



LATVIJAS  
UNIVERSITĀTE  
ANNO 1919

# Digitālā laikmeta biznesa radīšana – e-mentorings jauno eiropiešu uzņēmējspējas attīstībai – CReBUS

*Creating a business in the digital age – developing  
entrepreneurship competencies for young Europeans through*

*eMentorship – CReBUS*

Projekta vadītāja: prof. **Irina Maslo**

Projekta koordinatore: pētn. **Svetlana Surikova**

PPMF PZI pētnieku grupa: Irina Maslo, Svetlana  
Surikova, Tamāra Pīgozne, Andra Fernāte

EK projekts Nr. 511822-LLP-1-2010-1-RO-KA3-KA3MP



# Projekta mērķis un uzdevumi

**Projekta mērķis** ir izveidot mācību sistēmu, kas veicinātu jauno uzņēmēju un studentu/absolventu (vecumā no 18-35 gadiem) uzņēmējspējas attīstību ar Web 2.0 palīdzību.

**Konkrētie uzdevumi** ir:

- izvērtēt jauno uzņēmēju mācīšanās vajadzības un intereses;
- apzināt jauniešu (nākamo absolventu) interešu jomas biznesa sākšanai un iespējamās barjeras (šķēršļus);
- izstrādāt programmu uzņēmējspējas attīstības veicināšanai, izmantojot Web 2.0 mācīšanās iespējas;
- izveidot mājas lapu, kas piedāvā mācīšanās aktivitātes un vebinārus, video konferences, iespējas sociālajiem kontaktiem un citus resursus mācībām tiešsaistē, kā arī e-mentoringu;
- izveidot tiešsaistes sadarbību un sociālo tīklu, iesaistot jaunus uzņēmējus, skolotājus un citas ieinteresētās puses;
- izmantot potenciālos projekta rezultātus turpmākai attīstībai un ilgtspējīgumam pēc ES projekta finansēšanas perioda.



- jaunie uzņēmēji
- izglītības un vadības zinātņu fakultāšu studenti/absolventi
- darba devēju, apvienību, mazo un vidējo uzņēmumu pārstāvji
- tirdzniecības un rūpniecības kameras
- nodarbinātības aģentūras

Īstenošanas laiks: 2010-2012

Dalībvalstis: Rumānija, Itālija, Latvija, Austrija, Spānija



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Universitatea din Craiova

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INSTITUTO EUROPEO  
DE ESTUDIOS PARA LA  
FORMACION Y EL DESARROLLO



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# Projekta plānotie rezultāti

**Transnacionālais ziņojums** par studentu un absolventu vajadzībām biznesa uzsākšanai (pētījumā tika iesaistīti 109 studenti/absolventi un 49 uzņēmēji).

Projekta **mājas lapa** un e-mācīšanās platforma **Moodle** vidē ar apmēram 40 mentoriem (uzņēmējiem) un vairāk nekā 100 protežējamajiem (studentiem/absolventiem).

Divas **tiešsaistes mācību sesijas** katrā valstī, iesaistot katrā sesijā kopumā apmēram 50 dalībniekus.

**Mācību pakete**, kas ietver sevī bukletu (kurā tiks apkopota veiksmīga pieredze, rekomendācijas, piemēri, veiksmes stāsti), tiešsaistes rokasgrāmatu ātrai biznesa sākšanai un DVD ar materiālu elektronisko versiju.

Projekta **noslēguma konference** tiks organizēta 2012. gada rudenī.

Projekta materiāli būs izstrādāti/pieejami visās projekta partneru valodās.



