



# Curricula and workshop framework of the TraCCE project

# TRACCCE

ȘI.Dr. Ing. Vlad Mihăescu

**Politehnica  
University of  
Timisoara**



Centrul ID/IFR  
și e-Learning

03.12.2021





## Community Enabled Open Training on Creative & Cultural Entrepreneurship

TraCCE is following a transnational & multi-stakeholder approach to co-create:

- A curriculum on Cultural & Creative Entrepreneurship (CCE) to be integrated into higher education
- A train the trainer toolkit for CCE as an offer for higher education staff, students & the whole CCE community
- A virtual learning environment to learn & interact within the community
- 2 international workshops to get involved
- duration: 28 December 2020 - 27 February 2023



[www.tracce-project.eu](http://www.tracce-project.eu)



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



[www.linkedin.com/company/tracce-project](https://www.linkedin.com/company/tracce-project)



CONTACT  
[mihail.lisetchi@e-uvt.ro](mailto:mihail.lisetchi@e-uvt.ro)

## PARTNERS



West University of Timisoara



Universitatea Politehnica Timisoara



Hochschule München  
University of Applied Sciences  
Stavcheig Center for Entrepreneurship



Incorporate Future KG



South-East European  
Research Centre



Primăria Municipality  
Timisoara  
Municipality of Timisoara

## IO1 – CCE Curriculum - Introduction

- CC industries
- CC entrepreneurship
- Definition and types of entrepreneurship. New framing of terminologies.
- Entrepreneurial ecosystem
- Specificities of CC entrepreneurship
- The social dimension of the CC entrepreneurship

## CCE Curriculum - Building up entrepreneurial attitudes and competences

- Entrepreneurial personal motivation.
- Entrepreneurial teams.
- Entrepreneurial effective communication (including digital communication skills) and selling and negotiating skills
- Cooperation and partnerships (Co-creation)
- Creative problem solving

## CCE Curriculum - CCE Opportunities Identification & Business Idea Generation

- Customer Discovery and Opportunity Identification
- Creative Business Idea Generation and Early Prototyping
- Business model generation

## CCE Curriculum - CCE Start-up

- Business plan
- Testing the Minimum Viable Product
- Implementing the business plan
- Managing cultural organizations

## CCE Curriculum - CCE Scale-up & Exit strategies

- Evaluating the "scaleup" perspective of CCE startups after the consolidation stage
- Scaleup process
- Entrepreneurial ethics

## IO2 - CCE Workshop Concept & Co-Creation Framework



Task 1: Develop an open innovation & quadruple helix co-creation methodology (with well-defined measurement indicators aiming to measure the engagement level of the quadruple helix as well as the actual change/impact driven by their engagement) to infuse the development of all TraCCE's outputs.

