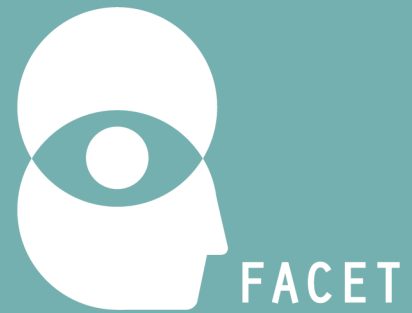




01. A2

Entrepreneurship course

A collage of colorful icons representing various aspects of entrepreneurship. The icons include a lightbulb, a plus sign, a chair, a bird, a desk, a plant, a circular arrow, a lamp, a chair, a crossed-out chair, an elephant, and a stack of books.



FURNITURE SECTOR AVANT-GARDE CREATIVITY AND ENTREPRENEURSHIP TRAINING

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**Transilvania
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Co-funded by the
Erasmus+ Programme
of the European Union

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CONTEXT

Grant agreement	2018-1-IT01-KA202-006734
Programme	Erasmus+
Key action	Cooperation for innovation and the exchange of good practices
Action	Strategic Partnerships for vocational education and training
Project acronym	FACET
Project title	Furniture sector Avant-garde Creativity and Entrepreneurship Training
Project starting date	01/11/2018
Project duration	30 months
Project end date	30/04/2021
Intellectual Output (IO)	O1 – Course / Curriculum — Design and development
Activity (ACT)	A2 – Curricula definition
Deliverable title	O1.A2 – Curriculum of the Creativity and Entrepreneurship course
Nature of deliverable	REPORT
Dissemination level	PUBLIC
Due date of deliverable	Month 4 (February 2019)
Actual date of deliverable	23/05/2019
Produced	UTBV — Lidia Gurau (Date: 23/05/2019)
Reviewed	All partners (Date: 16/09/2019)
Validated	dID — Irene Burroni & Ilaria Bedeschi (9/10/2019)



DOCUMENT CHANGE RECORD

Issue date	Version	Author	Sections affected / Change
23/05/2019	V1	UTBV – Lidia Gurau	First draft
8/10/2019	V2	UTBV – Lidia Gurau	Inclusion of partners comments
9/10/2019	V3	CENFIM - Silvia Claramunt	Document format



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CURRICULUM DEFINITION

Overview of the course

Below is a table showing an overview of the 'Creativity and Entrepreneurship' course and the partner responsible for the development of each module. There are **5 modules** in total and these are shown in the order that we propose in this stage of the research.

Num.	Title of the module	CENFIM	CFPIMM	UNIFI	UTBV
1	Creativity and Creative thinking				X
2	Creativity and Innovation			X	
3	Motivational Creativity	X	X	X	X
4	Sustainable Creativity	X			
5	Creativity and Entrepreneurship		X		

Main objective

The **main objective** of FACET project is the **development of new and innovative methods to further strengthening creativity and entrepreneurship in VET programs in the furniture sector**, both for initial VET and continuous VET and having into account work-based learning.

The project is innovative because it develops new open and innovative tools for e-learning:

- **An online course** based on a Learning Motivation Environment (LME)
- **A work based learning tool** that will be able to accredit users' skills.

Key words

Innovation requires competences of *initiative and entrepreneurship*, which refer to the **ability to turn ideas into action**. It involves **creativity and innovation**, as well as **the ability to plan and manage projects to achieve objectives**. Furniture companies need to be more creative and entrepreneur, not only starting new businesses, but **being able to commercialize new valuable products and services**.

Main results

- **Increased innovation in the furniture industry and improved level of skills that favour innovation and employability in the sector** among furniture professionals at local, regional and national level.
- **Strengthening of creativity and entrepreneurship skills of professionals of furniture companies**, resulting in **new products** which are in line with the changing population structure, lifestyles and trends, **as well as in new business models** and supplier-consumer relationship.