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# Pirmā sanāksme 2010.gada decembris



CREATING A BUSINESS IN THE DIGITAL AGE:  
DEVELOPING ENTREPRENEURSHIP  
COMPETENCIES FOR YOUNG EUROPEANS  
THROUGH eMENTORSHIP - CREBUS

Refno: 511022-LLP-1-2010-1-RO-KA3-KA3MP

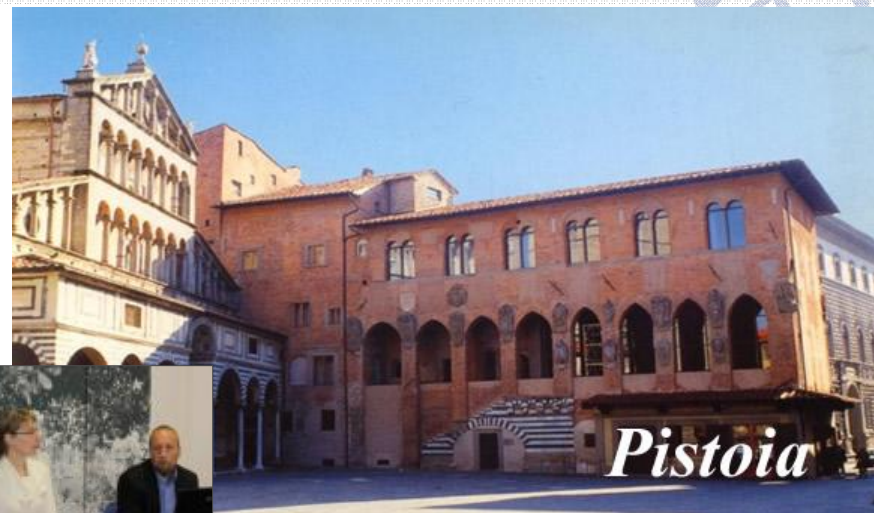


Minutes of

CREBUS kick-off meeting, Timisoara, Romania  
20 & 21 of December 2010

Romanian Institute for Adult Education

Savoy Hotel  
Timisoara



CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING  
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEAN  
THROUGH EMENTORSHIP



511822-LLP-1-2010-1-RO-KA3-KA3MP

Minutes of

**CReBUS second meeting, Pistoia, Italy  
14 & 15 of April 2011**

Centro Studi Cultura Sviluppo  
CSCS – Via Puccini 80, 51100 Pistoia





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# Vajadzību analīzes koncepcija 2011.gada janvāris



## CONCEPT OF THE NEEDS ANALYSIS

**CReBUS**

CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING  
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEANS  
THROUGH eMENTORSHIP

Ref.no: 511822-LLP-1-2010-1-RO-KA3-KA3MP

January 2011





# Tiešsaistes aptauja 2011.gada februāris



## CReBUS questionnaire for entrepreneurs

Your business is successful and you consider that your entrepreneurial experience and ideas could be shared with a student or graduate interested in business start-up. Do you have few minutes per day to mentor a further business man/woman?  
If your answer is "YES" and your represented country is Austria, Italy, Latvia, Spain or Romania, please, answer some questions and receive a "free-access" to our social network of successful entrepreneurs and beginners which is CReBUS e-Learning Community.

\*Required

### PROFILE 1

You are... \*

Female

Your age... \*

18-24 years old

Your education level is... \*

- Early school
- High school
- Vocational school
- Graduate (bachelor)
- Postgraduate (master)
- PhD studies
- Other: \_\_\_\_\_

Your education branch is... \*

- Humanities
- Social sciences
- Education sciences



## CReBUS questionnaire for students/graduates

Are you a student/graduate in humanities, education or social sciences and do you have a wish to start own business?  
If your answer is "YES" and your represented country is Austria, Italy, Latvia, Spain or Romania and you would like to possess "Know-How" to achieve the success in your business, please, answer some questions and receive a "free-access" to our social network of successful entrepreneurs and beginners which is CReBUS e-Learning Community.

