



# Learner-Certificate



## -Participant

## Kate Edu

## -Informal learning project-

Internship in the framework of EDUCCKATE

Start date 01.04.13

End date 31.10.13

Institution Random Newspaper

Location London



## -Description of the learning activity-

Within Educckate Mrs Edu was working at Random Newspaper in London. There she independently designed a comic series and a marketing concept for the New Yorker magazine. Further she coordinated the contacts and was responsible for the presentation and implementation strategy between Random and the N.Y. magazine.

## -Evaluated competences

## Entrepreneurship

## Assessment methods

Self-Assessment based on peer to peer discussion with colleagues. Finally the results were cross-checked and discussed with the mentor.

## -Evaluator

## Self-Assessment

## -Evaluation summary-

Mrs Edu improved her entrepreneurial competences and experiences substantially in regard to her knowlege, skills and attitudes for project management by independently designing and coordinating the creation and implementation of a comic series for the New Yorker Magazine.



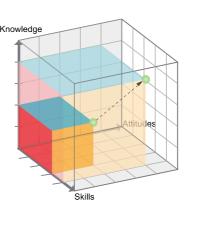




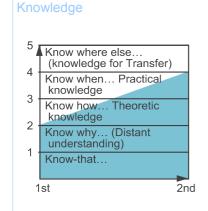


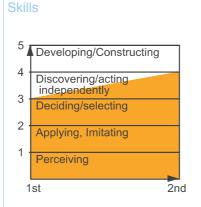
Learning outcome: Entrepreneurship

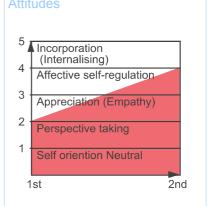
#### Competence profile at the Competence profile at the Knowledge beginning end Knowledge: 2: Knowledge: 4: My previous knowledge was My current knowledge is about short term business about: businessplan planning in small enterprises. elements; strategic importance of networking; project visibility and dissemination elements: different entrepreneurial approaches. Skills:3: Skills:4: My previous skills were about My current skills are about: designing creative projects at designing and coordinating small scale together with art projects at larger scale; setting up and managing superiors. network contacts; carrying responsibility independently. Attitudes: 2: Attitudes: 4: I feel now much more I considered my job as a hobby, realizing its potential, motivated and empowered to but not feeling very proinvest in myself as active. entrepreneur and in my organization as enterprise.



Learning outcome on the learning dimensions-







Mrs Edu extended her knowledge significantly in terms of strategic management of public relations for project dissemination and project design.

She gained experience with managing complex creative and communication processes within and between large organisations.

She changed her attitudes towards entrepreneurship and project management and became empowered to reach out for activites on bigger scale with higher complexity.









Grade	Corresponding level	Individual description
5	Know where else (knowledge for Transfer)	Knowing how to integrate entrepreneurship in different professional and life contexts. Knowing how to help other people act successfully in different entrepreneurial structures.
4	Know when Practical knowledge	Knowing from experience when to apply the right instrument from the portfolio of different entrepreneurial approaches and instruments. To know how and when to use certain entrepreneurial strategies.
3	Know how Theoretic knowledge	Knowing different entrepreneurial approaches, techniques and instruments to develop business and value. To theoretically know how to act along an entrepreneurial concept.
2	Know why (Distant understanding)	Knowing that through entrepreneurship you can develop your own business and become self-sustainable.
1	Know-that	Knowing that entrepreneurship is an essential concept that aims at developing business

Referen	Reference system : Skills				
Grade	Corresponding level	Individual description			
5	Developing/Const ructing	To be able to transfer business strategies in unknown contexts. To actively plan and create new entrepreneurial activities.			
4	Discovering/actin g independently	Deliberately seeking entrepreneurial opportunities. To search for and select the appropriate entrepreneurial techniques and instruments for your business. To create and execute a entrepreneurial strategy for your business.			
3	Deciding/selectin	To take part in entrepreneurial activities as they are offered by others. To choose singular entrepreneurial tools from a known portfolio			
2	Applying, Imitating	To occasionally take part in non structured entrepreneurial activities. To occasionally take entrepreneurial actions when being instructed to.			
1	Perceiving	To see and recognise the concept of entrepreneurship without taking further steps			

Grade	Corresponding level	Individual description
5	Incorporation (Internalising)	To have an incorporated reflex to entrepreneurship. To internalise entrepreneurship as a fundamental personal attitude. To feel the need to help other people in their entrepreneurial activities.









4	Affective self- regulation	To feel the need to be pro-active in entrepreneurship. To find it important to be creative in this respect. To refrain from other plans for the entrepreneurial approach (indicator)
3	Appreciation (Empathy)	To positively value entrepreneurship in general. To find it important that entrepreneurship is valued by the (people in the) sector you are working or studying in.
2	Perspective taking	To be interested in entrepreneurship, to be curious about entrepreneurship.
1	Self oriention Neutral	To perceive the concept of entrepreneurship without relating it to oneself



