlice, the Church of the Virgin Mary**, as well as the **the National cemetery Slavín** containing the remains of many famous people from Czech history. It provides a quiet and **relaxing place** in the parks and encourages positive attitude to cultural and spiritual matters. Walking down the hill, passing through the central part of Prague and after a refreshment break we visited the **National House in Vinohrady**, built in 1894 and is an ideal place for organizing social and cultural events. We had a tour of this house and attended a dancing course. The day was too busy and in the evening everybody wished a nice rest.

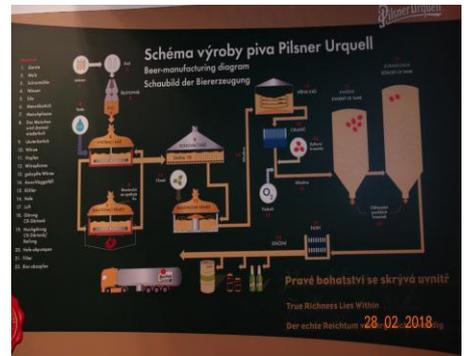
Tuesday 27th Feb., after the project work activities at school, students and teachers were invited to visit **SUE RYDER HOME** in Prague, a non-profit organization that helps seniors to address problems related to life-changing diagnoses and ageing. In the Chapel of this Home, students of ŠMVV Praha together with Dance Conservatory Prague and the Secondary Vocational School, Prague prepared samples of dances, such as **Renaissance dance, Kharovod dance, Pedestrian dance, Gypsy dance, Cardas dance**, just to name a few. It was a volunteering cultural event under the project titled "Dance with me" and was very well appreciated as well as recorded and televised by Czech TV. The rest of the afternoon was free time for everyone to do things they enjoy!

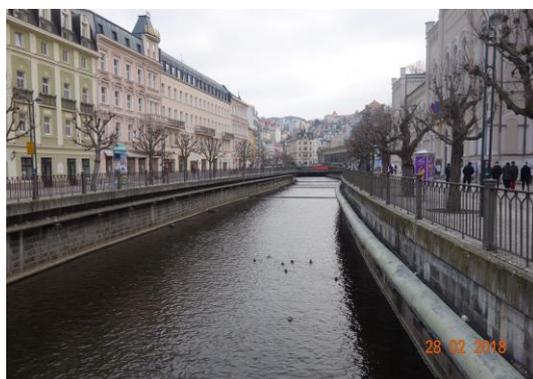
Wednesday 28th Feb.: Full day trip to Plzeň and Karlovy Vary, Czech Republic. The first stop over was in the **city of Plzeň**, also called Pilsen in English and German. This city is known worldwide for Pilsner beer, created by Bavarian brewer Josef Groll in 1842. We had already arranged a tour of the PILSNER URQUELL BREWERY, where the English language tour began at 10:00. Alana, our guide, began with a brief history of the brewery and the brewing rights of the town. Once the introduction was over, we boarded a bus which took us to the packaging plant. Here we found an incredible display of heat, action and machinery, as 120,000 of green bottles per hour filed past, soon to be the finished product of bottled Pilsner beer. At first they emerged hot and steamy from a washing unit, before they headed down a quality control line, where they were inspected for defects, before they were filled, capped and labelled. The speed at which the process happens is remarkable! After our time in the bottling plant we went into the brewery itself, where we were shown an impressive audio-visual presentation on the process behind making pilsner, before being brought down underground into the labyrinthine tunnel system, in which the beer was originally stored and fermented. It was here that we got our taste of the beer, poured directly from an oak vat, unfiltered, unpasteurised and very delicious. After completing our visit to the Brewery, we had lunch in the local beer restaurant Spilka, which is renowned for its traditional Czech cuisine and Pilsner beer fresh on tap.

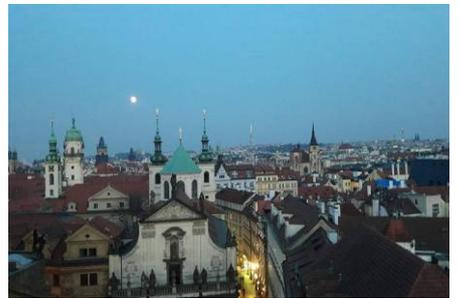
After lunch we left Plzeň to the **city of Karlovy Vary** or Carlsbad in English. A spa town named after Charles IV, Holy Roman Emperor and King of Bohemia, who founded the city in 1370. It is historically famous for its hot springs and is the most visited spa town in the ČR. We had a nice walk in the city centre, made visits to Vřídla, Mill and Market Colonnade, the Church of St. Mary Magdalene and also the Orthodox Church of St. Peter and Paul, get to taste the hot spring water, and of course everyone tasted the Karlovy Vary Wafers and bought some souvenirs. At about 18:00, we left Karlovy Vary to Prague. It was a nice well organized trip, though it was an extremely cold winter day but Amazing!.

Thursday 30th Feb: in the afternoon, we had our 2nd sightseeing tour of Prague. With an English speaking guide we saw **Prague Castle**, which is the most significant Czech Castle standing on a rocky promontory over the Vltava river in the center of Prague, on the hill of Opyš. From the 9th century it was the seat of Czech princes, later kings, and since 1918 it is the seat of the President of the Republic. We had the opportunity to see in detail **St. Vitus Cathedral, Old Royal Palace, Golden Lane, St. George's Basilica, etc.** After the tour some participants remained in the area of Prague Castle and others went down the Nerudova Street to Malostranské Square, then across the Charles Bridge to the Old Town Square. They spent there time on their own. In the evening all the partners of the project were invited to a farewell delicious dinner by the Czech partners at the Giardino restaurant in Prague.









1.3. Analysis report of Short-term exchanges of groups of pupils in Botevgrad, Bulgaria and Prague, Czech Republic

BULGARIA C3/- 2017 October 30th -3th November 2017

Sub-theme: "Presenting the ideas in "Business Incubator"

The 3rd. Short -Term Student Exchange meeting within the Erasmus+ project was hosted by "Acad. Prof. Dr. Asen Zlatarov" Specialised Secondary School of Mathematics and Natural Sciences in Botevgrad, Bulgaria.

The themes of the meeting were 'Business Incubator, Volunteering, Entrepreneurial Market, Entrepreneur's Handbook, Innovation Camp, etc.'

The opening ceremony of the meeting was held at The Museum of Botevgrad. The rest of the meeting took place at the "Acad. Prof. Dr. Asen Zlatarov" multimedia hall. At the opening ceremony Mrs. Koleva, the headmistress of the school, welcomed all the participants. The Bulgarian team presented the Guide Book to Bulgaria and their hometown Botevgrad.

In implementation of the tasks of the project the Bulgarian team and the school had prepared presentations and organized a number of activities . In the course of the meeting the students made presentations on the following topics:

'Our team'- presenting the students and teachers participants in the project

'Meeting in Iasi, Romania'-a summary of the activities during the Second Short- term meeting of the project

'Volunteering activities'-giving an account of the volunteering work of the students in the beginning of the school year: The celebration of the European Day of languages, The International "Peace Day". The annual campaign to collect waste paper and cleaning the school yard.

[/pmgzlatarov.wordpress.com/2017/09/](http://pmgzlatarov.wordpress.com/2017/09/)

'To be retired'-participation in the Social Innovations Camp, organized by Junior Achievement, Bulgaria

'Manager for a day''-participation of the students in the annual event of Junior Achievement, Bulgaria

<https://pmgzlatarov.wordpress.com/2017/10/>

<http://botevgrad.com/news/71284/30-uchenici-ot-Botevgrad-uchastvat-v-Menidjar-za-edin-den/>

'Business Incubator'-definition, factors, tasks, business plan for business incubator and other important aspects of the business incubator model.

An Important part of the Third Short-term meeting was the Round table with the local Maintenance Manager of the Multinational Company Grammar AG- Bulgaria. The Bulgarian students had prepared a list of questions for discussion and the participants were free to ask their own questions and discuss the main points. Another interesting activity was the meeting with the Mayor of Botevgrad with a focus on the economic development of the town.

The last day was devoted to the presentation of "Erasmus+ Magazine No.1 and the Workshop-Business plan, for which the Bulgarian students had prepared a list of questions. At the end of the workshop Certificates for 'Best Entrepreneur' were presented to all the participants.

For the preparation of the meeting and the main topic the students had worked out brochures about Bulgaria, Botevgrad, Entrepreneur's Handbook, Volunteering activities in the school and calendars, which were given out to all the participants. They also made a questionnaire about CSR-Corporate Social Responsibilities, an Entrepreneurial potential test, a list of questions for an interview with an entrepreneur and a vocabulary list of words and expressions on Entrepreneurship.

The participants in the meeting had the opportunity to go sightseeing in the capital of Bulgaria Sofia and enjoy a double-decker guided tour of the city. They also visited the Ethnographic Museum Etara, built on the initiative of the entrepreneur Lazar Donkov in 1964 and the Interactive museum in Gabrovo.

In the end all students and teachers received Certificates of attendance.

Czech Republic C4/-2018 Fourth Short Term Student Exchange 26th February-3rd March 2018

Sub-theme 'Skills needed for working in an international team'

The 4th Short -Term Student Exchange meeting within the Erasmus+ project was hosted by the School of International and Public Relations in Prague, the capital city of the Czech Republic. The themes of the meeting were "Skills needed for work in an international team, Franchising, Careers in entrepreneurial marketing, Characteristics of a good team member, and Tools for improving relationships in a team, Ethnic tolerance, Volunteering and others.

The opening ceremony of the meeting was held at The European House, the rest of the activities were carried out at the multimedia hall of the School of International and Public Relations.

To prepare for the meeting all teams had made ppts and videos on the topics and organized various activities.

The Bulgarian team made presentations on the following topics:

'Third International meeting in Botevgrad '-a Powerpoint presentation and a video.

'Bulgaria-my home'-an essay and a video.

'Volunteering activities in the school'—continuation of the presentation made in Botevgrad, including the activities organized in the months before the meeting in Prague.

'The legend of Martenitsa'-presenting this typical Bulgarian tradition and the activities organized in school.

'Skills needed for working in an international team'-presenting cultural diversity in the world of business, the importance of speech fluency, communication skills, how to solve the problems that arise in the team, etc.

The Bulgarian students took part in a great number of activities related to the main topics. The volunteering activities were : collecting bottle caps, Christmas bazaar,(the money raised in these two activities was given for charity),participation in the Charity concert for Yoana(a sick child from Botevgrad), as a contribution to the topic 'Dance with me' ,meeting with the basketball players from Balkan Botevgrad basketball team, making of martenitsas for charity for disabled children.

<http://botevgrad.com/news/71733/Za-poredna-godina-Zlatarovci-iniciiraha-Koleden-bazar-na-lakomstva-i-koledni-suveniri/>

<https://pmgzlatarov.wordpress.com/2017/12/04/>

<https://pmgzlatarov.wordpress.com/2017/12/13/>

Another activity was the participation of the students in the Competition for Innovative Ideas and products in Vranja, Serbia with the project 'To be retired', where they won the first place.

<https://pmgzlatarov.wordpress.com/2018/01/29>

The Bulgarian students made brochures on the topics: Volunteering activities and Erasmus+ meeting in Bulgaria. They also made the leaflets: November 1st-Day of the Bulgarian National Revival Leaders, Bulgaria-My Home and The legend of Martrenitsa.

They continued working on the vocabulary list of words and expressions on Entrepreneurship. At the meeting in Prague they took part in workshops and in some interesting Ice breaker games, prepared by the partners and on their behalf they taught the other teams how to make martenitsas.