\*Required

### PROFILE 1

You are... \*

Female

Your age... \*

18-24 years old

Your education level is... \*

1st year student

Your education branch is... \*

- Humanities
- Social sciences
- Education sciences
- Other: \_\_\_\_\_

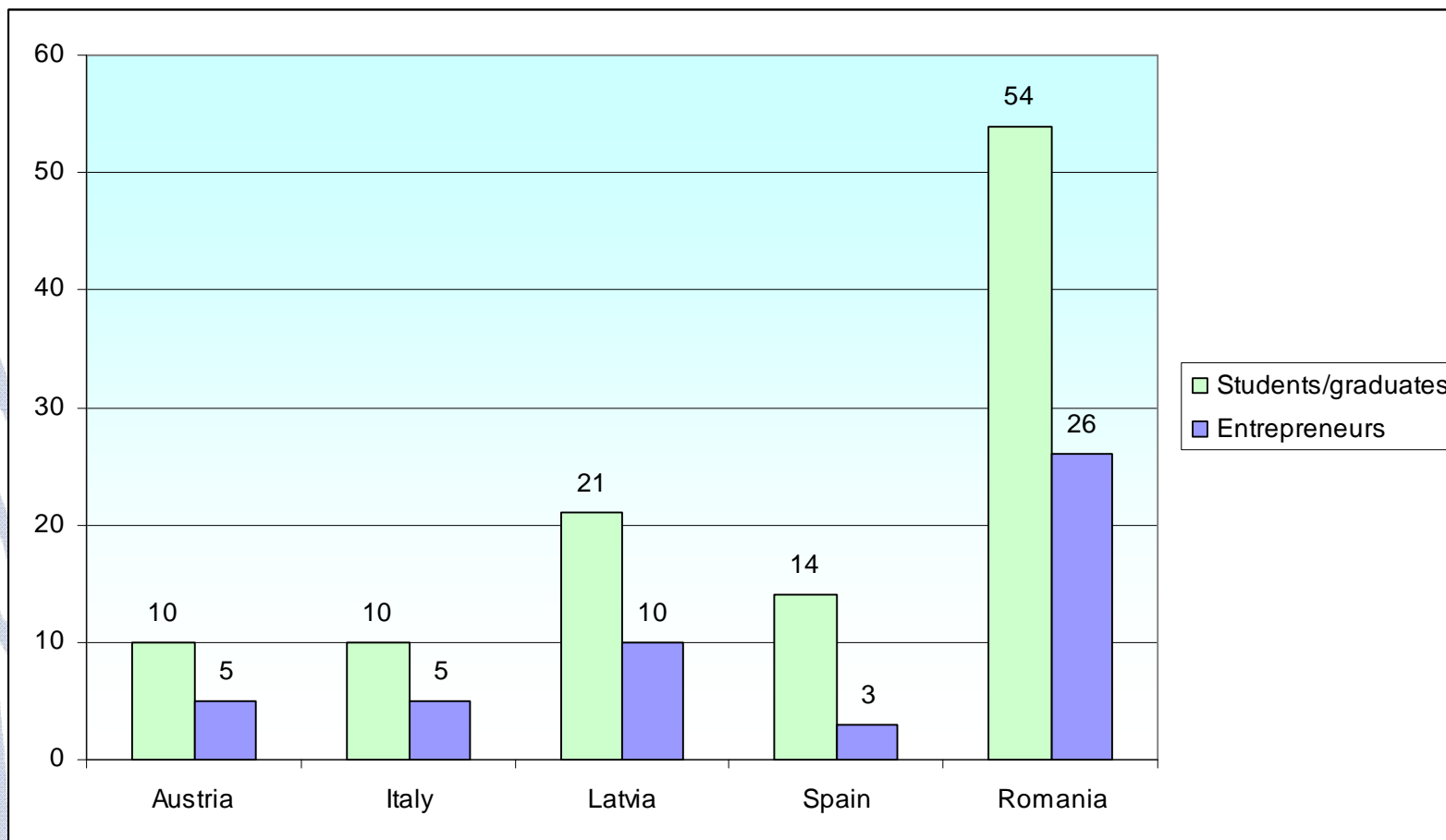
Your specialisation is... \*

- Teacher education
- Social work/pedagogy
- Entrepreneur education
- Business management



