



Hanse-Parlament

Models and experiences of successful training of entrepreneurs

BACHELOR
& MEISTER 



Co-funded by the
Erasmus+ Programme
of the European Union

Elina Priedulena
Hanse-Parlament



Quantitative Bottlenecks

- Large and growing shortage of young entrepreneurs

Qualitative Bottlenecks

- Deficits in the skills and abilities of entrepreneurs, especially
 - Business Administration
 - Corporate Leadership
 - Human Resources and Training for Young Talent
 - Innovation Capacity

Elimination of quantitative and qualitative bottlenecks through entrepreneurship training

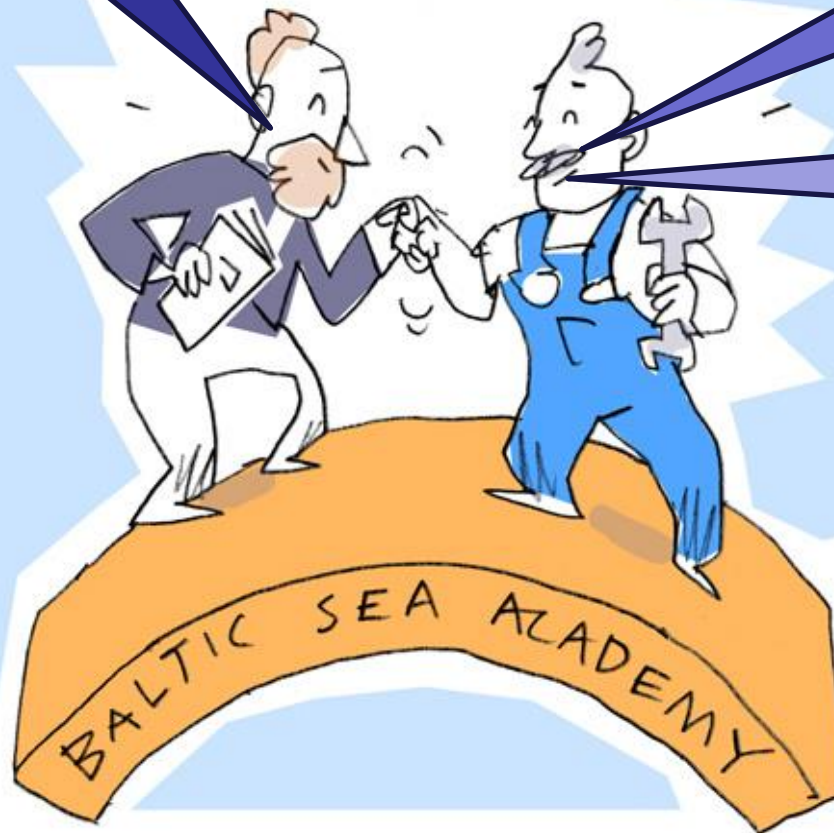
How can we help you to qualify entrepreneurs?

Great regional differences & national peculiarities

Different previous education & interests

No time & little money

We need them all! But the strong learners want to study.





Development of step-by-step models of entrepreneurship education & implementation in various countries to

1. address new target groups and attract many of them as entrepreneurs,
2. correspond to the different national and individual conditions,
3. obtain outstandingly qualified entrepreneurs for SMEs.



Types of Entrepreneurship Training

Realized
in the
project

Dual Bachelor's study program &
Master Craftsman

Higher Ed.
Stage B

Dual Bachelor's study program
& Skilled Worker

Higher Ed.
Stage A

Technician

→ Stage 4

Master Craftsman

→ Stage 3

Commercial
Specialist

→ Stage 2

Entrepreneur-
ship Certificate

→ Stage 1

Professional qualification and/or
professional experience



The Funnel of Entrepreneurship Training

- Each stage concludes with an official and recognized exam.
- Earned Credit Points can be transferred across borders.
- The stages build on one another, what is learned during one stage is transferred to the next stage.
- Participants can select individually with which stage to begin according to their skills and knowledge and, if applicable, with which to continue learning at a later point in time.
- At each stage the curricula are modularized so that modules can be completed according to specific needs.
- Qualification according to individual and national conditions
- Realization of lifelong learning
- Training for everyone! A university degree is also possible, thus people with Abitur can be easily attracted.

