



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 knowledge, skills and attitudes for project management by independently designing and coordinating the creation and implementation of a comic series for the New Yorker Magazine.

The validation was carried out in the framework of the Educckate project funded with support of the European Commission.

Learning outcome : Entrepreneurship

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

Learning outcome on the learning dimensions

<p>Knowledge</p>	<p>Skills</p>	<p>Attitudes</p>
<p>Mrs Edu extended her knowledge significantly in terms of strategic management of public relations for project dissemination and project design.</p>	<p>She gained experience with managing complex creative and communication processes within and between large organisations.</p>	<p>She changed her attitudes towards entrepreneurship and project management and became empowered to reach out for activities on bigger scale with higher complexity.</p>

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Reference system : Knowledge

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

Reference system : Skills

Grade	Corresponding level	Individual description
5	Developing/Constructing	To be able to transfer business strategies in unknown contexts. To actively plan and create new entrepreneurial activities.
4	Discovering/acting 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/selecting	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

Reference system : Attitudes

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.

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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 orientation Neutral	To perceive the concept of entrepreneurship without relating it to oneself

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