During the meeting they attended a dance course at the National House in Vinohrady and a concert at SUE RYDER HOUSE for elderly people-dance show of the Prague Conservatory which was organized by the ŠVMV Praha as a volunteer cultural event.

An important and very beneficial part of the program of the meeting was the visit to K10 Co-working centre, where the participants of the project saw everything that they had worked on and learned during the two years of the project put into practice- -the business idea, the business plan, the SWAT analysis, and all the other main points of entrepreneurship.

On the last day of the meeting the students attended a press conference with representatives of the hosts and the teachers, leaders of all international teams. The Czech students shared their experience of working in different clubs and the teachers expressed their opinion on the benefits of the Erasmus+ project and the organization of the fourth meeting.

All the participants in the meeting had the opportunity to go sightseeing in Prague and visited Vysehrad, the oldest fortress in Prague (St. Martin's Rotunda, Slavín, Basilica of St. Peter and Paul), The Old Town with the clock tower, Prague Castle (St. Vitus Cathedral, Old Royal Palace, Golden Lane, St. George's Basilica) and Charles Bridge and Mala Strana. They also went on a trip Karlovy Vary and visited Pilsen brewery.

In the end of the meeting all students and teachers received Certificates of attendance.

After the mobility in Prague all participants did a Research for project participants Erasmus+, answering questions like: Why did you sign up for the project? Did the project work enrich your knowledge and skills? Has this project helped you to create new social contacts and others? The results of the research have been summarized and analyzed to present the impressions and opinions of the students of the project.

Both meetings in Botevgrad and Prague were very beneficial for the participants in the project. Through project work, teachers and students acquired new ideas, learned new skills, namely entrepreneurial skills as well as practical skills for teamwork, improved their language competence in English and got acquainted with innovative teaching materials. The mobilities allowed for the exchange of ideas and contacts with students from other countries and the acquaintance with other cultures and traditions.

<https://pmgzlatarov.wordpress.com/2018/03/05>

<http://botevgrad.com/news/72526/Uchenici-ot-PPMG-Akad-prof-d-r-Asen-Zlatarov-se-zavarnaha-ot-uchastie-v-mejdunarodna-sreshta-po-proekt-Erazam-v-Praga/>

1.4 ITALIAN REPORT ON VOLUNTEERING AS A BENEFIT - ENTREPRENEURSHIP



My name is Romina Marchesani and I am an English teacher and the general coordinator of four Erasmus+ projects in my Institute. I am really involved with the world of Erasmus+ and of students' exchange.

I really believe in the power of Erasmus+ KA2.

The actions under KA2 make it possible for organizations from different participating countries to work together, to develop, share and transfer best practices and innovative approaches in the fields of education, training and youth.

The Programme Guide describes in detail the actions of ERASMUS+ KA2

Sector Skills Alliances ensuring cooperation between education and employment in tackling skills gaps with regard to one or more occupational profiles in a specific sector;

Knowledge Alliances cooperation between higher education institutions and enterprises;

Capacity Building in the field of youth supporting cooperation with Partner Countries;

Capacity Building in the field of higher education supporting cooperation with Partner Countries.

One day I received a phone call from my headmaster who asked me to take part in the ERASMUS+ KA2 project "Volunteering as a benefit. Entrepreneurship" because of a momentaneous indisposition of its coordinator.

My Institute IIS "Acciaiuoli-Einaudi" is constituted by three different big schools, Nautical school, Business - Commercial school and Vocational school with three main courses for Technicians, Opticians and Fashion Designers.

I have been working in the Vocational school since 2013.

So, I was at first a bit confused after this request because the students involved in the project were not my pupils.

Immediately I went to the Commercial School to meet them. After few days there was the second mobility and we left from Rome to Iasi Romania in June 2017.

Unfortunately I was not involved in the first mobility in Italy, my lovely and beloved

Country that has had a very influential impact on world history and culture. It is almost impossible to pen down all the great things about a Country so rich in culture and heritage. Therefore I would have liked to show our partners just some frames of our culture, history, arts and so on.....not only our ice-cream!!!

This was the beginning of my experience with this amazing project and with a very smart group of students.

There was an immediate empathy with the students that has led us to live special and unforgettable moments that will always remain etched in our memories!!!!

Sad to say but the Romanian experience left me very unhappy because the Italian students were not ready for this exchange.....they prepared a superficial and partially complete work about Italy and Italian regions. My colleague Danila and I didn't know about it probably because of the lack of time after receiving my headmaster's communication and our departure.

We really felt their embarrassment that immediately became ours too.

The Romanian and Bulgarian teams immediately showed us their closeness and they understood what might have happened previously.

This made us feel better and we had a very beautiful experience in Iasi, a very stunning city, rich in art, culture and traditions and deeply rooted in history. Iasi is the most important political, economic and cultural centre of the province of Moldavia as well as one of the oldest cities in Romania. Located in the northeastern part of the country, Iasi was for many centuries the crossing point of the most important commercial routes linking Poland, Hungary, Russia and Constantinople

We had a very rich cultural programme and we visited the Palace of Culture, **St. Paraschiva" Metropolitan Cathedral, Church of the Three Hierarchs. Traian Hotel, The Old Iasi University, Central University Library, Moldavian Ethnographic Museum, Copou Park. Botanical Garden, Agapia Monastery.**

There were some places in Romania that simply **fascinated** us. And one of them was, believe it or not, a private peasant museum, situated in the small village of Tarpesti from Neamt County, named Nicolae Popa Museum. The museum was founded in the '70s by the local sculptor Nicolae Popa, in his own house.

With hard work and commitment, driven by a strong native artistic inclination, he became one of the most **valued and appreciated naive sculptors of Romania** and a **true creator of folklore.**

A fascinating thing about his work is that, without special training, he succeeded to create shapes and figures of high artistic value. Inspired by the Dacian statues and pottery discovered on the local archaeological site, Nicolae Popa developed his unique way of transmitting to generations to come to the symbols and knowledge of the impressive **ancestral heritage**. He was a **fierce defender** and **promoter of Romanian folklore** and passionately dedicated his entire life to this. He created hundreds of ritual masks and traditional costumes, he organized all sorts of folk performances, he composed lyrics and wrote books and spent many days searching and restoring different traditional objects collected from all over Moldavia.

Even the programme related to the tasks of the project was rich and interesting, especially the interview to an entrepreneur in a local farm.

When we came back to our Country, my colleague and I reported everything to the coordinator of the project, Mrs. Agnese Paciocco, especially the tasks to develop during the next mobility in Bulgaria at the end of October.

Unfortunately, because of health problems, the first coordinator of the project has been replaced by me.

Since the beginning of the new school year the students started working on tasks for the new mobility. We spent so many hours together working on us firstly, working on the construction of self-confidence and lately on business incubator, volunteering, soft skills, and so on.

We prepared our tasks in harmony, working with passion and attention, with the awareness that hard work, commitment and constancy always lead to good results. We prepared different ppts, videos, interviews and short films about volunteering.

Our second outgoing mobility took place at the end of October in the town of Botevgrad in Bulgaria

It has been another amazing and unforgettable experience especially for the warm and friendly welcome and hospitality of the Bulgarian delegation. It has been a special week for my students, my two colleagues, Danila and Liliana, and for me too!!!

My students have been repaid after so much work and effort. They had an excellent result at the end of their presentations. The partners publicly congratulated with them for the works they presented, well done and involving, especially the Kahoot game!

It was one of the most constructive moments of my life because I was able to show them that commitment, good will and hard work always pay!!! They finally felt appreciated and up to the project, they gained personal trust and self esteem.

Another advantage of this project is multilingualism that is one of the cornerstones of the European project and a powerful symbol of the EU's aspiration to be united in diversity. Foreign languages have a prominent role among the skills that will help equip people better for the labour market and make the most of available opportunities. The EU has set the goal that every citizen should have the opportunity to acquire at least two foreign languages, from an early age. The promotion of language learning and linguistic diversity is one of the specific objectives of the Programme. The lack of language competences is one of the main barriers to participation in European education, training and youth programmes. The opportunities put in place to offer linguistic support are aimed to make mobility more efficient and effective, to improve learning performance and therefore contribute to the specific objective of the Programme.

Coming back to Botevgrad, we had a very rich programme. We visited monuments and walked around Botevgrad, we travelled and spent a day in the Bulgarian capital, Sofia where we shared happy and meaningful moments.

We really were glad to be hosted by the Mayor of the town who received us in the Town hall and answered to our questions. Very interesting!!!

All the activities were well organized and also the excursions.

The end of the mobility in Bulgaria coincided with the beginning of our work for the third and last mobility in the Czech Republic.

We spent at least two months preparing all the activities and tasks for our last meeting in Prague.

The main topics were "team work" and "volunteering". I decided to give a different perspective to our work. I thought it would be much more efficient and constructive to live directly the experience of the team and of volunteering.....

We met very frequently trying to carry out activities that would allow us to live together various experiences, increasing one's knowledge of each other, the defects and merits of each one, abilities, strengths and skills of each member of the group.

My students, working together, understood clearly that success in the workplace depends on the ability to build a team, as well as to interact with others on that team. Together, people are able to accomplish what one person alone can not. This is known as synergy.



Listening is an important skill for any team. Each team member is important. The thoughts and ideas of each team member have to be listened to, with respect, no matter how silly they may sound at first.

Everyone takes the initiative in order to get things done. There is no concept of passing the buck. This is an indication of clear communication leading to understanding of individual responsibilities.

Everyone has to be supportive of the project as well as of others. A team is one unit. Unless these cohesive forces are there, the team will never be able to work efficiently enough. There is ample communication between the team members.

Team decisions are made by using organized as well as logical methods.

An efficient team needs support from both inside and outside. It needs to meet the individual needs of its members in order to achieve the organization's goals.

As a group we worked together in the field of volunteering, joining the non-profit association Radix Unica, which deals with the assistance of the disabled. We began to follow a training course with a teacher of our school who is a doctor and the President of this association, to undertake voluntary work and to assist young people with disabilities.

A very strong and emotional experience.....we are still working on!!!!

We learnt to stay together and the tasks to be carried out for the last meeting were made with great ease thanks to the different approach I gave to the job. My students have grown together, they have learned to be a very cohesive team and to exploit the skills and abilities of each one creating ppts, videos, funny, dynamics, involving and centered short films on the topics of the project.

Our experience in Prague was simply amazing!!!!

Our works were really appreciated from everyone. We organized activities and games about team work involving the foreign students in mixed groups. I will never forget the moment where all the students were working together in mixed groups on activities aimed at exploiting team work.

This is the power of Erasmus+ projects!!!! Everything in Prague was perfect!!!! Everything has been organized in a detailed and careful manner, respecting the characteristics of each delegation. The visit to the city was spectacular thanks to the beauty and cultural historical importance of the wonderful Prague. Pilsen, its brewery simply interesting and well connected to the entrepreneurial aspect of the project.

What can I say of Karlovy Vary? No words to describe the beauty and the elegance of this SPA town!!!!

Last but not least K10....It was one of the activities that my students and I have appreciated most for the innovative idea of the global exploitation of urban spaces for workers from all over the world. This experience and the project Volunteering as a benefit Entrepreneurship has taught so many things to my students: to grow, to improve, to share and overcome their limits.

Erasmus+ programme focuses on strengthening the potential of Youth for active participation in civil society, development of leadership skills, solidarity and understanding among cultures.

I really want to thank all the participants, the Romanian, the Bulgarian and the Czech Republic teams for their efforts, their warmth, their affection, their skills and their preparation.

