



**Supporting entrepreneurs
in the cultural and creative
industry sector**

O4 - Cultural and Creative Industry Sector Entrepreneurship Curriculum Tutor Manual

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Introduction to the Tutor Manual

The Tutor Manual is designed to act as a guide for trainers delivering the Cultural and Creative Industry Sector Entrepreneurship Curriculum (O4) designed and developed as a core output of the SHADOWS project. This manual is designed to actively involve the participants in the learning process. It is a key intellectual output of the SHADOWS Project: Supporting Graduate Entrepreneurship in the Creative Sector funded through the Erasmus+ Programme.

Recommended: It is recommended that the Tutor Manual is used in conjunction with the content of the Cultural and Creative Industry Sector Entrepreneurship Curriculum and the Learner Workbook; created as open educational resources and available for free use and download from www.creative-entrepreneurs.eu

The Tutor Manual comprises three elements:

1. Overview and introduction to the project and training curriculum
2. Lesson plans for delivering the face-to-face masterclass sessions
3. Resources and worksheets delivering the face-to-face masterclass sessions

This Tutor Manual follows the structure of the SHADOWS Cultural and Creative Industry Sector Entrepreneurship Curriculum, and consists of 10 units with corresponding modules, with 4 additional masterclass lesson plans where learners may convey an additional training need. The curriculum has been designed as follows:

- ❖ Module 1 – Introduction to CCI Entrepreneurship
- ❖ Module 2 – Business Model Generation
- ❖ Module 3 – Conducting Market Research
- ❖ Module 4 – Online Marketing and Selling
- ❖ Module 5 – Creative Thinking and Adaptability
- ❖ Module 6 – Idea Generation and Evaluation
- ❖ Module 7 – Core Business Management Skills
 - Module 7b* - Process Innovation
- ❖ Module 8 – Core Financial Management and Accounting Skills
 - Module 8b* - Company Valuation
 - Module 8c* - Introduction to Financial Analysis
- ❖ Module 9 – Presenting your Business Idea

- ❖ Module 10 – Internationalising your Business
 - Module 10b* - Managing Intermediaries and Attending Tradeshows Masterclass

Notes for the Tutor

1. These units are designed to provide flexibility in planning, conducting and evaluating the training programme. The curriculum is designed to allow trainers to formulate their own training schedule, based on the results of their training needs assessments. All of the content required for the delivery of the programme is contained within the Cultural and Creative Industry Sector Entrepreneurship Curriculum (O4) downloadable from www.creative-entrepreneurs.eu
2. This is a modular curriculum so the units can be used independently of each other and can also be lengthened or shortened depending on the level of experience and expertise of the graduate entrepreneurs participating in the training.
3. Trainers need to be aware that CCI participants have a particular way of thinking. They are not naturally attracted to business training and have a short attention span for theory, but will quickly engage with issues that will make an immediate difference to sales.
4. Some topics touched on in the curriculum can only be briefly introduced and then will be the subject of distance learning for individual participants to undertake in their own time.
5. It is important to understand the type and level of the business and what drives the participants. Therefore, it is important to place each exercise in context.
6. Involve learners and encourage participation and be ready to adapt the material.
7. Before each session, ask all phones are turned off during the workshop and ask them to put a name label on their desks/person.

Introducing the SHADOWS Project

Investing in entrepreneurship education is one of the highest return investments Europe can make as entrepreneurship and self-employment are keys for achieving smart, sustainable and inclusive growth. The critical role played by start-ups in driving economic development and job creation is increasingly understood.

The SHADOWS project has a number of key objectives but primarily the project is focused on increasing the labour market relevance of VET by providing bespoke pedagogic resources that will improve the attainment levels of high-level basic and transversal competences. Developing bespoke curriculum resources that specifically address potential for graduate entrepreneurs in this important sector and supporting new entrepreneurs in a robust mentoring framework represents a significant connection between VET provision and micro-enterprise owners and an increased responsiveness within VET provision to market demands. As such, this curriculum is one of the key outputs of the SHADOWS project in addressing these issues and achieving its aims.

Introducing the SHADOWS CCI Sector Entrepreneurship Curriculum

The Cultural and Creative Industry Sector Entrepreneurship Curriculum aims to provide tailored entrepreneurship training to individuals who are interested in setting up running a business in the cultural and creative industry. The 10 modules developed by the SHADOWS project are designed specifically to address the needs of new CCI entrepreneurs.

The modules provide bespoke content through interactive masterclass sessions which aim to provide an interactive forum where CCI entrepreneurs can develop the skills they need to develop a successful business. The sessions have been planned to be interactive; where learners will work to develop key aspects of their business and where they can receive accurate, consistent and timely advice and feedback from expert tutors who have completed the In-service Training Programme for VET Staff (O2). On completion of this in-service training, the tutor will be equipped with the skills and know-how to help CCI entrepreneurs as they progress through the curriculum and build their business plan.

These face-to-face workshops are supported by an online library of additional learning resources designed to help participants to develop their business idea, bring it to market and ensure they have the practical skills and knowhow to run a successful business in the cultural and creative sector.

Setting up a business in this sector brings with it its own unique set of challenges. Starting a business with limited resources and facing difficult market conditions provide additional obstacles for CCI entrepreneurs to overcome. It is with these obstacles in mind that this curriculum has been developed.

The Do's and Don'ts of Delivering this Training Programme

The following "do's and don'ts" should always be kept in mind by the trainer during any learning session.

Do's:

- ❖ Prepare in advance
- ❖ Involve participants and encourage participation
- ❖ Use visual aids and refer to www.creative-entrepreneurs.eu for additional self-directed learning resources
- ❖ Speak clearly and bridge one topic to the next
- ❖ Use logical sequencing of topics
- ❖ Encourage questions and provide feedback
- ❖ Summarise and recap at the end of each session
- ❖ Use good time management
- ❖ Be aware of the participants' body language
- ❖ Keep the group focused on the task
- ❖ Evaluate as you go

Don'ts:

- ❖ Don't talk to the flip chart
- ❖ Don't block the visual aids
- ❖ Don't stand in one spot--move around the room
- ❖ Don't ignore the participants' comments and feedback (verbal and non-verbal)
- ❖ Don't read from curriculum