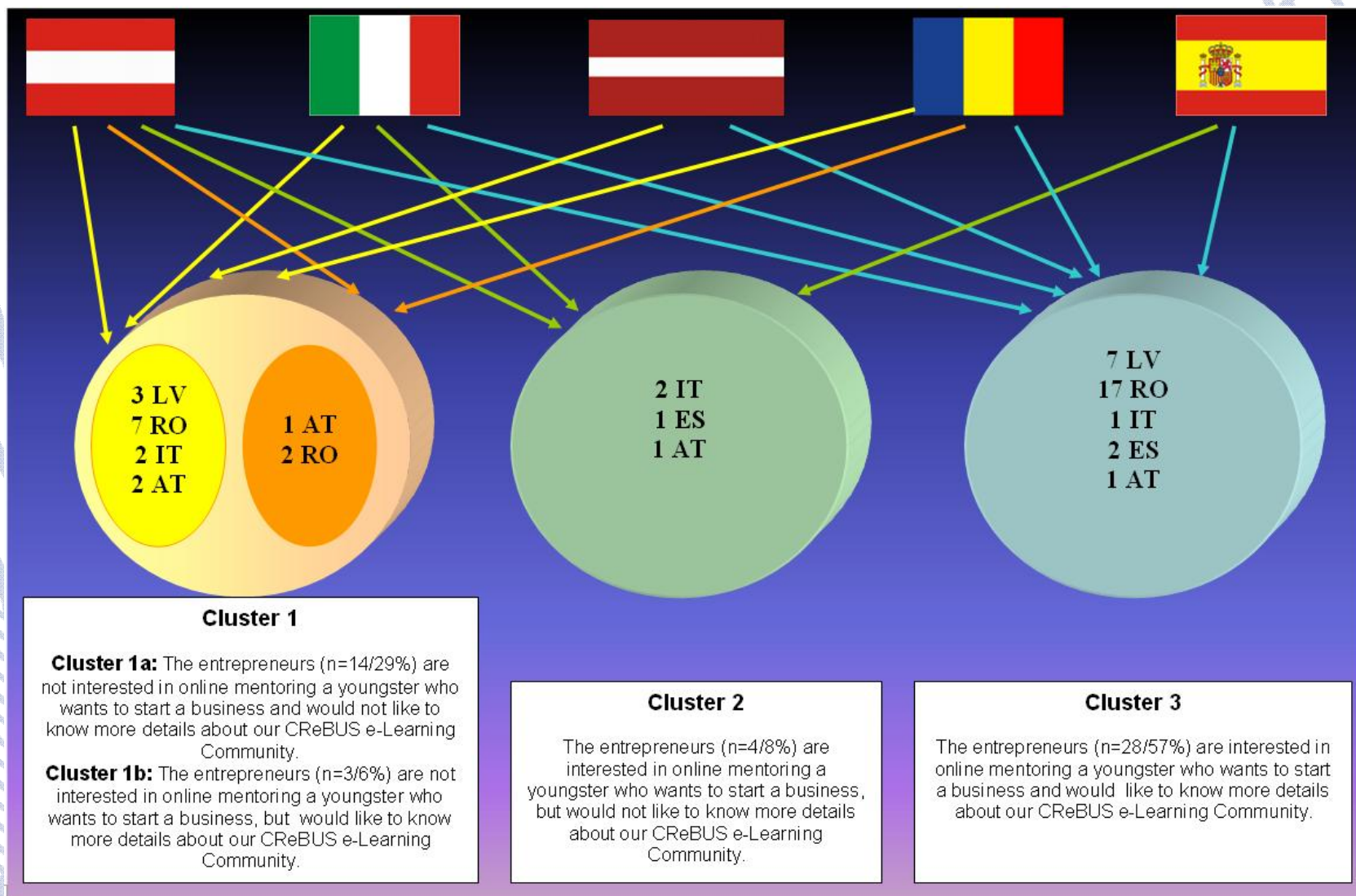


# Pētījuma izlase



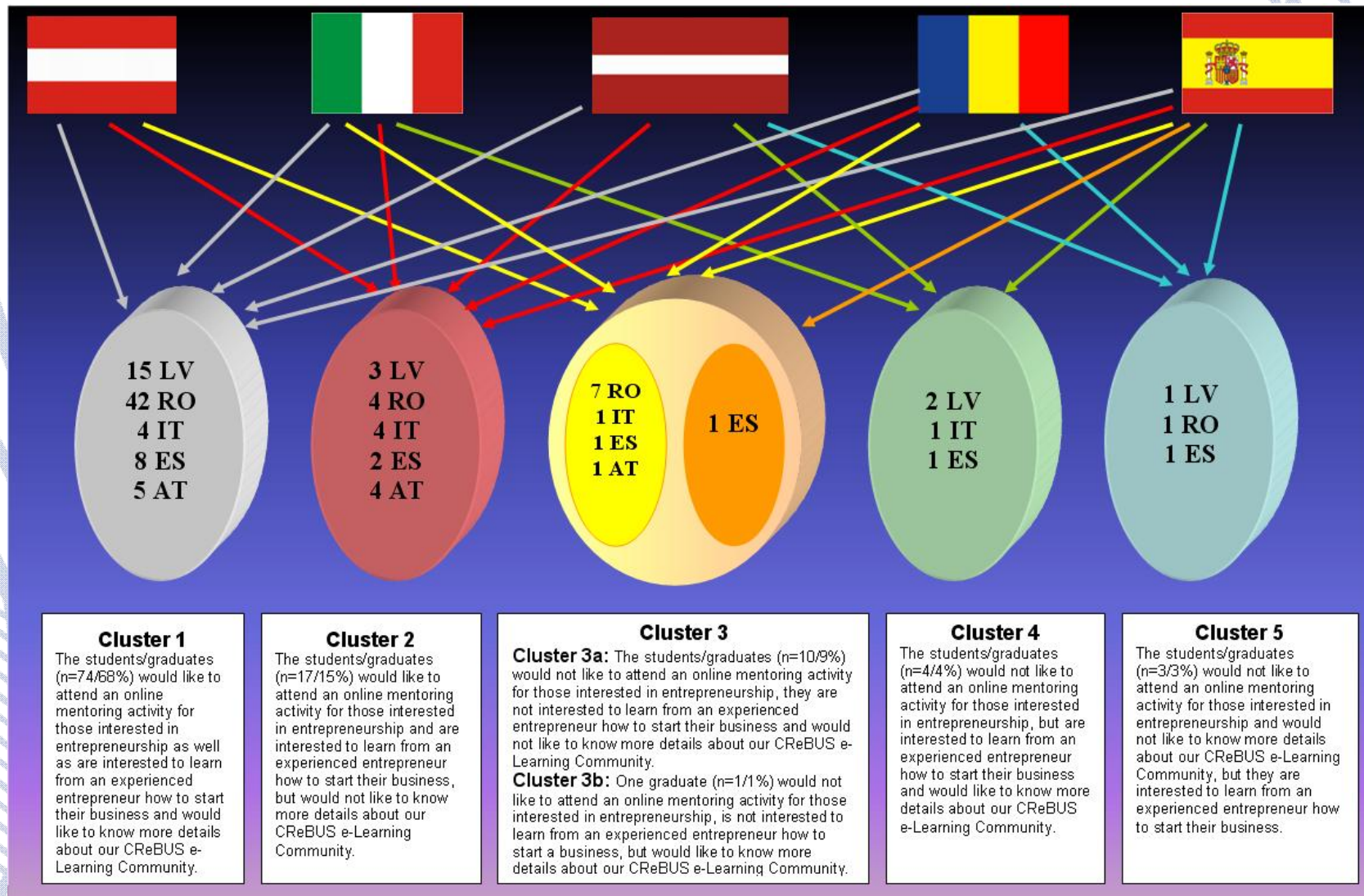


# Transnacionālie klāsteri (uzņēmēji)





# Transnacionālie klāsteri (studenti/absolventi)





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# Transnacionālais ziņojums 2011.gada marts



## TRANSNATIONAL NEEDS ANALYSIS

INTERNAL REPORT

**CReBUS**

CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING  
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEANS  
THROUGH eMENTORSHIP

LLP – Transversal Programme, KA3 ICT, 2010-2012  
Project number: 511822-LLP-1-2010-1-RO-KA3-KA3MP

March 2011



# Rezultātu kopsavilkums

## WHO?

28 entrepreneurs and 74 students/graduates. They are opportunity-driven, practice-oriented, open-minded, success-driven.

## WHAT?

problem solving, business ideas, risks, business contacts, communication, personal development, managing the different functions within an enterprise, etc.

## HOW?

30% of theory and 70% of practice, 2 hours per week, efficiently and effectively, opportunities of practical experience, learning from successful entrepreneurs' experience (mistakes, difficulties, success stories, etc).