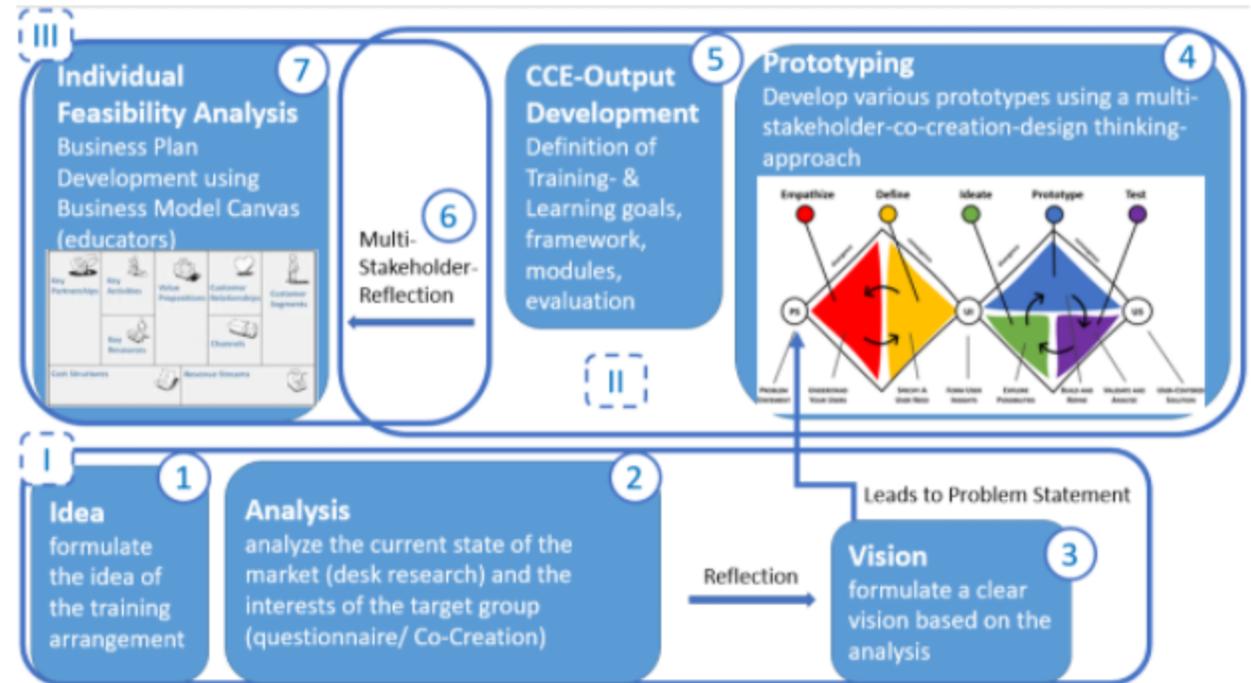


Task 2: Based on the methodology from Task 1, develop a scientifically-driven conceptual framework for the workshops (C1, C2) that would enable a proper infusion of open innovation & quadruple helix co-creation approach will be developed.