Thanks from the Italian Coordinator, **Mrs Romina Marchesani**
Love you all



2. SOME PRESENTATIONS

2.1 ENTREPRENEURIAL MARKETING

" the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation" (Morris et al. 2002)

CONTENTS

- 2.1.1 Meaning and significance of marketing
- 2.1.2 Characteristic of Entrepreneurial Marketing
- 2.1.3 Marketing for startups
- 2.1.4 Marketing your business
- 2.1.5 Functions of marketing
- 2.1.6 Entrepreneurial vs. Traditional marketing
- 2.1.7 Marketing challenges and strategies



2.1.1 Meaning and significance of marketing

× **Effective business**

Successful business

The American Marketing Association has defined marketing as "the process of Planning and Executing the conception, pricing, promotion and distribution of ideas, goods and services to create Exchange that satisfy individual and organizational objectives".

Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being Innovation.

The most common features of entrepreneurial marketing include innovation, risk taking, and being proactive. Entrepreneurial marketing campaigns try to highlight the company's greatest strengths while emphasizing their value to the customer. Focusing on innovative products or exemplary customer service is a way to stand out from competitors. They make this pitch using cheap and accessible tools including viral videos, Tweets, Face book pages, and email marketing. Any and all marketing strategies can be considered as long as they produce results.



2.1.2 Characteristic of Entrepreneurial Marketing

Hills & Hultman (2006) discovered several specific characteristics of EM, such as:

- Entrepreneur or the owner-manager being central to marketing.
- Decisions being linked to personal goals and long-time performance.
- The exploitation of smaller market niches with a customized range of products and services.
- Marginal market power.
- Marketing penetrating all levels and functional areas of the firm.
- Marketing based on personal reputation, trust and credibility.
- Heavy focus on sales and promotion.
- Lack of formal planning and strategy, reliance on intuition and experience of owner.
- Smallness and lack of marketing resources, no division of marketing work.
- Formal market research is rare, rather making use of personal contacts and networks.
- Interactive and innovative product or venture development.
- Inherent focus on opportunity recognition, proactiveness and calculated risk.
- Flexibility and fast reactions to customer preference shifts.
- Inherent risk of market exit.
- A role for passion, enthusiasm and commitment, as well as for leading instead of following customers.

2.1.3 Marketing for startups

It's easy for startup founders to believe the whole world will love their products. After all, founders eat, sleep and breathe their products. The reality is that only a small portion of the population is interested in your product. If you try to market your startup to everyone, you waste both time and money.



The key is to identify a niche target market and go after market share aggressively.

How do you choose a market? There are four main factors to consider:

- **Market Size** – Are you targeting a regional demographic? Male? Children? Know exactly how many potential customers are in your target market.
- **Market Wealth** – Does this market have the money to spend on your product?
- **Market Competition** -Is the market saturated? As in, are there many competitors?
- **Value Proposition**- Is your value proposition unique enough to cut through the noise?

2.1.4 Marketing your business

A few things you can do to market your business!

- **Use Social Media** – It is important to use social media nowadays to raise and grow business from the ground up to the top.
- **Strategic Relationships** – Align yourself with other business owners and create a partnership where you promote each others services to their audiences.
- **Network in Face book Groups** – Another gold mine! There are groups made just for networking, groups filled with business owners of all industries, and you can do a simple search to find the right ones to start networking in.
- **Create a You Tube Video** – You Tube has a HUGE audience of viewers and this could help you get in front of a whole new group of ideal clients.
- **Speak at an Event** – Contact local colleges or business networks and offer to speak about your expertise.
- **Create a Freebie** – Create a high value free resource for your ideal fans that they can opt in to your email list for. Checklists, Challenges, Resource Guides, or Mini Courses – there is a lot of opportunity to grow your business with freebies.
- **Host a Giveaway** – Want to get new eyes on your brand? Give something away. Whether it's products or even a service, this can give you a pool of new people who need what you have to market to in the future.
- **Sponsor an Event** – Find a way to give back to your community and either make a donation or contribute your services to an organization in exchange for a business promotion.
- **Offer an Affiliate Program** – Sign up former customers or strategic partners as affiliates to sell your products or services. Then each time they make a sale, you both get paid.
- **Interview Others** – Seek out industry influencers and interview them! Chances are good they share your interview with their network and help spread the word about your business.



2.1.5 Functions of marketing

Marketing is important to every small business, helping companies increase revenue and profit by meeting customers' needs effectively. Following are the most important functions:

- **Financing** - It takes money to make money. As a business owner, an important function of marketing a product is finding the money through investments, loans, or your personal capital, etc.

- **Market Research** – Who are the people you want sell to? Why should they buy from you as opposed to a rival business?

- **Pricing** – Pricing plays an important role in determining market success and profitability. If you market products that have many competitors, you may face strong price competition. In that situation, you must aim to be the lowest-cost supplier so you can set low prices and still remain profitable. The "right" price normally comes through trial and error.



- **Promotion** – Advertising your products and services is essential to attracting new customers and keeping existing customers coming back.

- **Selling** – Marketing and selling are complementary functions. Marketing creates awareness and builds preference for a product, helping company sales representatives or retail sales staff sell more of a product. Marketing also supports sales by generating leads for the sales team to follow up.

- **Product information management** - Obtaining managing and using market information to improve decision making and the performance of marketing activities.

- **Product/Service management** - Assisting in the design and development of products and services that will meet the needs of prospective customers.

2.1.6 Entrepreneurial Marketing vs Traditional Marketing

Entrepreneurial marketing cannot exist in the absence of the entrepreneur. Unlike traditional marketing, which is exclusively customer-centric focused, in entrepreneurial marketing the customer and the entrepreneur are equally important actors that shape the culture, strategy and firm behaviour. EM is influenced by entrepreneur's personal characteristics and values. But there is no consensus about the relationship between factors related to personal tract which consists of experience, education level, propensity to risk, preference for innovation, tolerance for ambiguity.

A consensus emerged regarding how entrepreneurs think and make decisions with consequences on marketing practice.

There are five significant differences between the ways non-entrepreneurs think which predictive logic is and how entrepreneurs think which effectual logic is.

- **Creative, unconventional ideas**
- **Vision for future**
- **Being provocative**
- **More impressive strategies**
- **Basis for making decisions**



2.1.7 Marketing challenges and strategies

For most small business owners, marketing is an overwhelming concept. Business owners need marketing solutions that will ensure a long-term, profitable business. Yet, most business professionals don't know where to begin or how to focus their efforts when it comes to marketing their product or service.



If you're a small business owner looking for ease and marketing success, you should focus on just **four tactics**, because they are the building blocks of all marketing plans.

- **Establish a Memorable Brand Identity:** The secret to business success is determined by your ability to powerfully communicate your business with laser precision and your ability to deliver a clearly defined and consistent experience. In a nutshell, it's called branding, and, when done right, it ensures great business success netting you all the customers you can handle and profits you need.
- **Create a Deep Connection with Your Target Audience:** You need to think about who wants your product or service and needs what you have to offer. While marketing efforts cost money, you get a lot more "bang for your buck" if you focus your spending on a well-defined group of people.
- **Design Compelling Offerings That Entice Customers:** Marketing research shows that 80% of all purchase decisions are based on emotion. It's your job as a marketing professional to know how your customers want to feel and help them understand how your business can satisfy their wants and needs. People want to know, "What's in it for me?" If you can tap into the emotional aspect, you create offerings that touch your customers.
- **Craft a Personal, Workable Marketing Plan:** Marketing (while a broad category) is everything you do to make your product or service more visible, more desirable, and more profitable. Your marketing plan needs to clearly define the big picture of your business and provide focus and direction based on the 4 'P's of Marketing: *product, price, place/distribution, and promotion.*



2.2 BULGARIAN ENTREPRENEURIAL MARKET

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business.

An entrepreneur has been defined as "a person who starts, organizes and manages any enterprise, especially a business.

2015 -16 GEM NATIONAL REPORT ON ENTREPRENEURSHIP IN BULGARIA BASELINE OF THE BULGARIAN ENTREPRENEURSHIP ECOSYSTEM Veneta Andonova, PhD with Mira Krustef/

A SURVEY REPORT

57.5% of Bulgarian adults regarded entrepreneurship as a good career choice. 71.5% agreed that in the country, successful entrepreneurs enjoy high status and 49.3% perceived that entrepreneurship receives regular media attention.

- In 2015 only 15.84% of the adult population in Bulgaria perceived good opportunities to start a business in the area where they lived. This result is significantly lower than the corresponding figure for Romania and Greece, for example.
- The perceived preparedness for starting a business in Bulgaria is very low at 35%, while the same indicator is above 45% in the benchmark groups.
- Total early-stage entrepreneurship activity (TEA) rate for Bulgaria is 3.46%, comprised of 1.95% of the adult population engaged in nascent entrepreneurial endeavors and 1.51% who are new business owners. Interestingly, despite the very low rate of early-stage entrepreneurship in Bulgaria, a relatively high percentage of these entrepreneurs manage to survive long enough and become established businesses.
- The most entrepreneurially active group is the 35-44-year-olds. The group of 18-24-year-olds shows a participation rate almost as high as the 35-44-year-olds.
- Young entrepreneurs have some important strengths including the low opportunity cost of time and stimulating entrepreneurship among them might be particularly effective. Providing conditions for entrepreneurial opportunities for the youth has the potential to decrease the rate of youth emigration and even become one of the key factors to stimulate returnees.
- Male is one percentage point above the female TEA. The ratio of female to male is somewhat higher for Bulgaria compared to the benchmark countries indicating more gender equality regarding early-stage entrepreneurial endeavors. The egalitarian participation of women in the early-stage entrepreneurial activities guarantees that the Bulgarian economy already reaps the benefits of high female labor force participation.
- According to the national experts, Bulgaria has a number of significant weaknesses. The most critical ones have to do with the entrepreneurship education at primary and secondary levels and the lack of explicit government support and initiatives that turn entrepreneurship into a government priority.
- The most significant strength among the Entrepreneurship Framework Conditions in Bulgaria is the access to physical infrastructure and services, followed by access to commercial and professional infrastructure and supportive government policies related to taxes and bureaucracy.

- The experts gave strong negative ratings for the time required to get the necessary permits and licenses, as well as for the difficulty in dealing with government bureaucracy, regulation and licensing.
- Experts cannot identify a “one-stop shop” entity that supports small and medium businesses and think that the support offered by existing entities is deficient. They recognize the increased number of government programs for startups and entrepreneurial ventures, but they also criticize the ways in which these initiatives are implemented.
- In Bulgaria, access to finance comes as the second most important obstacle for entrepreneurship endeavors mostly due to: low financial culture of early-stage entrepreneurs, lack of adequate funds, lack of competent fund managers and proficient investors, conservatism and risk-aversion of more traditional fund providers such as banks, and lack of a critical mass of angel investors. These are common to all immature entrepreneurial environments.

The 6 Online Marketing Strategies Every Entrepreneur Needs

1. Personal branding.

Successful businesses can generate a ton of momentum from successful entrepreneurs who lead them. Branding yourself, before your company, gives you the opportunity to leverage a more trustworthy, personal image to promote your brand.

It also gives you more power to meet and network with others, form more partnerships and lend a face to your otherwise faceless organization. And it's free to do, from a monetary perspective, though you will need to invest a significant amount of time.

2. Content marketing.

Content marketing takes a variety of forms, and depending on how you form your strategy, could accomplish a number of different goals. For e.g., you could use white papers, e-books and other long-form content to attract downloads, signups and conversions, or you could use an on-site blog to attract more inbound traffic to use your site.

You could even use content as a form of help and troubleshooting, or some combination of these applications. Content marketing is incredibly versatile and useful, and, if it's valuable, your customers will expect you to have at least some of it in place for them.



3. Search engine optimization (SEO).

SEO is the process of making your site more visible in search engines, so you get more traffic from people searching for the products or services you offer. Much of your organic search position ranking comes from the technical structure of your site and your ongoing content development strategy.

