

Erasmus+
Key Action 2 - Capacity-building in the Field of Higher Education 2015
(EAC/A04/2014)

Euro-African Network of Excellence for Entrepreneurship and Innovation [INSTART]¹

The main objective of the INSTART project is to improve the knowledge triangle education-innovation-research by promoting innovation in Universities in the South Mediterranean region and transfer of technology from universities to enterprises in order to increase the level of innovation and technology in south Mediterranean society in general through the implementation of a Network of Excellence for Entrepreneurship and Innovation.

Both concepts of entrepreneurship and innovation give businesses the ability to promote and sustain the dynamics and processes of creativity based mainly on identification, design, and optimization of innovation, whether strategic, technological, organizational and social and extending their activities to other sectors.

This network of excellence will focus on training, expertise and the exchange of know-how between the members of the consortium that can be beneficial for two main categories:

- Businesses seeking to grow through innovation
- University graduates who want to create their own businesses.

The training will be in the form of short courses and seminars in entrepreneurship and innovation.

Expertise will be conducted through technical actions: diagnostics, workshops, putting into practice innovative ideas...etc.

Entrepreneurship will also include a component to support the creation of a business.

This modernization of training programs and new methods of interaction with the business sector will be reinforced by developing teachers' training for through the creation of new curriculums, and improvement in the level of expertise in the field of entrepreneurship and innovation.

The project suggests a value-building strategy of the results of training and research in "Management of innovation and entrepreneurship" through the transfer of knowledge acquired in the project to the economic sector. To do this, the project aims at the creation by professors and experts from each institution, of a circle of knowledge and know-how on the management of innovation and entrepreneurship to sustain the achievements of the project.

This general objective of the project encompasses four components:

- One component involving the development of teachers to the Management of innovation and entrepreneurship;
- One training component (content development and delivery of the training)
- One technical component (expertise and guidance);

¹ This is the Project Abstract of the 2015 Proposal. To improve INSTART proposal, note that the activities might be slightly modify and update

-One component focusing on the improvement of governance in partner institutions in the project.

2- Specific objectives of the project

In order to achieve the general objective, the project is subdivided into four specific objectives, leading to six tangible results.

2.1. Train the trainers' and create new curricula in Management of innovation and entrepreneurship

This specific objective will lead to the following results:

- Ensure the development of trainers of partner institutions in Management of innovation and entrepreneurship both in terms of content and pedagogy;
- Design the training modules on Management of innovation and entrepreneurship.
- Promote collaboration in training activities and applied research between academic institutions; consortium members; and businesses.

2.2. Disseminate this learning program in Management of innovation and entrepreneurship to target audiences.

Two results linked to this specific objective:

- Design a training offer in management of innovation for executives of enterprises and disseminate the designed courses.
- Provide training in entrepreneurship to graduates striving for self-employment.

2.3. Establish actions of expertise and guidance in the fields of innovation and entrepreneurship.

Two results are related to this specific objective:

- To have a network of experts in innovation and entrepreneurship able to provide guidance to businesses and to holders of innovative ideas or projects for the creation of start-ups.
- Provide actions for the benefit of those concerned.

2.4. Improve the governance process for each institution within the consortium.

This specific objective leads to the following results:

- To develop new governance practices for the partner institutions for more pedagogical and managerial effectiveness and a wider openness towards the economic sector;
- To support the actions of the project by providing partner institutions with pedagogical and technological equipment needed for the implementation of the project.

3-Educational content of the project

The educational and pedagogical content of the project will focus on two dimensions:

3.1. The development of teachers and mentors of the partner institutions within the consortium to the Management of Innovation and entrepreneurship. For this important dimension of the project, a team of trainers from each institution will be responsible for the training modules in Management of innovation and entrepreneurship. This development will aim at capacity building in the field of innovation and the creation of enterprises, the appropriation of new teaching methods and an introduction to research in the two components of the program. Several actions will be carried out for the development of these teams.

- The first phase of development will deal with the sharing of knowledge and pedagogical know-how. This training will bring teachers and the staff together in a 5 day workshop. This workshop will be devoted to the acquaintance with the technical content of the Management of innovation, the teaching methodologies related to the Management of innovation, entrepreneurship and e-learning. .

- The second phase of the development of teachers and administrative staff will focus on the preparation of educational material necessary for the teaching of modules in Management of innovation and entrepreneurship (Syllabus, index card of animation, slides for courses, exercises, case studies, reading, and bibliography). This phase also includes the development of case studies based on real situations of management in enterprises in the partner countries. This phase will take place in each partner institution. The output will consist of educational files necessary for the dissemination of the lessons learned from projects.

- The third phase will focus on the guidance in the field of innovation and entrepreneurship. A 5 day workshop in one of the partner institutions in Europe with the presence of those responsible for this section.

4. Pedagogical content of the training in management of innovation and entrepreneurship

The objective is to develop a pedagogical document for training in management of innovation and entrepreneurship consisting of:

- A teaching program (pedagogical objectives, list of contents and their articulation, teaching sequence, recruitment mechanisms, evaluation procedures)

- A pedagogical dossier for each module specialized in Management of innovation and entrepreneurship. The modules suggested are:

- Strategic and international management;
- Basics of management of innovation;
- Marketing and strategy of innovation;
- Development of an innovative project;
- Business plan challenge;
- Organizational innovation and driving change;
- Entrepreneurship

Training courses and seminars will be delivered to executives of businesses and professional organizations and persons in search of employment. This phase will take place in each partner institution. A platform for online learning (e-learning) will be set for the project.

The didactic material developed in this training will focus on the development by the learners of innovative projects from issues suggested by local businesses. The strong involvement of these businesses is a key for the success of this project to justify the importance to create from the beginning a network of actors in innovation and entrepreneurship to facilitate the implementation and ensure the sustainability of the activities of the project. Each year, in each partner institution, innovative projects will be assessed by a jury composed of teachers and corporate managers; and a prize will be granted to the best projects. Case studies, analysis of the practices of businesses, teamwork are pedagogical methods that will be prioritized.

Businesses will have to facilitate the preparation of case studies by the trainers, facilitate the conduct of field studies, and validate the ideas of innovative projects.

Within INSTART project, each institution must have an important number of bibliographic references and pedagogical tools (case studies, videos, simulation software etc.) in Management of innovation and entrepreneurship as well as a batch of specific equipment necessary for the development and dissemination of the pedagogical contents of the project.

4- Governance, quality assurance process and the service to students

This project is an opportunity for each partner institution to improve its governance practices in at least 3 levels:

- Quality of pedagogical activities;
- Closer ties with businesses and the economic environment;
- Internationalization.