The result will be a list of occupations/qualifications on which the curricula could be integrated. 4 OCCUPATIONS directly or indirectly related to creativity and entrepreneurship in furniture sector were selected:

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- MANUFACTURING MANAGERS Code ISCO-08: 1321
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Educational Aims

The course aims to improve the ability to generate new and better ideas, and to turn ideas into action in order to create new real and valuable products/services/business models

Objectives of the course “Creativity and Entrepreneurship”

- Developing techniques for creativity and concepts
- Applying new creative methods for enhancing innovation
- Promotion of creativity and innovation in all activities
- Developing a sustainable creative thinking
- Developing skills for entrepreneurship
- Identifying business opportunities
- Developing a strategical thinking
- Project management and business models
- Applying the principles of creative marketing
- Pursuing of new markets
- Developing self-organization and cooperative capacity
- Promoting multidisciplinary co-working
- Learning in an interactive, flexible and dynamic way

Acquired Skills

Learners attending the course are part of multidisciplinary classes since there are a great number of skills proposed (by the course). For this reason, the course can be followed by learners from “creative” areas such as Architecture, Design and Engineering, but also from “administrative” areas such as Engineering and Management.

The main **skills developed** during the course are as follows:

- Creative thinking and innovation
- Entrepreneurial skills

Specific skills are detailed by each module.



MODULE I. CREATIVITY AND CREATIVE THINKING

I. 1. Aim of the Module

The aim of the module is to enhance and develop creative thinking and also to show and discuss the multiple valences of creativity. The concept of creativity will be approached in several contexts and scenarios.

I. 2. Keywords

Creativity, creative thinking, design, ideas, vision, value

I. 3. Learning Plan

Workload - 5 hours.

Duration	Themes	Description	Resources
1 hour	Unit 1: Creative Processes	Elements of creativity. An overview of processes which employ creativity: thinking, designing, manufacturing, management.	<ul style="list-style-type: none"> • Course book • Power Point • Add. Readings • Links to Videos / Infographic • Exercise
1 hour	Unit 2: Creativity tools	An overview of general, symbolic and specific (furniture) creativity tools with impact on targeted products	
1 hour	Unit 3: Creative Styles	Discussion about revolutionary, scientific, reflective creative styles	
1.5 hours	Unit 4: Creative Techniques in furniture design	Methods and techniques for creativity. Discussion and application of several methods: Scamper, mind mapping, brainstorming, synectics, storyboarding, role playing, attribute listing, visual prompts, morphological analysis.	
30 minutes	Final Test: self –assessment reflection and evaluation	Completing the multiple-choice questionnaire to show understanding of module and learning	<ul style="list-style-type: none"> • Online evaluation • Self-assessment

I. 4. Learning Outcomes

Knowledge

- Knowledge about developing creative and purposeful ideas and skills
- Knowledge about creative methods and techniques
- Knowledge about stimulation of free creativity

Skills

- Ability to search for new solutions that improve the value-creating furniture process
- Ability to use techniques and tools specific for creativity
- Can create (alone or with others) products or services that solve own problems and needs
- Ability to imagine and create
- Ability to create and develop new products
- Ability to see the creative process in terms of the applicability of the final product
- Ability to think outside the box
- Ability to develop ideas

Attitude

- Imaginative, creative, analytic
- Spirit of initiative
- Curious and open

List of occupations/qualifications on which the curricula of this module could be integrated

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MODULE II. CREATIVITY AND INNOVATION

II. 1. Aim of the Module

After discussing in module I the multiple valences and layers of creativity, the second module focuses on creativity and innovation. Innovation is closely linked to creativity, a strong synergy between the two concepts being obvious. The module aims to develop methods of being creative and innovative at the same time.

II. 2. Keywords

Innovation, creativity, develop ideas, design value, challenge, focus

II. 3. Learning Plan

Workload - 5 hours.