## WHY?

self-development and learning, success and independence, quality of life, implementation of their own ideas



Creating a business in the digital age -  
developing entrepreneurship competencies  
for young Europeans  
through eMentorship

Home Moodle

search



Home

#### MAIN MENU

- Home
- Project description
- Project partners
- The News
- Resources

#### LOGIN FORM

Username

Password

Remember Me

Login

- Forgot your password?
- Forgot your username?
- Create an account

#### PROJECT SUMMARY

The emerging needs of a post-crisis society, the prospective studies at European level about the "new skills for new jobs", the strategy documents for Europa 2020 shows that new sectors will appear, new skills are needed, and among them, all have in common the entrepreneurial and ICT skills as basic ones. As demonstrated in the OECD Innovation Strategy, entrepreneurial skills and attitudes, risk-taking behaviour, creativity, etc., will be crucial competencies in the economy of the future (Policy Responses to the Economic Crisis: Investing in Innovation for Long-Term Growth, OECD 2009).

CReBUS project is aiming to develop a training system in order to facilitate the development of entrepreneurship competencies for young graduates between 18-35 years old, using Web 2.0. Bringing business closer to the young generation that succeeds harder to find a job, and enabling them to set up their own business is a viable solution to overcome the unemployed or migrant status they are exposed to. By using dedicated Web 2.0 applications and platforms, and eMentorship network, it can be facilitated the transfer of good practices and experiences from the people who succeeded in different types of businesses to young European entrepreneurs.

Four different groups are targeted: Young entrepreneurs between 18-35 years old; students about graduating/graduates from faculties of educational sciences, psychology, administration; representatives of employers, unions and SMEs.

The project outputs will be a website using Web 2.0 applications designed for young entrepreneurs in order to facilitate eMentorship. Other outputs will be a training pack; a booklet that includes good practices, recommendations, examples, successful stories.

CReBUS will help in creating a new learning environment for young entrepreneurs and other stakeholders and new entrepreneurial competences for young people all over Europe, social and business networks that will contribute positively in developing EU's economy.



Education and Culture DG

Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

#### LIFELONG LEARNING NEWS

Lifelong Learning  
All news from the Lifelong Learning Programme

- Support for European cooperation in Education and Training (ECET) – e-40m published
- Call for Proposals EACEA16/2011 (EUC) The Erasmus University Charter call for proposals 2012 has been published

Crebus on Facebook

40 people like Crebus.

Facebook social plugin

Feed Entries

[www.crebus.eu](http://www.crebus.eu)



# Projekta informatīvais biļetens un plakāts 2011.gada aprīlis-maijs

**CReBUS**  
Creating a business in the digital age - developing entrepreneurship competencies for young Europeans through eMentorship

**Target Groups**

- young entrepreneurs
- students/graduates from faculties of education, business and administration
- representatives of employers, unions and SMEs
- champions of innovation
- local and regional employment agencies

**Partners**

- Coordinator: University of Business Studies of Latvia
- Coordinators: University of Applied Sciences of Lithuania, University of Applied Sciences of the Czech Republic, University of Applied Sciences of the Netherlands
- Partners: University of Latvia, University of Applied Sciences of the Netherlands, University of Applied Sciences of the Netherlands, University of Applied Sciences of the Netherlands

**PROJECT SUMMARY**

CReBUS project is aiming to develop a training system in order to facilitate the development of entrepreneurship competencies for young entrepreneurs and students/graduates between 18-35 years old, with the help of Web 2.0.

By using dedicated Web 2.0 applications and platforms, as well as communication networks, the transfer of good practices and experiences from people who succeeded in different types of businesses to young European entrepreneurs would be encouraged.

**AIMS AND OBJECTIVES**

- To evaluate the training needs and learning interests of the young entrepreneurs.
- To identify the domains of interest for starting a business from youngsters that are going to graduate as well as potential barriers related to this aspect.
- To define a curriculum for developing entrepreneurial competences, using the WEB 2.0 learning opportunities.

