

# Entrepreneur's Skills Certificate®

An Innovative Approach to Promoting Entrepreneurship in Europe

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# European context

- The strategic goal of Lisbon 2000:  
*to become the most competitive and dynamic knowledge-based economy in the world.*
- Lisbon 2005:  
the Commission emphasized that the European social model includes resources to support the transition to a knowledge economy.

# 8 key competencies for lifelong learning: Extract from legislation of the European Union



1. Communication in the mother tongue
2. Communication in foreign languages
3. Mathematical competence and basic competences in science and technology
4. Digital competence
5. Learning to learn
6. Social and civic competencies

# 8 key competencies for lifelong learning: Extract from legislation of the European Union ctd.



7. Sense of initiative and entrepreneurship - the ability to turn ideas into action. This involves creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. The individual is aware of the context of their work and is able to seize opportunities which arise. It is the foundation for acquiring more specific skills and knowledge needed by those establishing or contributing to social or commercial activity.
  
8. Cultural awareness and expression

# ESC Facts and figures

- initiated by the Austrian Federal Economic Chamber on the basis of the Lisbon agenda 2004
- European as well as international roll-out
- best practice award for Entrepreneurship Education, Oslo 2006
- 2011 acknowledged by president Barberis/Eurochambres
- serving to foster economic knowledge and entrepreneurial mindset
- ensures comparable quality through a standardized testing and certification system which is acknowledged on an international basis
- is defined in 4 modules

# ESC in numbers

- 2011 > 23.700 certificates in Austria (3/2011)
- 2007 Kick-off in Germany
- 2010 Kosovo, Albania, France, Ethiopia and Mali.
- 2011 Pilotprojects in the Czech Republic, Poland, the Netherlands, Belgium, Luxembourg, Serbia
- 2011 requests also from Greece, Oman, Ghana, Russia

# Benefits for companies

- Excellent certificate on the level of a business exam for entrepreneurs.
- Online tests guarantee comparable standards
- ESC graduates are qualified and highly motivated employees, who show initiative
- Motivated and engaged employees increase competitiveness

# Benefits for schools

## Schools offering the ESC

- raise their reputation and gain competitive advantage
- are integrating the ESC well into the curriculum
- get a qualified offer for further education for their staff
- usually profit from cooperation with companies

The modular setup enables different combinations of classroom teaching and e-learning!