Duration	Themes	Description	Resources
30 minutes	Unit 1: Creativity and competitiveness	Introduction on how creativity can boost competitiveness through innovative design approaches	<ul style="list-style-type: none"> • Course Book • Power Point • Add. Readings • Links Videos / Infographic • Exercise
1 hour	Unit 2: Design methods and tools for Innovation	Understanding creative applications of design methods by testing the relation to innovative resources and processes	
1 hour	Unit 3: Creativity and Design for Innovation	Definition of "Design" and analysis of its strong relationship with innovation, illustration Design for Innovation best practice.	
1 hour	Unit 4: Creativity and Innovation management	Applying specific creative tools and innovative knowledge through direct project application – learning by working	
1 hour	Unit 5: Communication Design and Branding Innovation	Design tools and methods for communicating visual identity and branding	
30 minutes	Final Test	Completing the multiple-choice questionnaire to show understanding of module and learning.	<ul style="list-style-type: none"> • Online self-assessment • Self-assessment

II. 4. Learning Outcomes

Knowledge

- Knowledge and principles of innovative management
- Knowledge about being creative by using specialized software, considering the rules of aesthetics and ergonomics
- Knowledge about innovative materials used in furniture design and learning about recent trends
- Knowledge about the new technologies used in the design and execution of furniture products
- Studying new products and constructive systems on the market
- Use of specific marketing methods for developing winning projects
- Acquiring knowledge through examples of existing inventions in furniture domain

Skills

- Spotting opportunities
- Ability to develop ideas
- Ability to create and develop new products
- Ability to see the creative process in terms of the applicability of the final product
- Ability to think outside the box
- Association of the design knowledge with classical and digital techniques for creativity
- can describe different levels of innovation and their role in value-creating activities
- Ability to innovate
- Ability to implement new materials and technologies in furniture products

Attitude

- Connected with the demands and practical requests of customers
- Stays in contact with worldwide news about innovative materials and technologies
- Curious and open

List of occupations/qualifications on which the curricula of this module could be integrated

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MODULE III. MOTIVATIONAL CREATIVITY

III. 1. Aim of the Module

This module aims to explore motivation, individual motivation levels and its link to confidence, productivity and positive goal setting. It will explore motivational theories and use a range of resources including text, PowerPoint presentations, videos, quizzes and additional supportive resources, all in the aim of enhancing creativity. The module will encourage learners to set their own goals using creative objectives.

III. 2. Keywords

Motivation, goals, objectives, creative resource, grow, action plan

III. 3. Learning Plan

Workload - 5 hours.

Duration	Themes	Description	Resources
30 minutes	Introduction to Module 3	What is motivation? What is demotivation? The signs to look for	<ul style="list-style-type: none"> • Course book • Power Point • Add. Readings • Links to Videos / Infographic • Exercise
1 hour	Unit 1: The Motivation for Creativity	Exploring professional barriers and then the importance of confidence and assertiveness. Explore tips, tricks and ideas on how with creativity we can overcome barriers and how past positive experiences of motivation can be a starting point.	
1 hour	Unit 2: Creativity development- motivate yourself	Grow yourself. Explore ways to grow professionally and improve your creative thinking	
1 hour	Unit 3: Creative Motivation- intrinsic and extrinsic	Differences between intrinsic and extrinsic motivation	
1 hour	Unit 4: Goal Setting and CREATIVE goals	Why is it important to set goals and have an action plan? Importance of CREATIVE goals (Specific, Measurable, Realistic, Achievable and Time limited)	
30 minutes	Test: self-assessment and evaluation	Completing the multiple-choice questionnaire to show understanding of module and learning.	<ul style="list-style-type: none"> • Online evaluation • Self-assessment

III. 4. Learning Outcomes

Knowledge

- Knowledge about overcoming barriers through creativity, breaking the patterns
- Knowledge about enhancing creative motivation
- Knowledge about setting goals and defining an action plan
- Knowledge about improving creative thinking
- Knowledge about ways to grow professionally

Skills

- Ability to develop self-organization and motivation capacity
- Can translate needs, wants, interests and aspirations into creative goals
- Ability to implement ideas
- Ability to break the patterns
- Can use strategies to keep on being motivated and focused on creating value

Attitude

- Self-organization and motivation capacity
- Empathic and assertive
- Spirit of initiative

List of occupations/qualifications on which the curricula of this module could be integrated

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MODULE IV. SUSTAINABLE CREATIVITY

IV. 1. Aim of the Module

To provide the student with a basic knowledge of sustainable projects which employ critical and sustainable creative thinking: EWM (Energy, Waste, Material) efficiency, eco-design and circular economy.

