

Programme

“SETTING UP AND MANAGING A CENTER OF EXCELLENCE”

WP2 – Entrepreneurship Knowledge Transfer

Training of the Trainers 1

Title of the Project	Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship Practices in Education and Research / ENCORE
Host Institution	Online and hybrid, if partners are able to meet up
Work Package / Activity	WP3 – Entrepreneurship Knowledge Transfer
Date(s)	23 rd – 26 th November 2021 (plus travel days for partners that go for a hybrid training)
Venue / Place	Online/MS Teams and hybrid

Topic of the ToT1

Setting up and managing a center of excellence (entrepreneurship knowledge centers)

General information about ToT1

The training aims to build up knowledge and share experiences made among the partners from Europe, Bhutan, Laos and Nepal. The knowledge generated supports all partners with the implementation of the upcoming work packages and tasks within the project.

In addition, the trainings combine theoretical input sessions which are combined with practical sessions, applying the learnt to support the implementation of the project. The content/format includes ppt presentations, interactive exercises, polls, good practice examples, etc., group work, reading materials, follow-up work, etc.

The training is planned for a duration of 4 days, starting on the 22nd and finishing on the 26th of November 2021. The online sessions with the partners from Europe will always start at **8:30am CET** and last between 4-5 hours. In addition to these sessions, partners from Bhutan, Laos and Nepal will need to gather together (face-to-face or online, depending on the circumstances) in their university teams or in their country teams to finish the open tasks to be presented to the whole ToT1 team the following day.

It is of highest importance to involve all partners to the same extend. It is a non-aim of these trainings to only include European perspectives in the trainings. Cultural diversities need to be considered while implementing ToT1 but also all upcoming trainings.

Given the current Covid-19 situation which is still affecting the implementation of the ENCORE project, it was decided that ToT1 is implemented as an online training. Wherever possible, partners within one country will meet at one place (preferably, the one of the national coordinator) to be able to grow together and exchange knowledge and views. Travel budget and costs of stay is available for those who travel.

Training participant specifications

Training participants need to be engaged with the entrepreneurship knowledge center implementation in the respective universities. Therefore, the training participants should be the following:

- Higher education management representatives engaged in the ENCORE centers
- Project coordinators of ENCORE and the entrepreneurship knowledge centers (EKC)
- EKC staff including director
- EKC student coordinator/students working within the EKC

It is essential that people who will be actually engaged with the ENCORE centers take part within this training as this training is also very much connected to work package 4 which deals with the operations of the entrepreneurship knowledge centers.

AGENDA

Tuesday, 23rd of November 2021

Link: [MS Teams](#)

Topic	CET	FI	NP	BH, LA
Welcome & Introduction FHJ, UA, HHA	08.30	09.30	13.15	14.30
Goal of the Training & Introduction to the Business Model Canvas Claudia Linditsch, FHJ	09.00	10.00	13.45	15.00
Break	10.30	11.30	15.15	16.30
What is an “entrepreneurship knowledge center”? Sharing good practices from EU (Austria) & Asia (Thailand) Cristina Beans, UA Rudolf Dömötör, Vienna University of Economics and Business Mike Meallem & Waruth Kaosol, Payap University	10.40	11.40	15.25	16.40
Wrap-up Day 1 Eva Holmberg, HHA	12.20	13.20	17.05	18.20
End of Day 1	12.50	13.50	17.35	18.50

Wednesday, 24th of November 2021

Link: [MS Teams](#)

Topic	CET	FI	NP	BH, LA
1st Group working sessions of Asian partners (online or offline, coordinated by national coordinator)	2-3h duration			
Day 1 results sessions (presentations by Asian partners) Moderated by Cristina Beans, UA	08.30	09.30	13.15	14.30
Stakeholder Management & Engagement Lisa Mahajan, FHJ Cristina Beans, UA	09.30	10.30	14.15	15.30
Break	11.00	12.00	15.45	17.00

Value Proposition Lisa Mahajan, FHJ	11.10	12.10	15.55	17.10
Development of an organizational structure and culture, leadership styles Reija Anckar, HHA	12.00	13.00	16.45	18.00
Wrap-up Day 2 Eva Holmberg, HHA	12.45	13.45	17.30	18.45
End of Day	13.15	14.15	18.00	19.15

Thursday, 25th of November 2021

Link: [MS Teams](#)

Topic	CET	FI	NP	BH, LA
2nd Group working sessions of Asian partners (online or offline, coordinated by national coordinator)	2-3h duration			
Day 2 results sessions (presentations by Asian partners) Moderated by Cristina Beans, UA	08.30	09.30	13.15	14.30
Break	10.00	11.00	14.15	15.00
Customer Relationships & Marketing Channels Claudia Linditsch, FHJ	10.10	11.10	14.25	15.10
Identification of Center Services Cristina Beans, UA	11.40	13.40	15.55	17.40
Wrap-up Day 3 Eva Holmberg, HHA	12.30	13.30	16.25	18.30
End of Day	13.00	14.00	16.55	19.00

Friday, 26th of November 2021

Link: [MS Teams](#)

Topic	CET	FI	NP	BH, LA
3rd Group working sessions of Asian partners (online or offline, coordinated by national coordinator)	2-3h duration			
Day 3 results sessions (presentations by Asian partners) Moderated by Cristina Beans, UA	08.30	09.30	13.15	14.30
Break	10.00	11.00	14.15	15.00
Identifying revenue opportunities to ensure sustainability Eva Holmberg & Reija Anckar, HHA	10.10	11.10	14.25	15.10
Equipping the Centers Cristina Beans, UA	11.00	12.00	15.15	16.00
Wrap-up Day 4 – Project Expectations for the EKCs Eva Holmberg, HHA	12.00	13.00	16.15	17.00
End of Day	12.30	13.30	16.45	17.30

GROUP WORKING SESSIONS

BHUTAN

- Location: Gedu College of Business Studies, Royal University of Bhutan
- Schedule: 10 a.m. – 1 p.m.

NEPAL

- Location: Institute of Crisis Management Studies, Tribhuvan University + Google Meet for participants who cannot join face-to-face
- Schedule:

LAOS

- Location: Online – Google Meet
- Schedule: 9a.m. – 11 a.m.