So, SEO is not much more of an investment if you're already creating new content regularly -- and it's well worth that extra investment if for no other reason than to make sure your site is properly indexed.

4. Conversion optimization.

Most of these strategies aim to get more people on your site, but what do those people do once they're there? Conversion optimization helps you ensure you get more value out of each and every visitor by maximizing your rate of conversion.

Sometimes, this means including more conversion opportunities, and other times, improving the ones you already have.

5. Social media marketing.

Social media marketing isn't the get-rich-quick scheme you may have been promised, but there is significant potential in building and nurturing a social media audience. Again, content will come into play heavily here, as it will likely be the factor that attracts your audience to begin with. Here, you stand to gain greater brand visibility, a greater reputation and far more inbound traffic with your syndicated links.

6. Email marketing.

Email marketing has astounding potential for ROI because it costs almost nothing to execute. Start collecting subscribers from your existing customer base, your social media followers and other new opportunities; from there, even a simple content newsletter can help you encourage repeat traffic to your site, facilitate more engagement with your brand and keep your brand top-of-mind with your audience.

Related: [The 4 Essentials of Video Content Marketing Success](#)

As you may have noticed from these descriptions, there's one other key advantage these strategies offer: They all work together. While they can be pursued individually, each connects with and feeds into the others in some way. If you pursue them all, complementing your efforts across these multiple areas, you'll see an even higher potential return.



2.3.1 Introduction

An invention requires the efforts of a spinout enterprise to be commercialized. Without a corporate infrastructure it may be adverse for investing in the steps needed to move technology out of the laboratory.



A spinout may be more favorably positioned to embrace new technologies because of access to capital.



Forming a spinout is an option for moving an invention into the market.

But to do this you need three assembled elements:

- 1) CAPITAL
- 2) ORGANIZATION
- 3) FACILITIES



2.3.2 Incubators



An incubator is an organization that seeks to give form and substance to start-up or emerging ventures.



A new business incubator is a facility that assists in the cultivation of new companies.

For **ownership** and **capital sourcing** there are three types of incubators:

- 1) PUBLIC
- 2) PRIVATE
- 3) UNIVERSITY



2.3.3 Incubation and Economic Development

In the 1980s, state and regional economic development strategies shifted to focusing on assistance for the homegrown entrepreneur.

Economic development officials and policy planners have created jobs to promoting the growth of small companies.



Small business incubators became a vehicle for providing assistance to new companies.



An incubator is a facility that promotes the growth of small business, offering convenient facilities.



New services have been developed to helping small company:
Receptionist, marketing support.



Access to working capital was also organized through debt financing and equity financing, and through contact with angels, bankers and venture capitalists.

Incubators are probably best defined as programs rather than facilities.

Nonprofit entities operate almost 90% of incubators. They stimulate job growth in all economic sectors.

Small business incubators have proven to be effective economic development tools.

Their benefit may be enhancing company survival rates.



The establishment of new incubators peaked in 1987, and the new wave of economic development initiatives in the 1990s focused on helping existing businesses survive and prosper in the face of global competition.

Incubators are now used to promote the growth of entrepreneurial ventures of every imaginable type.



2.3.4 Preliminary Work



The feasibility study

The feasibility study represents the first in a series of early development phases, during 3 months, the second is development during 9 months, then there is renovation, 3-12 months and the last is early-stage operations 18 months.

Why conduct a feasibility study? It:

- Catalyzes the involvement of organizations with a range of resources
- Allows for the completion of plans
- Helps secure funding from government sources at all levels
- Educates public and private sector constituencies about business incubation

A feasibility study should also reveal examples of critical errors made with respect to other incubator programs.



Building support



An incubator represents an important community investment, and requires broad-based community support to be feasible. The economists suggest that meetings with community leaders can achieve many objectives.

The process should help to identify:

- Potential sites
- Funding sources
- Project champions from set organizations
- Sources of assistance and support.



It may, however, also uncover serious impediments to realize the project.

Identifying and securing stakeholders

A stakeholder is any group or individual who has a share or an interest, as in an enterprise, and can affect or is affected by achievement of an organization's objectives.

They include:

- local and state governments
- public and private sector organizations interested in fostering new-business development

The support of these stakeholders is critical to start an incubator program.

Stakeholders need to be identified and then cultivated. The first step is to secure commitment from potential stakeholders, and then the organizational structure needs to be formalized.



Identifying a market niche

From a business perspective, the incubator needs to identify its market niche. Successful businesses carefully attend to the work of defining the market position of their products and services relative to their competitors, as well as modifying their market position in response to change customer preferences.

The availability of shared support services is another appealing feature of incubator facilities, although provision of such services by for-profit organizations has become a growth industry. Well-managed incubators often distinguish themselves by serving as a focal point for access to the broad spectrum of available business services.

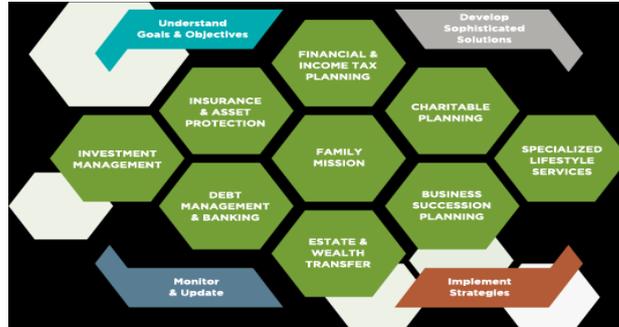
The incubator programme may also delimit itself and define its market by the type of company or client served. Whatever the mix of services offered and the assessment of the market to be served, the incubator must somehow package its product to effectively position itself.



2.3.6 Services

In recent years, incubators have greatly expanded the variety of office services they provide. For example, the menu of office services offered by an incubator based in Pennsylvania in operation for three years includes:

- Clerical services
- Switchboard services
- Voice mailbox
- Conference room
- Sports ticket purchasing
- Business consulting services may include business plan preparation, financial planning and government procurement. The quality, range, dependability, and accessibility of services are the value-added features that will provide the strongest lure for attracting entrepreneurs to an incubator.



Strategic Planning



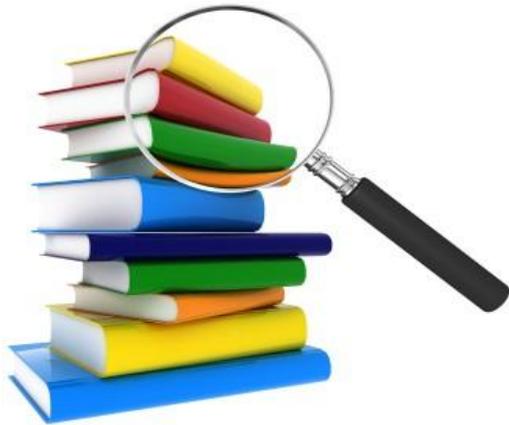
In order to form an incubator, strategic planning is necessary. It forces the management to face difficult problems because it supplies a line of action that envisions:

- what must be done
- when it should be done
- the risks involved
- the necessary emergency plans to pass to in case of a difficult beginning.

Timing is everything in strategic planning for an incubator spinout.



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Some incubators can be classified according to shared interests as:

- facility-based:
- university-related incubator
- community-sponsored incubator
- corporate/franchise incubators
- private incubator
- objective based:
- promote economic diversification
- provide a base for advanced technology development
- opportunities for targeted populations

Summing up, the principal factors for successful incubator strategies include:

- Know the community and its strategic strengths and weaknesses.
- Locate entrepreneurial opportunities.
- Design selection criteria to match goals and objectives.
- Determine the space and service needed.
- Locate the facility in a site that can be developed within the cost parameters of target companies.
- Find opportunities to link up with existing sources of business and management services.
- Recruit an entrepreneurial personality to manage the incubator.
- Build an overall environment for entrepreneurship

Incubators have been formed in order that the entrepreneurs of each team serve and established by a sponsor's great variety.

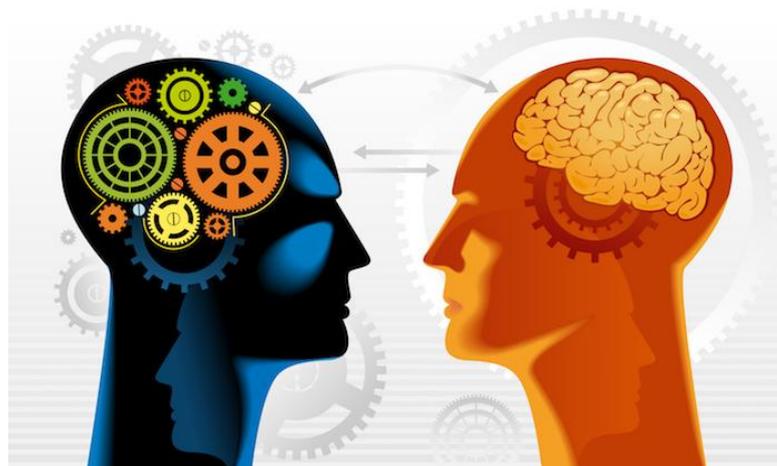
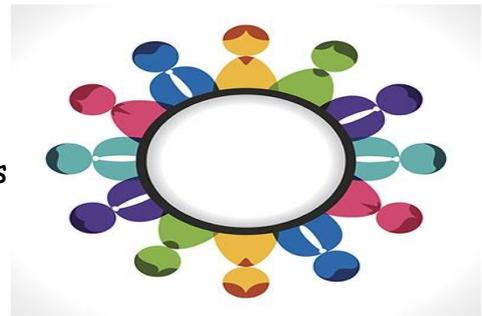
Some **general critical factors** to an incubator's success include:

- on-site business expertise
- access to financing and capitalization
 - in-kind financial support
 - community support
 - entrepreneurial network
 - entrepreneurial education
 - perception of success
- selection process for tenants
 - ties to a university
- concise program milestones with clear policies and procedures



Some of the **specific practices** known to affect the relative success of incubator operations include:

- financial self-sufficiency
- an articulated policy for collecting financial resources
- An incubator manager's most effective use of time. Terms and conditions are critical for protecting the incubator
- The phone system is an essential link for companies and must be structured appropriately.



2.4 THE ROLE OF BUSINESS INCUBATORS



Business Incubators (definitions)

- IB - a place where are concentrated on a limited space newly created companies. The objective - to increase the chances of development and the survival rate of these companies by providing a modular building with the necessary utilities (telephone, fax, computers) and providing managerial support and assistance services.
- IB- represents a dynamic business development process that covers a wide range of processes that help lower the default rate of start-up companies and accelerate the development of those who have the potential to become job and wealth-generating.

Why Business Incubators?