**PROJECT OUTCOMES**

- A transnational report about the needs of the graduates for starting a business and go ahead approximately 300 students and 300 graduates.
- The project website and the eMentorship platform, with about 400 members (students and graduates) from 10 countries.
- Two online training sessions.
- 30 participants from 10 countries.
- A training pack which will include guides starting a business and a DVD of the project.
- The final dissemination conference in the autumn of 2011.

The project will be available in all project partner languages.

[www.crebus.eu](http://www.crebus.eu)

**CReBUS**  
Creating a business in the digital age - developing entrepreneurship competencies for young Europeans through eMentorship

**PROJECT'S OUTCOMES**

- Moodle platform
- website
- two online training sessions
- final dissemination conference
- a transnational needs analysis about starting a business
- training pack

**Become a fan!**  
<http://www.facebook.com/crebus>

**Find out more?**  
[www.crebus.eu](http://www.crebus.eu)

**Join us!**  
<http://moodle.crebus.eu>

The projects of the program will be available in all project partner languages.





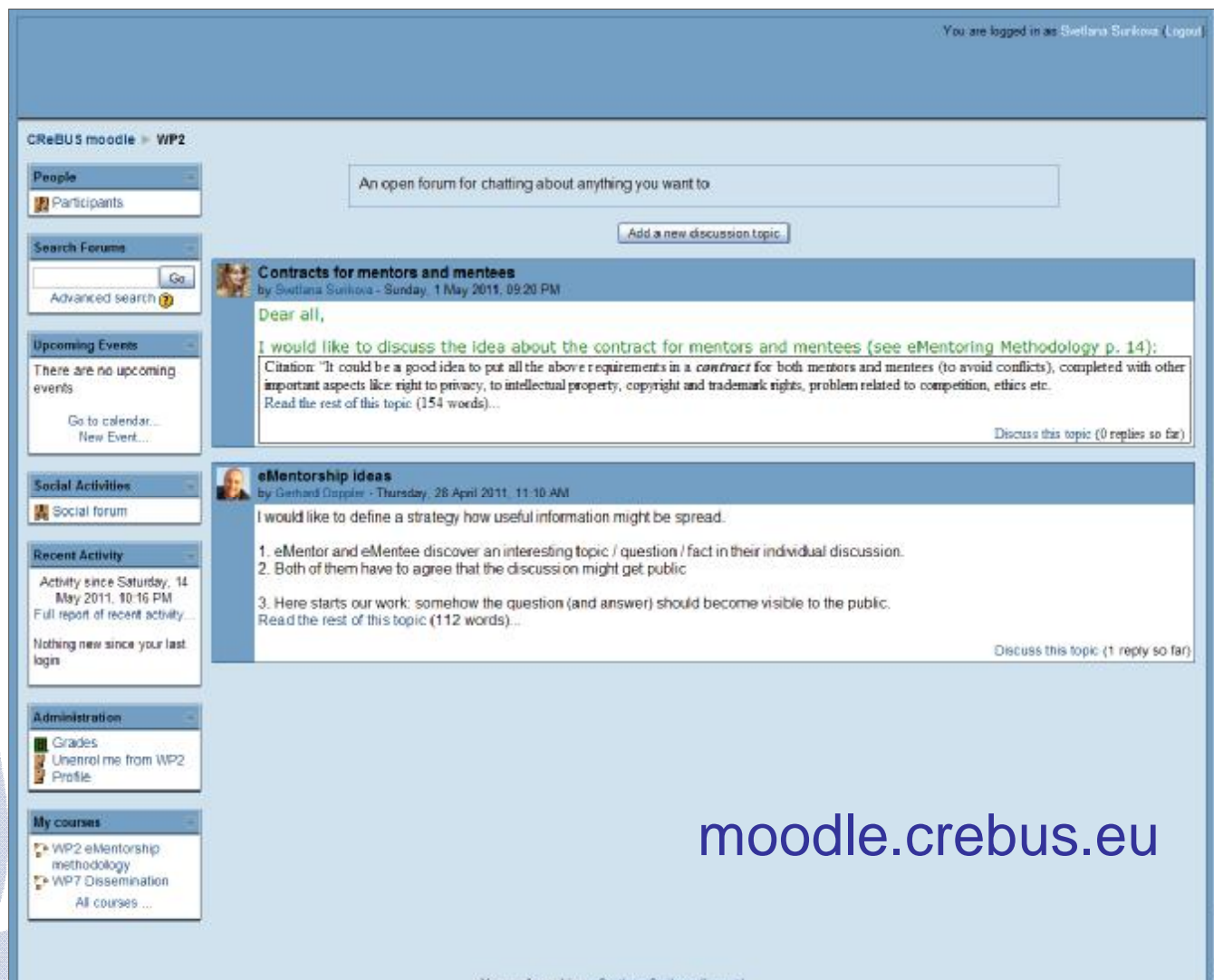
# Projekta profils *Facebook* portālā 2011.gada aprīlis