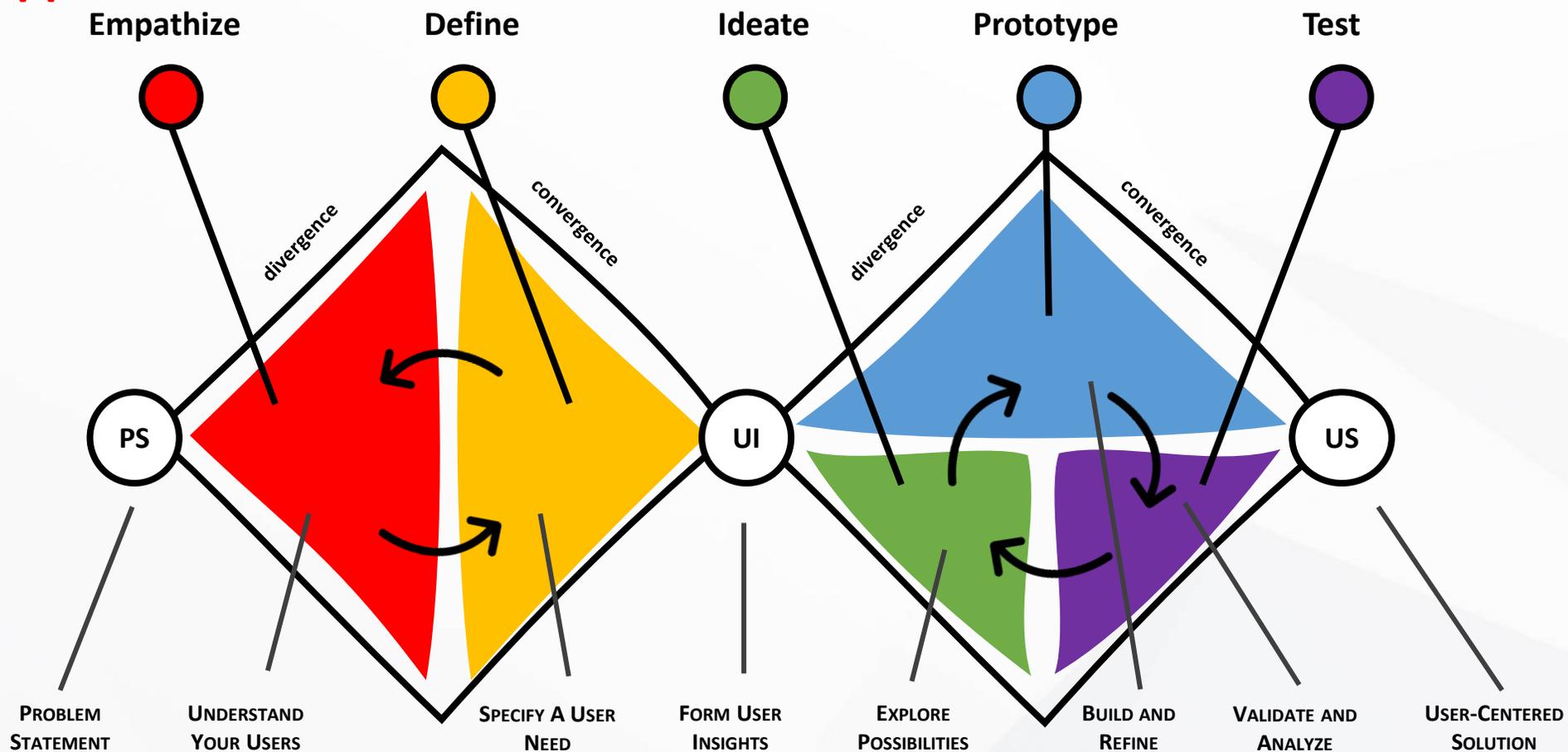
# Methodology

- The methodology builds the guideline for developing a stakeholder-centred product following the Co-Creation principles
- In terms of TraCCE, the methodology covers three main phases including several steps within

- |             |   |
|-------------|---|
| Application | <ul style="list-style-type: none"> <li>• Phase I – PrePhase                     <ol style="list-style-type: none"> <li>(1) Coming up with an idea</li> <li>(2) Analysing the current state</li> <li>(3) Reflect and build a vision</li> </ol> </li> </ul> |
| Project     | <ul style="list-style-type: none"> <li>• Phase II – Content Phase                     <ol style="list-style-type: none"> <li>(4) Prototyping</li> <li>(5) CCE-Output Development</li> <li>(6) Multi-Stakeholder-Reflection</li> </ol> </li> </ul>         |
| Rollout     | <ul style="list-style-type: none"> <li>• Phase III – Feasibility Phase                     <ol style="list-style-type: none"> <li>(7) Individual Feasibility Analysis for Rollout</li> </ol> </li> </ul>  |



# TraCCE Methodology and Design Thinking Approach



**IDEA**  
 formulate the idea of the training arrangement

**EMPATHIZE**  
 Analyse the current state of the market (desk research), the interests of the target group (a. questionnaire; b. qualitative interview)

**DEFINE**  
 Define and formulate a clear vision based on the analysis

**IDEATE**  
 a) generate ideas from results of "empathize" phase and  
 b) analyse outcome and learnings from learning activity

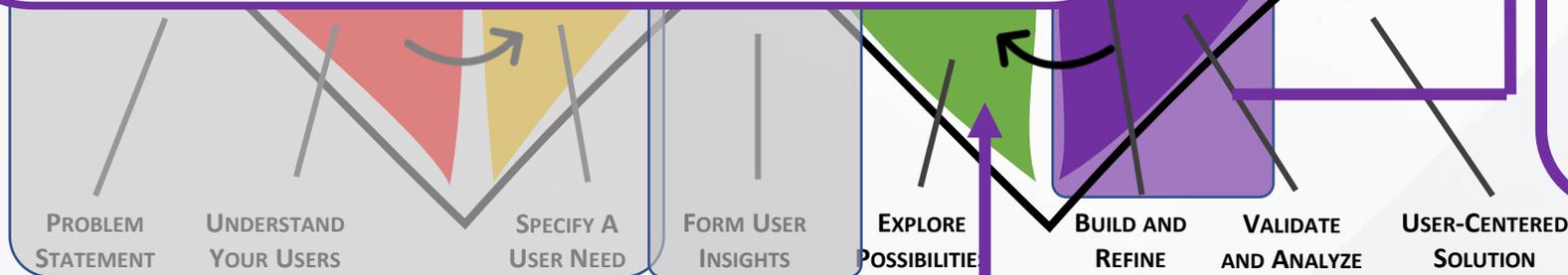
**PROTOTYPE**  
 Curriculum development: Develop various prototypes using a multi-stakeholder-co-creation-design thinking-approach  
 Ideate – Prototype – Test