Business incubators are important when the global ecosystem is not available or does not function properly to launch entrepreneurial activities

For many reasons:

- ✓ Increasing Information Technologies in the academic environment
- ✓ Generating jobs,
- ✓ Local development through the use of local competences, solutions to local problems
- ✓ Focus on the specific development of the sector



Launch of an Incubator

The most important decisions:

- ✓ The type of Business Incubator
- ✓ The services to provide them
- ✓ The Model of Administration
- ✓ The Human Resources/Staff



Feasibility Study

Contents

1. Market (needs analysis)
2. Stakeholders, community support
3. Facilities and services
 - Business pre-incubation
 - Incubation
 - Post incubation
 - Virtual Business
4. Infrastructure
5. Financial feasibility



Setting Rules of Play

The rules of play are established by:

- A professional team
- A competent manager
- A practicing instructor
- A forward-looking development strategy
- Anticipation of hazards
- Activities to win
- Re-launching activities for another group



The Main Successful Factors

The training process:

- Study identification for selected locations
- Local consultants who are familiar with local conditions
- Identifying a person to assume responsibility for implementing the project
- Solving feasibility problems, especially analyzes of potential contractors, contact with universities, support for services, availability of adequate space, and financial cash flow estimates
- Commitment by public institutions

The implementation process:



- A strong management board with a group of consultants
- Appropriate legal status for the business incubator
- Correct selection of the manager, respectively local and international training, adequate remuneration of management team
- Selection of business and potential business residents in the given location
- Revision of capital costs for renovation and furnishing
- Organize a promotion campaign to support the community
- Provide international technical assistance by completing local competencies

The implementation stages:

The training period

1. Field study visits
2. Working sessions with the implementation team
3. Feasibility study and building selection
4. Developing materials and organization of seminars
5. Organizing the tender process for selecting construction companies
6. Recruiting and selecting potential hosts

The period of pre - incubation

Implementation of the action plan

Seminars and Training

The period of incubation

Working meetings of the Management Committee quarterly

Monthly meetings with the Management Team and incubator residents



The operational process requires:

- Involvement of the private sector
- Continue programs to improve the management skills of incubator staff and residents
- Links to other programs
- Information sharing and partnership building



Ensuring sustainability:

- Creating alternatives for incomes growth
- Organization of the objective evaluation of the incubation experience
- Elaborate a stable policy in the future to ensure a functioning and regulatory framework that will encourage entrepreneurship



Why Incubators fail

- There is no clear definition of stakeholders' roles of responsibilities as well as aspirations
- Lack of similar project knowledge
- An inadequate market to support the ongoing marketing campaign, systematic marketing
- Expectations too high and too fast
- Selecting the wrong administrator
- Overestimating the role of the incubator
- Excessive spending



Most incubators use funding as a success metric, which is a somewhat flawed criterion. Over 99% of companies should operate as organically grown, self-sustaining businesses — bootstrapped, without external financing. For them the goal is to achieve customer validation, not financing. Yet if the incubator uses financing as its success metric, it will try to force inexperienced entrepreneurs into an unnecessary financing round. And more often than not, they will fail.



Conclusions

- IB - are created to support viable business ideas and to help entrepreneurs make their businesses manage to move through the critical stages in the life of any company and grow on the market.
- IB - provides incubated businesses with a host of facilities, creating a favorable environment for their development, such as consulting in business plans, marketing, business management information, or company image promotion. It is also an important lever for launching local entrepreneurial initiatives that can have a significant impact on the local economy and the creation of a large number of jobs.



2.5 FORMING A TEAM



THE FOUR PERSONALITY TYPES

Understanding the different personalities

It is important not just for big companies but for us as individuals as this makes it easier for us to learn how to better deal with people.

We get a better perspective of a person and how they react when faced with a stressful situation.



Experts have determined that there are four basic personality types:

YELLOW, RED, BLUE and GREEN

As an individual, learning our colour personality is also important.



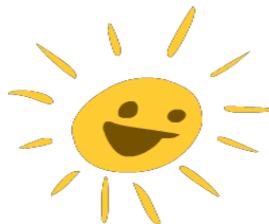
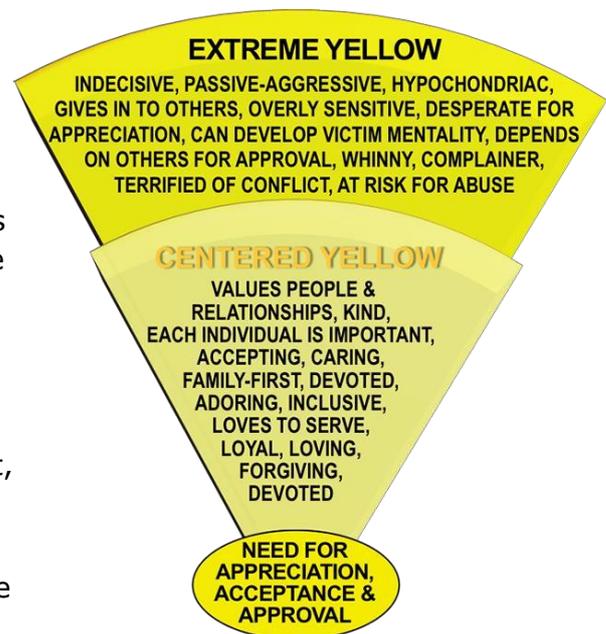
First: it helps us to better understand ourselves and how and why we react to certain situations.

Second: when understood *who* we are it allows us to open ourselves to at least try to understand others as well.

The yellow personality

The yellow personality is generally regarded as the sunniest personality.

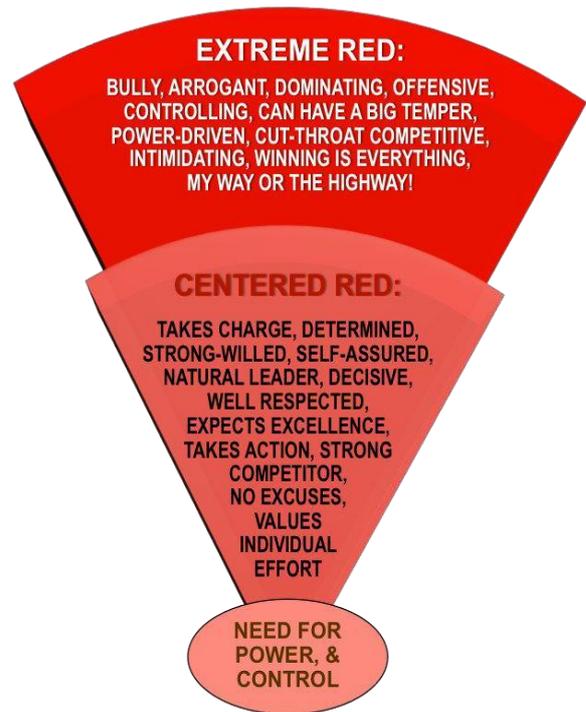
- **Tendencies:** Optimism – Makes good impressions
– Likes to help others -Creates an entertaining climate
- **Ideal situation:** Freedom from control – Creative response to ideas
- **Weakness:** Talks too much – Impulsive – Acts first, thinks second
- **Needs others to provide:** Focus on tasks – Have a logical approach
- **Personal growth area:** Time awareness- Objectively in decision making



The **red** personality

Reds have a "dominating personality"

They demand that things be done their way and right now. Most reds fear failure.



- **Tendencies:** Getting immediate results – Making quick decisions – Solving problems - Persistence
- **Ideal situation:** Opportunity to really get things done – Multitasker and continual challenger – Difficult assignments - Control over situations – Freedom to act from their instinct
- **Weakness:** Insensitivity towards others – Impatient – Overlooks risks - Inflexibility
- **Needs others to provide:** Focus on details and facts – Attention To routine tasks
- **Personal growth area:** Tgreater patience – Sensitivity to others ' needs - Flexibility



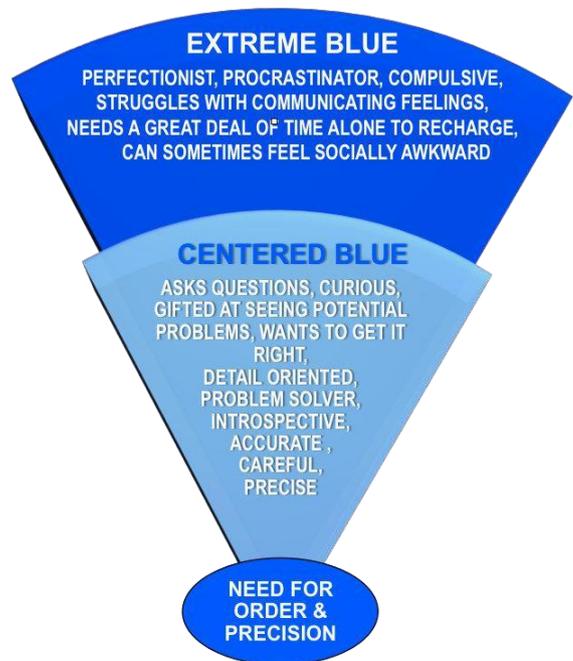
The blue personality

The blue personality types are seen as the perfectionists.

They are the ones who would generally examine the smallest details of every situation and fret about each one of them.

The blue personality oftentimes appears unemotional and doesn't want to be touched.

The greatest fear of a blue person is to be criticized.



- **Tendencies:** Orderliness – Disciplined – Precise – Analytical – Diplomatic with people
- **Ideal situation:** Being able to concentrate on detail – Stable surroundings and procedures – Exact job expectations – Opportunities for “careful” planning – Sufficient time to do things right
- **Weaknesses:** Indecisive – Rigidity – Avoids controversy – Low self-esteem – Sensitive to criticism – Can be pessimistic
- **Needs others to provide:** Quick decision making – Optimism – Help in persuading others
- **Personal growth area:** Be more open to their feelings – Be more optimistic

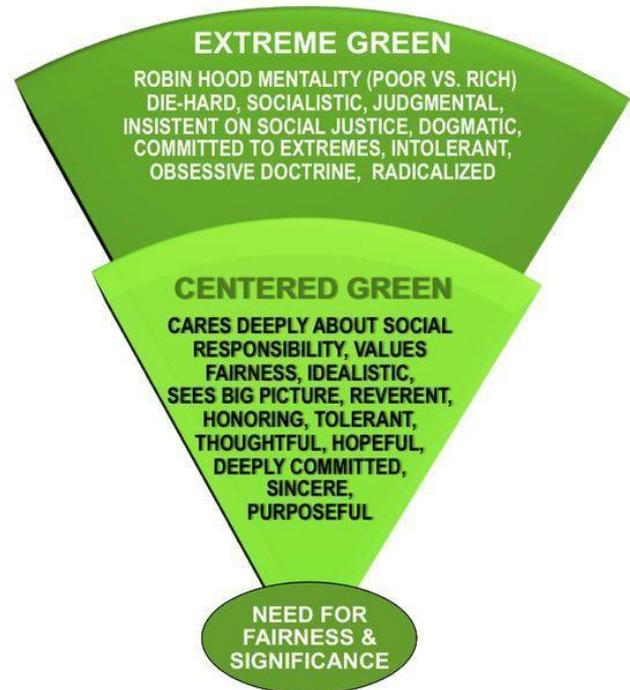


The green personality

It is generally referred to as the calm personality and at times a little lazy.

When stressed, the green's approach is to sleep it off.

The green personality tries his/her best to maintain harmony in all types of situation. Because of the green's inability to say no, people oftentimes take advantage of them.



- **Tendencies:** Supportive – Loyal – Self c
– Opportunity to develop personal relationships – Consistent
- **Ideal situation:** Sincere appreciation by others – Minimal conflict between people – Security – Acknowledgement of work by others
- **Weaknesses:** Indecisive – Lacks initiative – Holds grudges
- **Needs others to provide:** Push to try new challenges – Help in solving difficult problems – Initiative and accepting change
- **Personal growth area:** Facing confrontation and dealing with it – Moving at a faster pace and initiating



2.6 ETHNIC TOLERANCE

■ Tolerance is a social, ethical, and religious term applied to a community or individual that defines respect for one's freedom, his or her way of thinking and behavior, and his / her views of all kinds (political, religious, etc.). Tolerance means the common sense of not being selfish and understanding that something that for you is perhaps meaningless, to someone else may be very important. Lack of tolerance is selfishness and selfishness is the source of all the evil in the world.



■ Tolerance is respect, acceptance, and appreciation of the richness and diversity of our world's cultures, our modalities of expression, and our ways of expressing our quality of human beings. It is encouraged by knowledge, openness of spirit, communication and freedom of thought, conscience and faith.