The screenshot shows the Facebook profile for 'Crebus'. The top navigation bar includes the Facebook logo, a 'Sign Up' button, and the tagline 'Facebook helps you connect and share with the people in your life.' Below this, the profile header features the 'Crebus' name with a 'Like' button and the category 'Education'. A URL [www.facebook.com/crebus](http://www.facebook.com/crebus) is overlaid on the page. The left sidebar contains a navigation menu with options like Wall, Info, Photos, Newsletter, Welcome, and Twitter. Below the menu, it shows 'About' information: 'Education & Entrepreneurship' and '40 people like this'. A 'Likes' section lists various entities such as Business, EURES, Business Days, capitaLno, and Noaptea Cercetatorilor 2010 - Romania. The main content area displays a 'Wall' with several posts. The first post is titled 'Cat de antreprenori sunt romanii' with a link to www.wall-street.ro. The second post is titled 'useful lecture about entrepreneurship' and mentions 'Antreprenorat Marius Ghenea'. The third post is titled 'Incepend de maine, tinerii intreprinzatori pot solicita finantare de la stat' with a link to www.startups.ro. The fourth post is titled 'Testarea unei idei de afaceri' with a link to www.startups.ro. On the right side, there is a 'Crebus on Facebook' widget showing a 'Like' button and a list of 40 people who like the page, including Stefano, Magda, Tibi, Mărcis, Andras, and Marinutză. At the bottom of this widget is the 'Facebook social plugin' logo.



# E-mācīšanās platforma Moodle vidē

## 2011.gada aprīlis



The screenshot shows a Moodle forum page for 'CREBUS moodle' with the course 'WP2'. The user 'Svetlana Surikova' is logged in. The forum contains two discussion topics:

- Contracts for mentors and mentees** by Svetlana Surikova - Sunday, 1 May 2011, 09:20 PM. The post starts with 'Dear all,' and discusses the idea of a contract for mentors and mentees, citing requirements for privacy, intellectual property, and ethics. It has 0 replies.
- eMentorship ideas** by Gerhard Doppler - Thursday, 28 April 2011, 11:10 AM. The post discusses defining a strategy for useful information and lists three points: 1. eMentor and eMentee discover an interesting topic/question/fact in their individual discussion. 2. Both agree the discussion might get public. 3. Here starts our work; somehow the question (and answer) should become visible to the public. It has 1 reply.

Navigation and utility links on the left include: People (Participants), Search Forums, Upcoming Events, Social Activities (Social forum), Recent Activity, Administration (Grades, Unenrol me from WP2, Profile), and My courses (WP2 eMentorship methodology, WP7 Dissemination, All courses ...).

moodle.crebus.eu



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# E-mentoringa metodoloģija 2011.gada aprīlis



## eMentoring Methodology

INTERNAL REPORT  
by  
University of Craiova, DPPD

**CReBUS**

CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING  
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THROUGH eMENTORSHIP

LLP – Transversal Programme, KA3 ICT, 2010-2012  
Project number: 511822-LLP-1-2010-1-RO-KA3-KA3MP

**DRAFT**

April 2011



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# Paldies par uzmanību!



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[moodle.crebus.eu](http://moodle.crebus.eu)

[www.facebook.com/crebus](https://www.facebook.com/crebus)

[www.pzi.lu.lv/index.php?id=pzipetnieciba\\_inc6](http://www.pzi.lu.lv/index.php?id=pzipetnieciba_inc6)