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| **Advanced Training Institution** | Projektiekspert OÜ |
| **Name of Curriculum** | **BUSINESS PLAN AND ENTREPRENEURSHIP START SUCCESS** |
| **Curriculum Field/Curriculum Group ISCED-F 2013** | Management and Administration |
| **Basis of Curriculum Composition**  | Standard of Occupational Competences - Small Business Entrepreneur, level 5Competences:B.2.1 Business PlanningB 2.2 Enterprise EstablishmentB 2.6 Financial Management and Accountancy |
| **Goal of Training** | As a result of the training, the trainee will compile a business plan of a sustainable enterprise, acquire knowledge about establishing an enterprise and acting as an entrepreneur.  |
| **Training Output** | A trainee* acquires knowledge about the nature of entrepreneurship and business forms;
* analyses business ideas and describes risks of entrepeneurship;
* differentiates nature of products and services, defines target markets;
* is aware of marketing principles and chooses appropriate sales channels;
* is aware of accounting and taxation requirements for small enterprises;
* differentiates types of labour contracts, specifies occupational health care and safety recuirements;
* plans revenues and costs of an enterprise, is able to compile and analyse financial prognosis;
* compiles a sustainable business plan for a starting enterprise.
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| **Conditions to Start Training** | Existance of a business idea is a prerequisite.  |
| **Training Language** | English |
| **Target Group** | People willing to start a company and interested in entrepreneurship. |
| **Gross Volume of Training (incl. auditory, independent or practical work)** | 80 academic hours, (60 academic hours auditory work and 20 academic hours independent work) |
| **Content of Training** | Introduction to Entrepreneurship, Entrepreneurial Competences. Economical and Entrepreneurial Environment in Estonia (4 h)Forms of Enterprises, Differences. Stages of Starting an Enterprise (4 h)Business Idea, Business Model Analysis. (4 h)Essence and Structure of a Business Plan. Goals of Compiling a Business Plan. (4 h)Product, Service. Development. Stages of Production and Service Processes. (6 h)Market. Market Balance. Identification of Customer Profile. Competition. (6 h)Marketing Strategies (6 h). Choices of Marketing Channels. Advertisement. (4 h)Labor Law. Types of Contracts, Conclusion, Rights and Obligations of the Parties. (6 h)Organization of Occupational Health Care and Safety in an Enterprise. (2 h)Basis of Accountancy, Organizing. Reporting. (6 h)Overview of Estonian Taxation System. (2 h)Net Price Calculation, Costs and Revenues (4 h). Sales Prognosis (4 h)Financial Prognosis of a Starting Enterprise. (8 h)Focus on Business Ideas and Business Plans, Consultation. (2 h)Presentation, Argumentation and Support of Business Plans (4 h)Independent Work to Compile a Business Plan. (20 h) |
| **Description of Training Environment** | Training is carried out in a classroom which meets the requirements of occupational health care and safety.Training classroom is facilitated with contemporary technical equipment, participants can use computers if needed. |
| **Training Methods** | Lectures combined with practical examples. Discussions. Group work.Feedback to business plan following every theme and module and prior to presentation. |
| **Training Materials** | Training materials are provided as printed or electronical documents. Materials are compiled by the lecturers. Training materials are free of charge and participants have full possession of them after the training.  |
| **Assessment (Requirements of Graduation)**  | Assessment Method. Trainee presents the business plan which has been compiled during the course. Assessment Criteria. Business plan has been compiled according to the content of training. Acquired training output is verified by presentation and argumentation in support of the business plan.  |
| **Document Submitted after Graduation**  | Diploma, if the trainee has acquired training output and presented business plan. Certificate, if the trainee has participated in the training but not in an assessment process.  |
| **Trainers** | **Ene Kesler**. Has a long-lasting experience in entrepreneurial training and practical experience in family-owned enterprises. Education – Estonian Entrepreneurship University of Applied Sciences, Business Management. Advanced training – Skövde College of Economics (Sweden) and Grenaa Commercial School (Denmark).**Karin Abel**. 10 years of entrepreneurial experience. Education - Tartu University, MA in Law. Work experience – notary, Court of Tartu, lecturer of law and occupational safety.  |