Outstanding Qualification & Recruitment of entrepreneurs!



1. Level: Entrepreneurship Certificate

Business administration,
vocational & work
pedagogy

400 –
500 h

Entrepreneur's
Skills Certificate

- In 5 Baltic Sea region countries concepts, curricula, teaching materials, examination regulations etc. developed and completed
- Tested and evaluated in Denmark & Latvia
- Currently being carried out in 9 Baltic Sea region countries to attract new generation of SME owners



2. Level: Commercial Specialist

Entrepreneur's
Skills
Certificate



200 – 250 h
Specialisation
Business
Administration

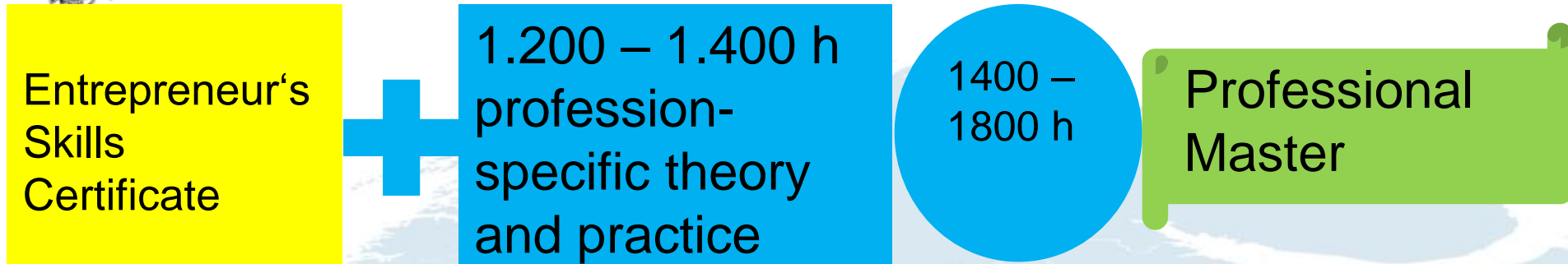
700 –
750 h

Commercial
Specialist

- Concept, curricula, teaching materials, examination regulations
- Testing and evaluation in a Baltic Sea region country to attract and qualify new target groups for business start-ups and SME takeovers



3. Level: Master Craftsman



- As a basis German master craftsman training
- BSR Professional Master developed in 6 Baltic Sea countries
- Tested and evaluated in Poland & Lithuania

4. Level: Technician



- In Germany training at technical colleges
- Will be introduced in Poland as a two-year training course from 2020
- For BSR concept, curricula, teaching materials, examination regulations
- Testing and evaluation in Poland, Lithuania, Latvia and Estonia

5. Level: Dual Bachelor & Skilled Worker



Dual study: Vocational training & recognised Bachelor's degree

1800 –
2000 h

Bachelor of ...
and
Skilled worker/
journeyman

- 12 different dual courses of study are implemented with great success
 - **hochschule21**
 - **Berufsakademie Hamburg**
- The 3rd stage of a comprehensive concept for a Baltic Sea-wide implementation of dual study programmes has been developed for vocational sector competence centres

6. Level: Dual Bachelor & Professional Master



Combined or integrated training

Dual Bachelor's study programme Professional Master training

1800 – 2200 h

Bachelor of ...
and
Professional Master in profession XY

➤ Concept, curricula, module manuals, teaching materials, examination regulations for 2 study programmes completed

➤ **hochschule21** in Germany
Civil Engineering & Professional Master in Construction professions

➤ **Vilnius Gediminas Technical University**
Integrated study programme Electric Engineering
Professional Master in Electric Professions

➤ Testing of individual modules in Poland through
Wielkopolska Craft Chamber in Posen

**Realised in the project
Bachelor & Meister**



Curricula, teaching materials, examination regulations, etc. are available free of charge with application instructions **for all six levels** of entrepreneurship training.

www.hanse-parlament.eu

Thank you very much for your kind attention.