- ❖ Tolerance is *harmony in differences*. It is not just an ethical bond; it is also a political and legal necessity. Tolerance is a virtue that makes peace possible and which helps to replace the culture of war with a culture of peace.
- ❖ Tolerance is neither concession nor condescension or indulgence. Tolerance is, in particular, an active attitude generated by the *recognition of the universal rights of the human person* and the fundamental freedoms of others. In no case, tolerance can be invoked these fundamental values. Tolerance must be practiced by individuals, groups and States.



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- ❑ **Tolerance** is the responsibility that supports human rights, pluralism (including cultural pluralism), democracy and the rule of law. It involves the rejection of dogmatism and absolutism and confirms the norms set forth in the international instruments on human rights.
- ❑ With respect for human rights, to practice tolerance does not by the diversity of their physical appearance, their SITU mean either to tolerate social injustice, to give up their own beliefs or to make concessions in this regard. It means accepting that human beings, who are naturally characterized action, their way of expression, behaviors and their values, have the right to live in peace and to be who they are. It also means that no one has to impose his own opinions on another.



- ✓ **In the modern world, tolerance is more necessary than ever.** We live in a time marked by the globalization of the economy and the acceleration of mobility, communication, integration and interdependence, large migrations and displacements of the population, urbanization and mutations in the sphere of social organization.

- ✓ **Tolerance is needed both among individuals and within the family and community.** Promoting tolerance and shaping attitudes towards different opinions in the sense of mutual openness and solidarity is to take place in schools and universities and through non-formal education, at home and at work. Mass media can play a constructive role in this respect, fostering free and open dialogue and debates, propagating the values of tolerance and highlighting the danger of indifference to the expansion of ideologies and intolerant groups.



- In Romania, different **ethnic communities** live with different Romanian communities, with specific cultural, linguistic and religious traditions. The regions with the highest ethnic diversity in Romania are Transylvania, Banat, Bucovina and Dobrogea. In areas with lower ethnic diversity, such as Oltenia and Moldova, there is the least openness to both ethnic and political pluralism.
- **Hungarians and Roma** comprise **the largest ethnic minorities in Romania**, representing 6.5 and 3.2 percent, respectively, of the stable population of Romania.

**SO,
BE TOLERANT!!!**

2.7 VOLUNTEERING

The legend of Martenitsa



What is a martenitsa?

- Martenitsa is a small piece of adornment, made of white and red yarn. Bulgarians decorate themselves every year on March 1 – holiday of “Grannie Marta” (Mart is the Bulgarian word for March). This custom is considered a unique Bulgarian tradition. Bulgarians wear martenitsas from March 1 until the appearance of the first blooming tree or the first stork or till the end of the month.
- The white color is a sign of beauty, purity, innocence and joy. The red one is the color of health and love, victory, life and courage.



Volunteering

- Every year the students from our school make martenitsas and donate them for charity. This year the charity was for disabled children. We also decorated the school, the park and took part in the decoration of the town.

The Legend of Martenitsa

■ Long ago there was a king who was brave and fair. His name was Khan Kubrat. He was the king of the Proto-Bulgarian kingdom in the Caucasian mountains. He had five sons and a daughter Huba. He gathered his sons around his dead bed. He was holding a bundle of sticks bound together. Khan Kubrat pulled one of the sticks out and easily crashed it in two. When he then tried to crash the entire bundle he failed. This was his legacy for his sons: that if they stay united they would keep the kingdom together and fight its enemies and nothing can break them.



■ Kubrat died but his sons couldn't keep their promise. Four of his sons took their tribes and went to look for new lands. Only the eldest son Bayan and Huba stayed in their homeland. The enemies attacked the kingdom, captured Huba and threatened to kill her. One of the brothers, Asparuh promised Huba and Bayan to send a dove with a golden thread tied to its leg when he found a new land. It would be the sign for them to escape.



One of the legends for the background of the martenitsa tells that when Khan Asparuh (Bulgarian khan) defeated Byzantine soldiers, he wrote letter about his victory. After that he tied it with a white rope to the leg of a bird. While flying the bird was noticed by the Byzantine soldiers. They shot at the bird and hurt it.



Although she was injured she arrived successfully in the Bulgarian camp. But some parts of the white rope were red from the blood. That's why the martenitsa have two colours.

■ Asparuh and his men went south, crossed a great river and found a beautiful land to settle down. He made a new kingdom there and called it Bulgaria. He sent a dove to his brother and sister and they managed to escape. But they didn't know the way, so they tied a white thread to the leg of the dove and rode after it. Ashina, the enemy's chief, and his men followed them and wounded Bayan in the arm. His blood coloured one end of the thread red.



■ When Bayan and Huba finally arrived in Bulgaria, Asparuh mixed the red and the white ends of the thread and made decorations for his soldiers' clothes from it. He called the decorations 'martenitsas' because this happened in the month of March. From then on, on March 1, Bulgarians wear martenitsas for health and luck.



MARTENITSA

symbol of fertility and prosperity



3. QUESTIONNAIRES, QUIZES, TESTS, JOKES



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Entrepreneurial Potential Self- Assessment Questionnaire

This questionnaire includes 25 statements, and will take a few minutes to complete. There are no right or wrong answers. Your honest opinion is what counts. For each statement, choose the number that best describes your opinion. Use the entire scale as much as possible, as always answering "2" or "3" will not allow you to fully benefit from this tool. It will help you assess your entrepreneurial potential by analyzing the level of **entrepreneurial motivation, aptitudes and attitudes you currently possess.**

To what degree do the statements below correspond to you?

Test yourself by answering the statements using the following rating system:

1. Totally disagree 2. Somewhat disagree 3. Somewhat agree 4. Totally agree

1. I like to give myself challenges when I take on a new project _____
2. I am fairly at ease in difficult situations _____
3. Where others see problems, I see possibilities _____
4. I am fairly curious and I am continually in search of discovery _____
5. I am a lot less effective in stressful situations _____
6. I want to build something that will be reorganized publically _____
7. When faced with difficulties, I look for alternative publicly _____
8. For me, what counts is action _____
9. I am capable of imagining how we can make things work _____
10. I shoot for excellence in everything I do _____
11. According to me, we somehow make our own luck _____
12. In general, I distrust my instincts _____
13. I have no problem working for someone _____
14. I try to be the first or the best in my area of competency _____

15. I always try to learn lessons from my failures _____
 16. For me, everything is possible if I believe I can do it _____
 17. I prefer using the good old ways of doing things _____
 18. It is easy for me to motivate others to work with me _____
 19. To be satisfied with myself, I take on easy projects _____
 20. I have a tendency to put off difficult tasks until later _____
 21. I am the kind of person to see the glass as half empty instead of half full _____
 22. There is a time for thought but action is more important _____
 23. Being too ambitious is often perceived poorly _____
 24. I really enjoy situations where there are rules to respect _____
 25. I always give the best of myself in everything I do _____
-



Entrepreneurial marketing is:

- Innovation
- Identification of target markets
- Interactive marketing methods
 - Influence of word-of-mouth marketing
 - Image building
 - Incentives
 - Involvement
- Informal information gathering



Results: How to interpret your results?

Your motivations (Motivations are factors that determine behaviour. They are the underlying reasons that induce someone to act. They include - Need for achievement/success, Power/control appeal, Need for challenges/ambition, Self-sufficiency/freedom.)

(p – stands for points)

85 – 100p ...	High motivations
70 – 85p ...	Moderate motivations
50 – 70p ...	Inconsistent motivations
under 50p ...	Need Practice

Your aptitudes (Aptitudes are natural inclinations, competencies, abilities. Certain aptitudes predispose someone to be an entrepreneur. They include -Perseverance /determination, Self-confidence / enthusiasm, Tolerance towards ambiguity / resistance to stress, Creativity / imagination.)

85 – 100p ...	High aptitudes
70 – 85p ...	Moderate aptitudes
50 – 70p ...	Inconsistent aptitudes
under 50p ...	Need Practice

Your attitudes (Attitudes are made up of perceptions, our feelings about something. They are judgments we make, ways we look at things. They include –Perception to act upon one's destiny, Action oriented.)

85 – 100p ...	High attitudes
70 – 85p ...	Moderate attitudes
50 – 70p ...	Inconsistent attitudes
under 50p ...	Need Practice

Source: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/pages/self-assessment-test-your-entrepreneurial-potential.aspx>



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Entrepreneurs Quiz

Try this quiz to see how your views compare with the facts about entrepreneurs. Read each statement describing entrepreneurs, and check whether you believe it is a myth or a fact.

Myth	Fact
-------------	-------------

- | | | |
|----------|------|--|
| 1) ---- | ---- | Entrepreneurs are relatively rare in society |
| 2) ---- | ---- | Entrepreneurs are loners, who don't work well with others. |
| 3) ---- | ---- | Money isn't the greatest motivator for most entrepreneurs. |
| 4) ---- | ---- | Entrepreneurs are usually men, aged 25 to 50. |
| 5) ---- | ---- | Most successful entrepreneurs have experienced failure. |
| 6) ---- | ---- | You need a college education to become an entrepreneur. |
| 7) ---- | ---- | Entrepreneurs never rely on luck. |
| 8) ---- | ---- | Risk-taking is just another form of gambling for entrepreneurs. |
| 9) ---- | ---- | When entrepreneurs spot an opportunity, they just jump right in. |
| 10) ---- | ---- | All self-employed people are entrepreneurs. |

Results: Here are the results of your Myth or Fact Quiz:

1) **Myth:** Entrepreneurs are relatively rare in society

Entrepreneurs are everywhere; just look around at all the businesses you see.

2) **Myth:** Entrepreneurs are loners, who don't work well with others.

Entrepreneurs rarely accomplish much alone. They are team-builders who have good people skills.

3) **Fact:** Money isn't the greatest motivator for most entrepreneurs.

Most entrepreneurs are motivated by a drive to achieve their dreams. Money is important, but achievement is even more important to them.

4) **Myth:** Entrepreneurs are usually men, aged 25 to 50.

There are as many women entrepreneurs as men, and there is no ideal age at which to become an entrepreneur. Some start at age ten, some at age 80 – or older.

5) **Fact:** Most successful entrepreneurs have experienced failure.

Failure is a steppingstone to success for most entrepreneurs. By learning from their mistakes, they increase their chances of success with their next venture.

6) **Myth:** You need a college education to become an entrepreneur.

Many entrepreneurs do not have formal education beyond high school. However, entrepreneurs are life-long learners who never miss a chance to increase their knowledge.

7) **Fact:** Entrepreneurs never rely on luck.

Entrepreneurs like to be in control of their ventures and their lives, and they know they can't control luck. Instead, they say, "the harder you work, the luckier you get!"

8) **Myth:** Risk-taking is just another form of gambling for entrepreneurs.

Entrepreneurs learn to manage and control risk. Gambling depends on luck, and entrepreneurs never rely on luck.

9) **Myth:** When entrepreneurs spot an opportunity, they just jump right in.

Entrepreneurs plan their ventures carefully. Jumping in without preparation is a good way to set yourself up for failure, because "failing to plan is planning to fail."

10) **Myth:** All self-employed people are entrepreneurs.

Entrepreneurship is about more than simply being self-employed. Entrepreneurs are innovators who try new things and who plan to grow their businesses into larger ventures.



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Business Abbreviations Test

Test your knowledge of business abbreviations.