**TEST**  
 Learning Activity: Validate and analyze curriculum prototypes using a multiple-stakeholder-learning-event

# What's next?

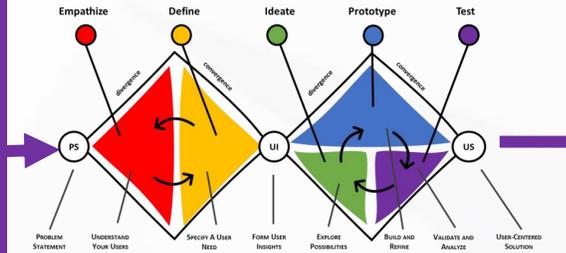
Test – validate and analyze:

- The workshops C1 is the first testrun of the prototype (Storyboards for IOs)
- What is a storyboard
  - Description of each module very concrete (ready for production)
  - Description contains didactical concept and specific content
  - Content not yet developed (development will be task for C2)

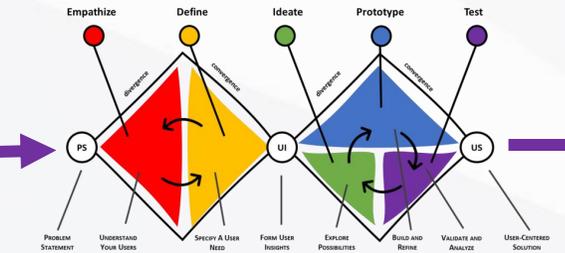


## Learning Activities C1 & C2

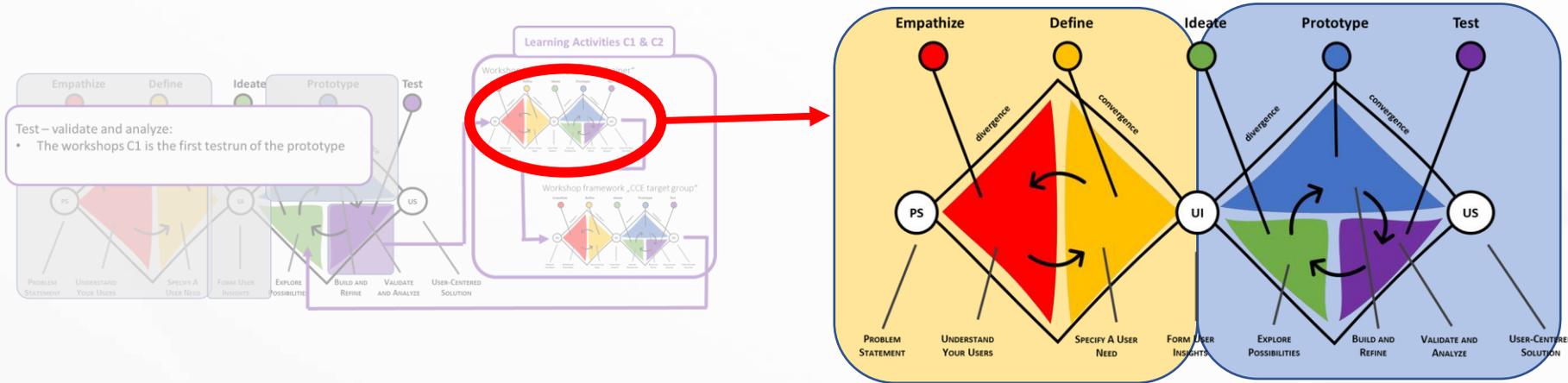
Workshop framework „Train the Trainer“



Workshop framework „CCE target group“



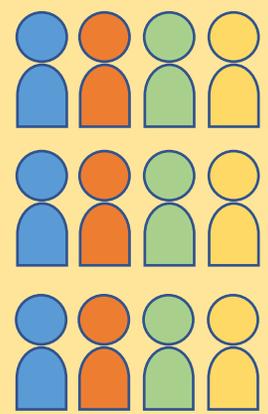
# Workshop framework „Train the Trainer“ (Day 1 & 2)