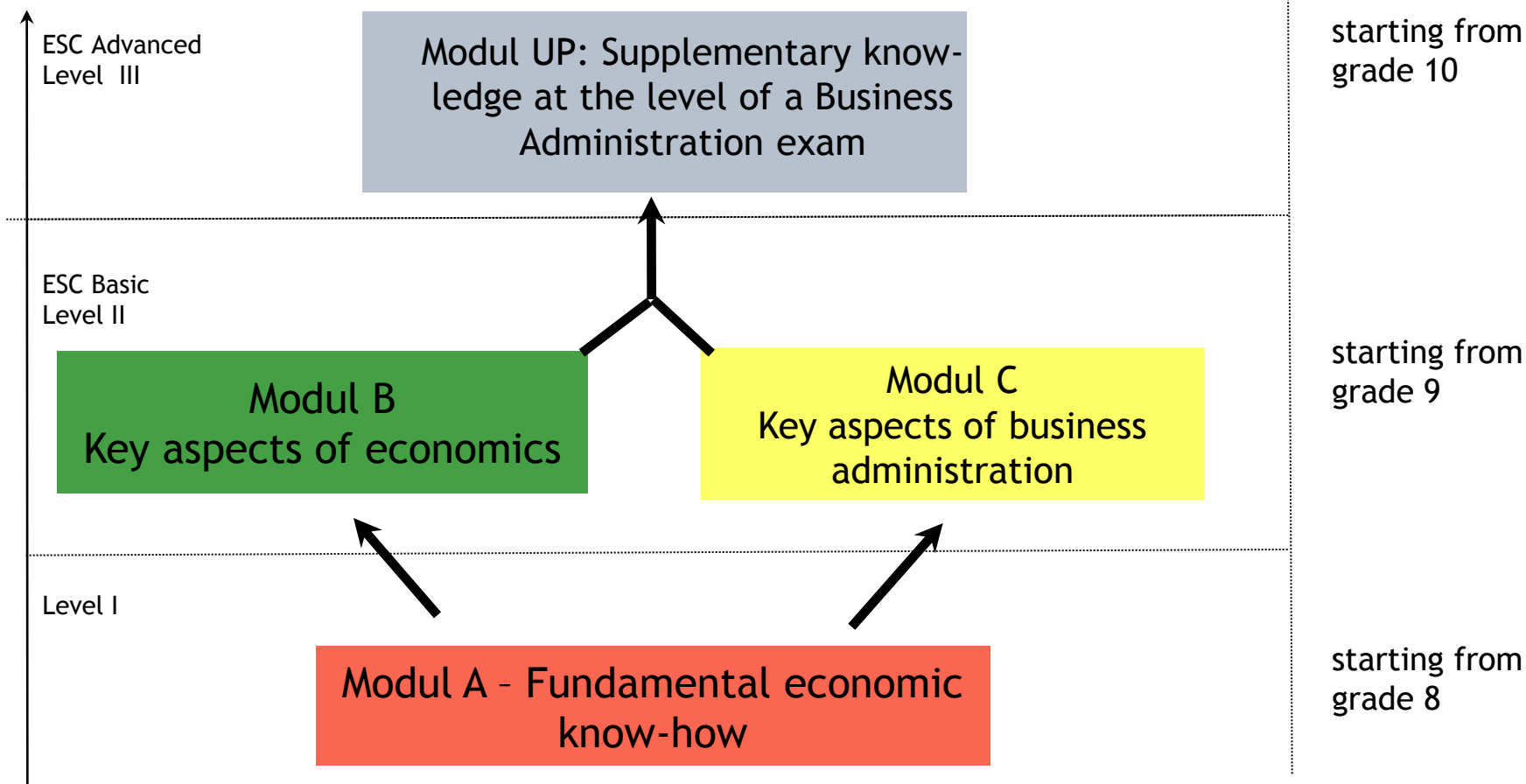


# Benefits for learners

- ESC graduates are tomorrow's entrepreneurs as well as intrapreneurs
- they develop an entrepreneurial mindset
  - self-employment is an attractive option
  - they reach a verifiable as well as certified learning success through modular partial qualifications
  - they know how companies function: starting from legal framework to businessplan, marketing & sales up to taxes
  - therefore they enjoy a good start in their professional career and better career chances

# ESC Modules

# ESC: the modular structure



# Teaching units

- classroom teaching
  - Module A: 10 - 20
  - Module B: 15 - 25
  - Module C: 20 - 30
  - Module UP: 30 - 55
  
- Blended Learning
  - many different solutions
  - Kick-off unit is recommended

# Module A - contents

## fundamental economic knowledge

1. Our world of work
2. Business: the economic cycle
3. Different fields of economic activity
4. From ideas to products
5. Managing for the market
6. Who's the boss

# Module B - contents

## Key aspects of economics

1. National budgeting -
2. how good is our economy?
3. Money and monetary value
4. Budgets and national budgeting -
5. how is the country managed?
6. The global business context
7. In the centre of Europe -
8. new national challenges

# Module C - contents

## Key aspects of business administration

1. From the idea to the market
2. opportunity
3. Finance and investment
4. Success through marketing
5. From the market opportunity
6. to the business plan
7. Law and tax basics for entrepreneurs
8. Operating and negotiating in the market
9. Organising a business enterprise:
10. working together with other people.

# Module UP - contents

## Supplementary knowledge at the level of a Business Administration exam

1. Accounting and cost calculation, Taxation (VAT, income tax, corporate tax, tax returns, etc)
2. Personnel (costs, taxes, payroll, social security)
3. Profitability calculation (amendments)
4. Financing (leasing, factoring, credit analysis)
5. Marketing and commercial law in detail.



# Exams

- 4 exams, one per module  
Diagnostic tests available  
<http://itsonline-uf-de.bitmedia.cc>
- in case of failure exams may be repeated
- Computerbased online exams Module A, B, C and UP (Multiple-choice)
- External examiners guarantee uniform, high standards

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