1. BAU = business as _____.
2. MBO = management _____ (the letters B and O are used in one word)
3. USP = unique _____ point.
4. AOB = any other _____.
5. PEST analysis = political, social, economic and _____ analysis.
6. MD = Managing _____.
7. ROI = return on _____.
8. M & A = _____ and acquisitions.
9. OTE = on-target _____.
10. PAYE = pay as you _____.
11. VAT = Value Added _____.
12. SWOT analysis = strengths, weaknesses, _____ and threats analysis.
13. CEO = Chief _____ Officer.
14. CV = curriculum _____.
15. TNA = trainee _____ analysis.
16. TOIL = _____ off in lieu.
17. RRP = recommended retail _____.
18. CFO = Chief _____ Officer.
19. FAQ = frequently asked _____.
20. RSI = repetitive strain _____.
21. RPI = retail price _____.
22. p.a. = per _____.
23. APR = _____ percentage rate.
24. ICC = International Chamber of _____.
25. FYI = for your _____.
26. NPD = new _____ development.
27. SET = _____ electronic transaction.
28. GDP = gross _____ product.
29. VIP = very important _____.
30. TQM = total _____ management.

31. PPP = purchasing power _____.
32. PLC = _____ limited company.
33. AGM = annual general _____.
34. PR = public _____.
35. L/C = letter of _____.
36. MBA = Master of Business _____.
37. O & M = organization and _____.
38. HR = human _____.
39. POS = point of _____.
40. P & L statement = _____ and loss statement.
41. ASAP = as soon as _____.
42. CBD = _____ business district.
43. COD = cash on _____.
44. LIFO = last in, _____ out.
45. NVQ = National Vocational _____.
46. GNP = gross _____ product.
47. NI = National _____.
48. CPD = continuing professional _____.
49. ESOP = employee _____ ownership plan.
50. In £20K, K means _____.
51. EFT = _____ funds transfer.
52. R & D = _____ and development.
53. P & P = _____ and packing.
54. ISP = _____ service provider.
55. FOB = _____ on board.
56. IOU = I owe _____. (Be careful: the word you need does not begin with the letter u)
57. JIT production = Just-in-_____.
58. MQM = minimum Order _____.
59. RFQ = request for _____.
60. FYF = full _____ forecast



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Are you Ethical?

Test yourself. Answer each question with your first reaction. Circle the number, from 1 to 4, that best represents your beliefs:

1. represents "Completely agree" 2. represents "Often agree,"
 3. represents "Somewhat disagree," 4. represents "Completely disagree."

- 1) I consider myself the type of person who does what ever it takes to get the job done. 1 2 3 4
 2) Ethics should be taught at home and in the family, not in professional or higher education. 1 2 3 4
 3) I believe that the "golden rule" is that the person who has the gold rules. 1 2 3 4
 4) Rules are for people who don't really want to make it to the top of a company. 1 2 3 4
 5) Acting ethically at home and with friends is not the same as acting ethically on the job. 1 2 3 4
 6) I would do what is needed to promote my own career in a company, short of committing a serious crime. 1 2 3 4
 7) Cutthroat competition is part of getting ahead in the business world. 1 2 3 4
 8) Lying is usually necessary to succeed in business. 1 2 3 4
 9) I would hide truthful information about someone or something at work to save my job. 1 2 3 4
 10) I consider money to be the most important reason for working at a job or in an organization. 1 2 3 4

KEY - TOTAL SCORE

Total your scores to assess how assertive you are in each area:

Add up all the points. Your Total Score is: _____

Total your scores by adding up the numbers you circled.

The lower your score, the more questionable your (business- related) ethical principles.

Score is 0 - 10 ... indicates you are highly unethical

Score is 11 - 20 ... signals "questionable ethics"

Score is 21 - 30 ... indicates you are more ethical than unethical, but caution
 ... should be taken about consequences of your behaviours

Score is 31 - 40 ... Indicates that you are highly ethical;



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Entrepreneurship and Innovation

How well do you know Entrepreneurship and Innovation?

Take the Quiz to Find Out!

1. All but which of the following is considered to be a myth associated with entrepreneurship?

- A) *Successful entrepreneurs are born not made*
- B) *First ventures are always successful*
- C) *All entrepreneurs must willingly invest significant sums of money*
- D) *An entrepreneur faces extraordinary business risks*

2. A/An _____ is best described by stating it is any business that is independently owned and operated and is not dominate in its market.

- A) *strategic alliance*
- B) *corporation*
- C) *entrepreneurship*
- D) *small business*

3. For small business owners, one of the most important objectives is _____.

- A) *market presence*
- B) *growth*
- C) *profitability*
- D) *adaptability*

4. Which of the following is not considered a common characteristic of an entrepreneur?

- A) *Internal locus of control*
- B) *High need for achievement*
- C) *Self-confidence*
- D) *External locus of control*

5. The entrepreneur who is committed to the entrepreneurial effort because it makes good business sense is classed as a/an _____.

- A) *inventor*
- B) *opportunist*
- C) *hacker*
- D) *craftsman*

6. Of the following, which one is not considered a key component of a business plan?

- A) *Sources of funding*
- B) *Market trend analysis*
- C) *Methods for dissolution of the organization*
- D) *Description of products or services*

7. A(n) _____ is defined as a form of business that is an association of two or more people acting as co-owners of a business.

- A) *Proprietorship*
- B) *Partnership*
- C) *corporation*
- D) *conglomerate*

8. _____ financing is raising money by selling part of the ownership of the business to investors.

- A) *Debt*
- B) *Equity*
- C) *Venture capitalist*
- D) *Public offering*

9) A/An _____ is defined as the blueprint describing the business strategy for entering the marketplace and explains the business to potential investors.

A) *business alliance* B) *spin-off* C) *intrapreneurship* D) *business plan*

10) _____ is best described as doing something differently and has been described as discontinuous or complementary change.

A) *Entrepreneurship* B) *Innovation* C) *Spin-off* D) *Variance*

11) Of the following, which is best identified when a business with an established name and product is sold to additional owners along with the rights to distribute product?

A) *Spin - off* B) *Trade-off* C) *Entrepreneurship* D) *Franchise*

12) Which one of the following would not be considered an advantage to a partnership formation?

A) *Potential for double taxation* B) *Less governmental control* C) *Ease of formation* D) *Share of profits*

13) Common reasons for entrepreneurial failure include all but which one of the following?

A) *Poor implementation* B) *Lack of capital* C) *Adequate financial support* D) *Faulty product design*

14) The steps involved in an entrepreneurial endeavor include all but which one of the following?

A) *Business plan formation* B) *Obtaining financing* C) *Hiring a partner* D) *Adapting to growth*

15) Of the following, which one would not be considered an alternative to independent entrepreneurship?

A) *Franchise* B) *Spin-off Innovation* C) *Intrapreneurship* D) *Entrepreneurship*

KEY : 1. B; 2. D; 3. C; 4 D; 5. B; 6. C ; 7. B; 8. B; 9. D; 10. B; 11 D; 12 A; 13 C; 14 C; 15 D





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Business English Vocabulary Game

Look at the words and expressions in *italics*, and then rearrange the letters in **bold** that follow each expression to make a word with the same or a similar meaning *in the same context*.

- (1) *Help* a customer. **ssaits**
- (2) *Agree* to do something. **nnscoet**
- (3) *Make* something clearer. **aylrifc**
- (4) *Book* a restaurant table. **veerres**
- (5) *Control* a process or activity. **ergateul**
- (6) *Examine* information in detail. **alseyan**
- (7) *Speak* to an audience. **rseadsad**
- (8) *Choose* something. **celste**
- (9) *Produce* or *make* good sales of a product. **ereengat**
- (10) *Manage* or *organise* a department. **stainierdm**
- (11) *Verify* something is true. **nmfcori**
- (12) *Examine* financial accounts. **duita**
- (13) *Tell* somebody about an event that has happened. **taeler**
- (14) *Measure* the effect of something. **nafytqui**
- (15) *Remove* something from a sum of money. **cdutde**
- (16) *Require* somebody to do something. **lbioeg**
- (17) *Increase* your area of operations. **iwned**
- (18) *Take on* new staff. **mleyop**
- (19) *Finish making* plans for something. **ilifsena**
- (20) *Suggest* something *without saying it directly*. **yplim**
- (21) *Ask* somebody *for advice*. **ucsotnl**
- (22) *Make* a process *go faster*. **aeclrctae**
- (23) *Deal with* a problem. **leahdn**
- (24) *Keep* something for future use. **etrina**
- (25) *Account for* something that has happened. **pixlnae**
- (26) *Give* or *take* a message to somebody. **ecvyon**
- (27) *Make up for* something you have done wrong. **pensacteom**
- (28) *Reveal* information to somebody. **esolcsid**
- (29) *Settle* an argument or disagreement. **veslroe**
- (30) *Replace* something with something similar. **tetubstsui**
- (31) *Firmly tell* somebody your terms and conditions. **tadteic**
- (32) *Firmly state* your opinion. **sraset**
- (33) *Promote* a product. **tiarseedv**
- (34) *Prevent* a strike from taking place. **rvate**
- (35) *Use up* all your resources. **etdeepi**
- (36) *Recover* lost money or property. **airclem**
- (37) *Approve of* a decision. **oresend**
- (38) *Have an effect on* someone or something. **ncfiunlee**
- (39) *Try* to do a difficult job. **ptetmat**
- (40) *Check facts to see if they are true*. **scenraiat**

SOLUTION

1. assist **2.** consent **3.** clarify **4.** reserve **5.** regulate **6.** analyse **7.** address
8. select **9.** generate **10.** administer **11.** confirm **12.** audit **13.** relate
14. quantify **15.** deduct **16.** oblige **17.** widen **18.** employ **19.** finalise
20. imply **21.** consult **22.** accelerate **23.** handle **24.** retain **25.** explain
26. convey **27.** compensate **28.** disclose **29.** resolve **30.** substitute
31. dictate **32.** assert **33.** advertise **34.** avert **35.** deplete **36.** reclaim
37. endorse **38.** influence **39.** attempt **40.** ascertain



What is missing?

English Vocabulary
Games and Activities

*Help your students learn
with fun activities and games*

**ISTITUTO D'ISTRUZIONE SUPERIORE "L. ACCIAIUOLI – L. EINAUDI" di
ORTONA**

TECNOLOGICO TRASPORTI E LOGISTICA "L. ACCIAIUOLI" TECNICO COMMERCIALE ECONOMIA E
TURISMO "L. EINAUDI" PROFESSIONALE INDUSTRIA E ARTIGIANATO "G. MARCONI"

Team Check Assessment

Instructions: rate your team on each of following 20 characteristics. Circle the number in the column that the best fits with your team. Total each column, and then total the four column scores to generate the TeamCheck Rating. Next, turn to the basics for the assessment processing tips.

Characteristics of a Healthy Team

Direction	We have a clear sense of purpose.	0	1	2	3
	We have measurable objectives.	0	1	2	3
	Our purpose supports the larger organization's purpose.	0	1	2	3
	We know how the team will be evaluated.	0	1	2	3
	We understand our customers' expectations.	0	1	2	3
Approach	Groups and individuals that support us understand our expectations.	0	1	2	3
	We agree on the process for completing our work	0	1	2	3
	We each do our "fair share" of the work.	0	1	2	3
	We have access to the resources we need.	0	1	2	3
	We effectively make decisions.	0	1	2	3
Relationships	We communicate openly on the team.	0	1	2	3
	We communicate openly with interested parties outside of the team.	0	1	2	3
	We effectively resolve conflicts.	0	1	2	3
	We quickly address problems that are hurting the team.	0	1	2	3
	We each understand what is expected of us.	0	1	2	3
	We support one another.	0	1	2	3
Results	We continuously monitor our performance.	0	1	2	3
	We work at continuously improving our performance.	0	1	2	3
	Our team achieve (will achieve) its goals and objectives.	0	1	2	3
	We each feel good about being a part of this team.	0	1	2	3

0 Strongly Disagree 1 Mostly Disagree
2 Mostly Agree 3 Strongly Agree

Team Check Rating (Max is 60 points)



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Entrepreneur Jokes

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man coming into the outer office.

Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working.

He threw huge figures around and made giant commitments.

Finally he hung up and asked the visitor, "How can I help you?" "What can I do for you?"

The man said, "Yeah, I've come to repair and activate your phone lines."

Manager to his subordinate:

- **What are you doing here?**
- **Executing your command.**
- **But I haven't told you anything.**
- **So and I do nothing.**

- One attractive young **business-woman** to another over lunch. "My **life** is all **math**. I am trying to add my income, subtract from my weight, divide my time, and ovoid multiplying".

A very successful businessman had a meeting with his new son-in-law.

"I love my daughter, and now I welcome you into the family," said the man.

"To show you how much we care for you, I'm making you a 50-50 partner in my business. All you have to do is go to the factory every day and learn the operations."

The son-in-law interrupted, "I hate factories. I can't stand the noise." "I see," replied the father-in-law. "Well, then you'll work in the office and take charge of some of the operations."

"I hate office work," said the son-on-law. "I can't stand being stuck behind a desk all day."

"Wait a minute," said the father-in-law. "I just made you half-owner of a moneymaking organization, but you don't like factories and won't work in an office. What am I going to do with you?"

"Easy," said the young man. "Buy me out."

Businessman on the moon:

Q: What do you call 1 Businessman on the moon? A: Problem....

Q: What do you call 10 Businessmen on the moon? A: Problem...

Q: What do you call a 100 Businessmen on the moon? A: Problem...

Q: What do you call ALL the Businessman on the moon? A: Problem solved!!!

A businessman walked into a New York City bank and asked loan of \$5,000. The loan officer said the bank would need some security for such a loan.

The business man then handed over the keys to a Rolls Royce that was parked on the street

Two days later The business man replied: "Where else in New York City can I park my car for two weeks for fifteen bucks?"

A salesman dropped in to see a business customer. Not a soul was in the office except a big dog emptying wastebaskets. The salesman stared at the animal, wondering if his imagination could be playing tricks on him. The dog looked up and said, "Don't be surprised. This is just part of my job." "Incredible!" exclaimed the man. "I can't believe it! Does your boss know what a prize he has in you? An animal that can talk!" "No, no," pleaded the dog. "Please don't tell him! If that man finds out I can talk, he'll make me answer the phone as well!"

A shopkeeper was dismayed when a brand new small business much like his own opened up next door and erected a huge sign which read **BEST DEALS.**

He was horrified when another small business competitor opened up on his right, and announced its arrival with an even larger sign, reading **LOWEST PRICES.**

The shopkeeper panicked, until he got an idea.

He put the biggest sign of all over his own shop. It read **MAIN ENTRANCE.**

Two European businessmen were sitting down for a break in their soon-to-be new store. As yet, the store wasn't ready, with no inventoried stock and only a few shelves set up.

One said to the other, "I bet any minute now some idiot tourist is going to walk by, put his face to the window, and ask what we're selling."

No sooner were the words out of his mouth when, sure enough, a curious Asian tourist walked to the window, had a peek, and in a thick accent asked "What you sell?"

One of the men replied sarcastically, "We're selling ass-holes."

Without skipping a beat, the Asian man said, "You doing very well... only two left!"

A shepherd was crossing a road with his flock when a Mercedes Benz stopped. A man in a business suit came out of the car and asked:

- Will you praise me a sheep, if I tell you how many the sheep are without looking at them?

- I'll give you one - answered the unbelieving shepherd.

The man drew a laptop, printer and satellite dish. He began to shoot the keys and after 15 minutes 40 pages were printed:

- You have exactly 143 sheep.

The shepherd was astonished and with pain in his heart he muttered:

- Choose one sheep!

The man in the suit put a sheep in the trunk and was just about to leave when the shepherd stopped him:

- If I guess what you work will you return my sheep?

- That' a deal, but you do not have any chance - smiled the businessman.

- You are a consultant.

- How did you know? - the shocked man asked.

- That was easy! First: you come without being invited; second: you tell me something I already knew perfectly well; and third - you took my dog instead of sheep.

Men & Women in the Business World

In the business world . . .

a successful man is aggressive

a successful woman is pushy

he's good on details

she's picky

he loses his temper because he's so involved with his job

she's bitchy

when he's depressed (or hangover) everyone tiptoes past his office

she's moody, so it must be her "Time of the month"

he follows through

she doesn't know when to quit

he stands firm

she's hard

he drinks because of the excessive job pressure

she's a lush

he isn't afraid to say what he thinks

she's mouthy

he exercises authority diligently

she's power-crazy

he's close-mouthed

she's secretive

he climbed the ladder of success

she slept her way to the top

he's a stern taskmaster

she's hard to work for

Dear Pessimist, Optimist, and Realist,

While you guys argued whether the glass is full or empty, I sold the glass.

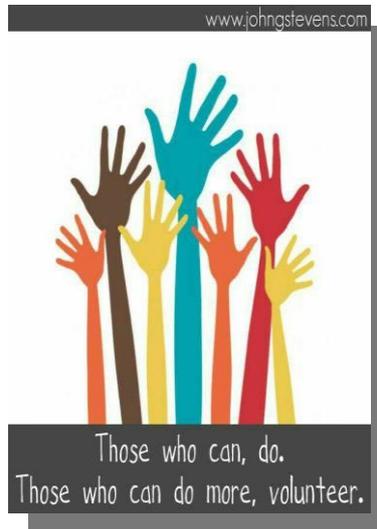
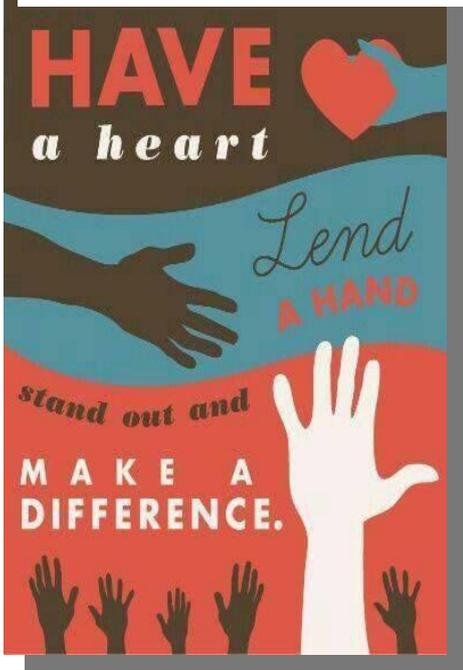
Sincerely,
Entrepreneur-ist



4. STUDENTS' VOLUNTEERING ACTIVITIES



Erasmus+



Peace one day

- The International "Peace Day" is observed around the world each year on 21 September. Peace Day provides a globally shared date for all humanity to commit to Peace above all differences and to contribute to building a Culture of Peace.

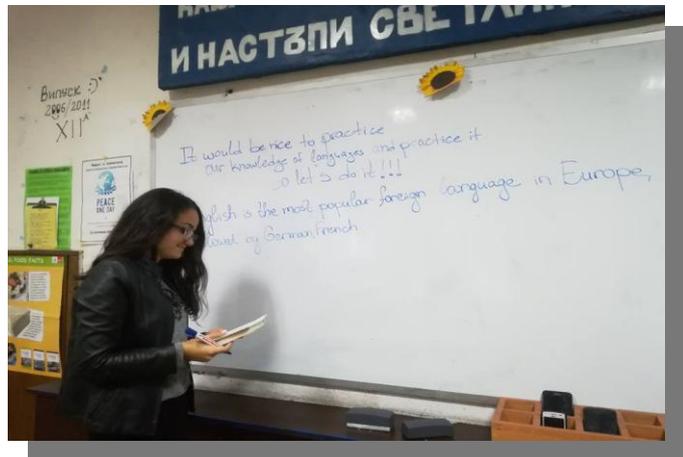
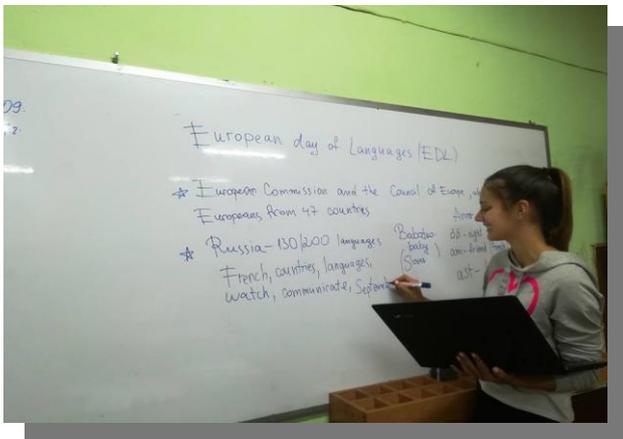
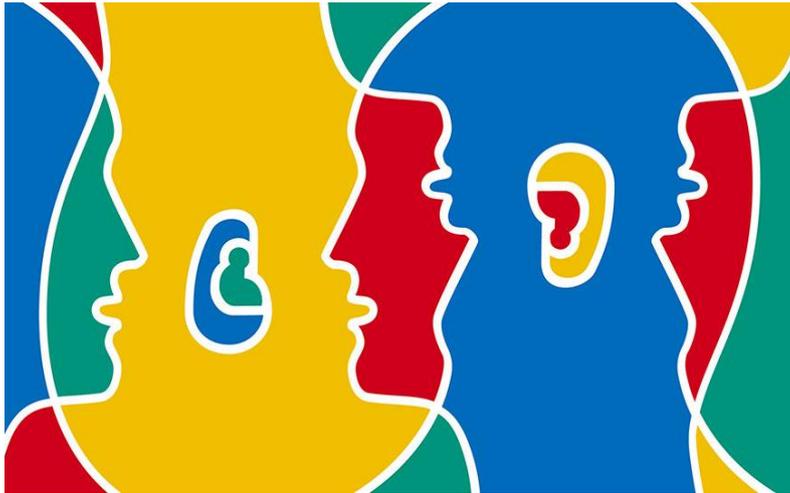


- This year our school again took part in the initiative. Students from 11th grade gave fliers and posters to people at school and institutions, as well as to pedestrians, explaining the concept of Peace day.



The European Day of Languages

- The European Day of Languages (EDL) is an annual celebration day to encourage language learning across Europe. At the initiative of the Council of Europe, EDL has been celebrated every year, on 26 September, since the European Year of Languages in 2001.



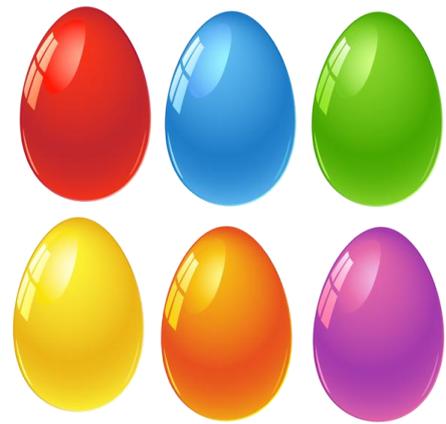
Collecting wasted paper

- The annual campaign to collect wasted paper, organized by our students, was held for the 7th year.



Painting Easter eggs and Exhibition

During the Easter holidays, the centre of our town was decorated. In the initiative students from The Specialized Secondary School of Maths and Science "Academic professor doctor Asen Zlatarov" took part. They painted and decorated a one-meter -tall egg



An exhibition with exposed products made by the students was organized in the school. The aim of this exhibition was to show the students' talent and skills.



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