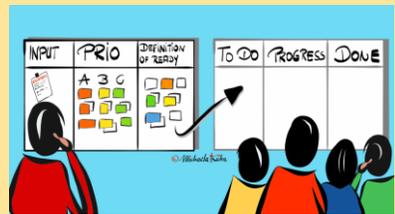
Fair presenting „personas“ and curriculum prototype (storyboards)



form heterogeneous groups with trainer trainees



Each group selects its own backlog on curriculum items to work on



Review with expert from outside (QH Stakeholder)

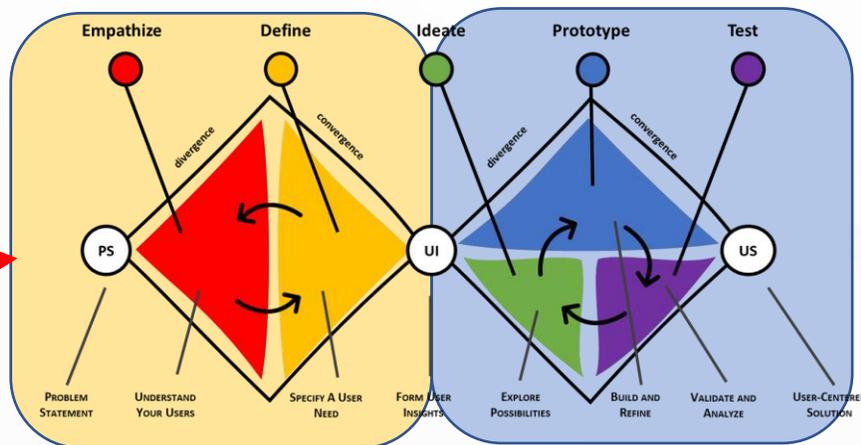
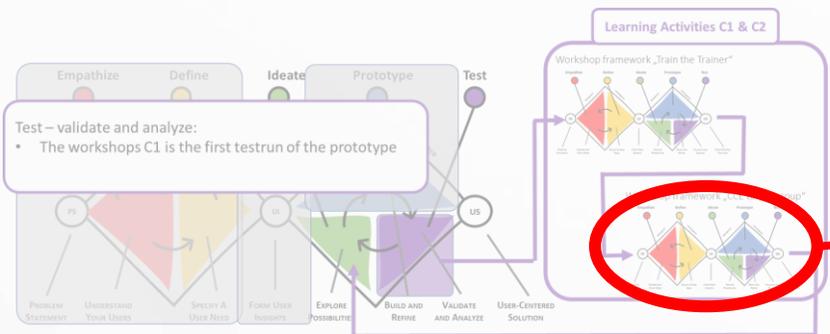



Each group runs one sprint on each selected item and further develop lecture design based on storyboard

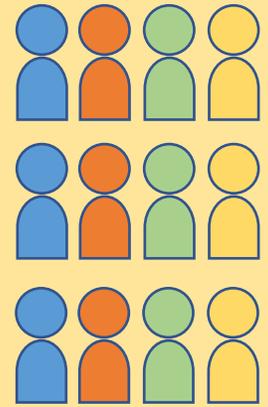


Prepare content for days 3-5 (CEE target group training) and present results

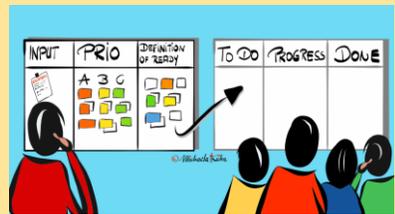
# Workshop framework „CCE target group“ (Day 3 - 5)




Fair presenting curriculum status after Day 1 – 2 (Train the Trainers)

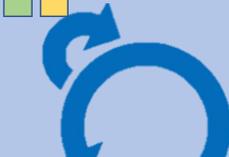


Form heterogeneous groups with CCE people and select a business case supported by QH stakeholders

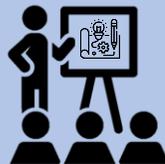


Each group selects its own lectures based on their selected business case supported by QH stakeholders (forms a backlog)

Group reflecting the learned content (with QH stakeholder)

Each group runs one sprint on each selected item and develops its business case further

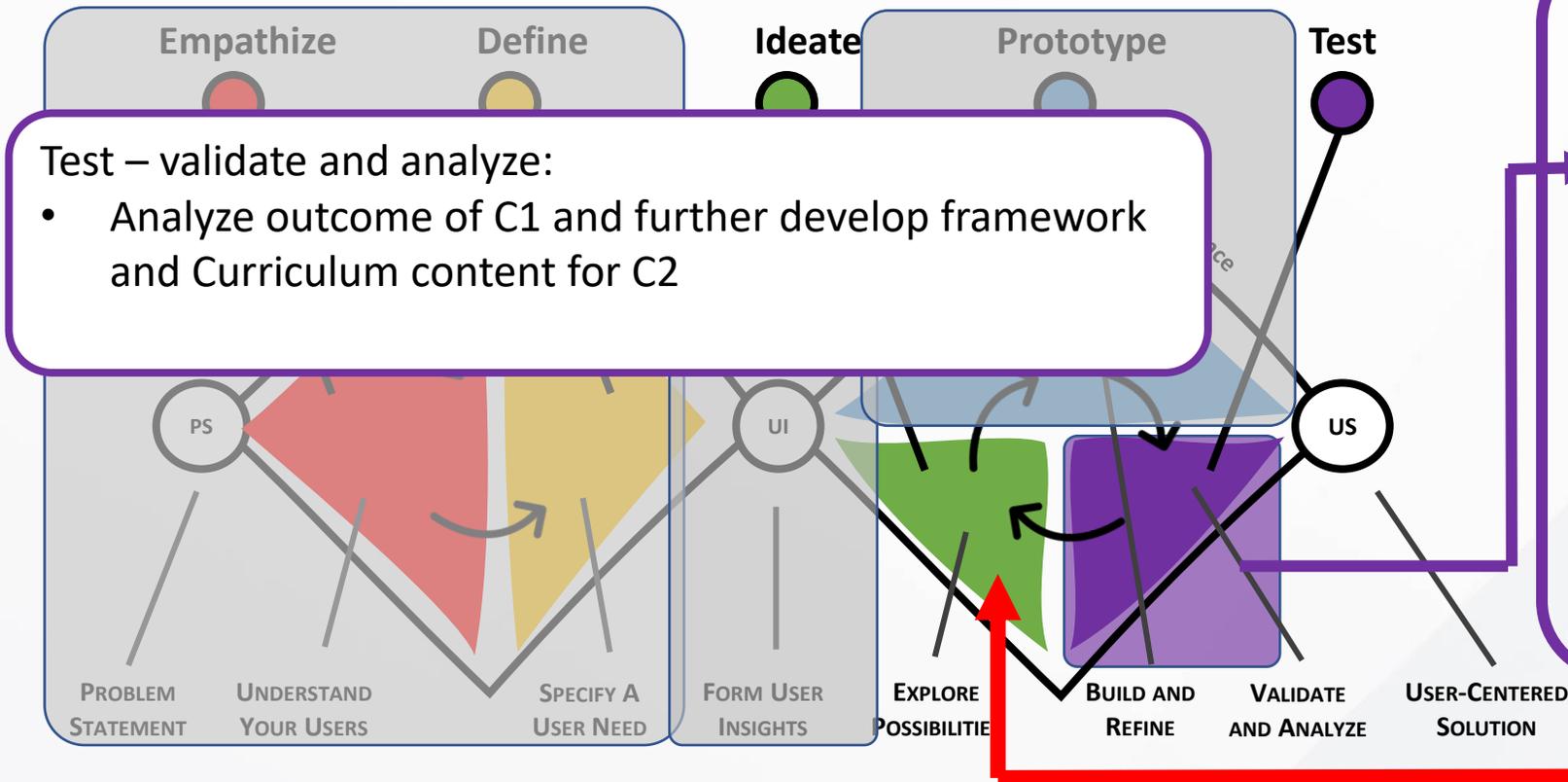


Prepare business case prototype and pitch in front of QH-Stakeholder

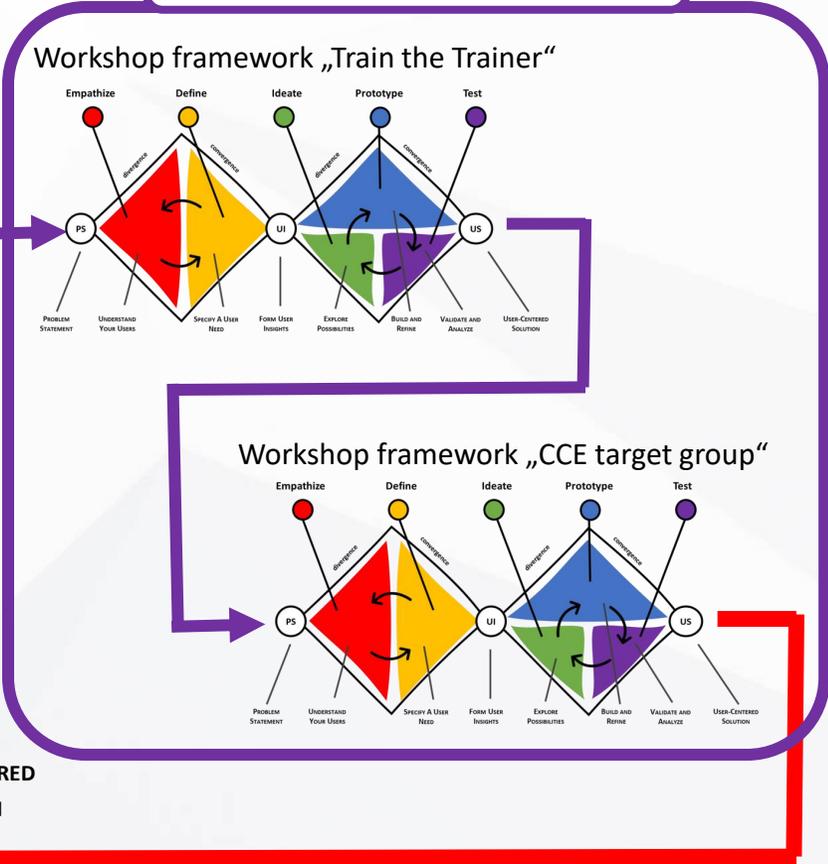


Feedback session for the trainers in groups

# Close the loop, reflect and develop further



## Learning Activities C1 & C2



## IO3 - CCE Virtual Learning Environment

1

Task 1: Perform requirements analysis for the VLE development (all partners and support organisations).

2

Task 2: Ensure VLE development

3

Task 3: Pilot the VLE during the workshops (C1, C2).

4

Task 4: Collect feedback/evaluation from the engaged stakeholders using the VLE and improve the curriculum and train-the-trainer toolkit.

5

Task 5: Release final version of the VLE resources on the DeepDive.School (MUAS) & UniCampus (UPT) platforms and in a downloadable format.

## IO4 - CE Train the Trainers Toolkit



Task 1: Development of the  
TTT's content



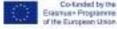
Task 2: Development of the  
TTT's implementation  
mechanisms.



Task 3: Monitoring the progress  
and effectiveness of the TTT.

#DigitalSkills2021

#6 03 dec 2021  
Competențe digitale  
pentru educație și cultură

Workshop   
Digital Skills for  
Education & Culture

# Thank you!

Workshop Digital Skills for Education & Culture  
03.12.2021, Timișoara, România

## Contact

[vlad.mihaescu@upt.ro](mailto:vlad.mihaescu@upt.ro)



@mihaescuvlad



<http://www.slideshare.net/vladmihaescu>



<https://www.linkedin.com/in/vladmihaescu/>



## The TraCCE Project

Relevant numbers about the project:

- ✓ 80 teachers at European level (different institutions) who will incorporate the CCE program and develop a set of tools for trainers;
- ✓ 50 people interested in CCE will be trained during the two international training workshops;
- ✓ 35 EU associations will be involved in an open innovation process;
- ✓ 700 people enrolled in the virtual learning environment;
- ✓ 300 participants in multiplier events.