IV. 2. Keywords

Environment, Environmental awareness and respect, circular economy, sustainable design, efficient resource management, LCA – Life Cycle assessment

IV. 3. Learning Plan

Workload - 5 hours.

Duration	Themes	Description	Resources
1 hour	Unit 1: Sustainable Thinking, Circular Economy and Carbon Footprint and LCA	Specific approach for contemporary furniture and product design, a more environment responsible method of creating objects. Concepts of Circular Economy, LCA (Life Cycle assessment) and Carbon Footprint	<ul style="list-style-type: none"> • Course book • Power Point • Add. Readings • Links to Videos / Infographic • Exercise
1 hour	Unit 2: Sustainable Design & Construction	Sustainability, environmentally friendly design, analysis of natural construction materials, contemporary applications and solutions	
1 hour	Unit 3: Eco furniture & Product Design	Concept of eco furniture, how this concept can be measured and described	
1 hour	Unit 4: Design of healthy and productive interiors to work and live	Concept of healthy & productive design spaces, how this concept can be measured and described	
30 minutes	Unit 5: Efficient Management of Energy, Water & Materials	Management based on energy efficiency, reduction of water consumption and materials minimization	
30 minutes	Final Test: self -reflection and evaluation	Completing the multiple choices questionnaire to show understanding of module and learning	<ul style="list-style-type: none"> • Online evaluation • Self-assessment

IV. 4. Learning Outcomes

Knowledge

- Knowledge about developing ideas with sustainable materials
- Knowledge about Environmental-Friendly possibilities to implement sustainable materials
- knowledge about managing the product along its entire life cycle.

Skills

- Can think sustainably and relate to the implications of the value created to the environment
- Can develop a conscious design aware of environmental impact that can generate a design based on rational use and efficiency of raw materials, water and energy
- Be able to apply the fundamentals of sustainable management in design, production and construction projects
- Developing and management of sustainable businesses/companies

Attitude

- Can develop sustainable and ethic thinking
- Stays in touch with sustainable market trends
- Be curious, open and interested in research

List of occupations/qualifications on which the curricula of this module could be integrated

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MODULE V. CREATIVITY AND ENTREPRENEURSHIP

V. 1. Aim of the Module

This module introduces the basic notions of strategic management, emphasizing the main personal features which can be useful in a leading position. It also examines some items regarding the skills and practices related to time management.

V. 2. Keywords:

Entrepreneurship, business, leadership, time management, risk management, branding.

V. 3. Learning Plan

Workload - 6 hours.

Duration	Themes	Description	Resources
30 minutes	Unit 1: Concepts of entrepreneur and entrepreneurship in industrial context	Brief introduction to the module. The concepts of “entrepreneur” and “entrepreneurship”. Differences between an entrepreneur and a manager.	<ul style="list-style-type: none"> • Course book • Power Point • Add. Readings • Links to Videos / Infographic • Exercise
30 minutes	Unit 2: Entrepreneurship and creativity for competitiveness	An overview of the competitive priorities in industrial companies and the role of creativity and entrepreneurship in this process. Creativity and entrepreneurship as tools for competitiveness.	
1h 30 mins.	Unit 3: Strategic management, leadership and branding	An overview on “business strategy”. The relationship of strategy with leadership and brand power.	
1h 30 mins.	Unit 4: Strategic innovation and business models	An overview of new consumer trends. Discussion about the challenges for innovation. Identification of some kinds of innovation in industrial context. Expected outcomes of the innovation processes.	
1h 30 mins.	Unit 5: Creativity and entrepreneurship in industrial companies - the case of furniture industry	Creativity and entrepreneurship as tools for work, innovation and competitiveness in furniture industry companies. Furniture industry – case studies.	
30 minutes	Final Test: self-reflection and evaluation	Completing the multiple choices questionnaire to show understanding of module and learning	<ul style="list-style-type: none"> • Online evaluation • Self-assessment

V. 4. Learning Outcomes

Knowledge

- Knowledge and principles of critical and strategic thinking
- Knowledge about concepts of entrepreneur and entrepreneurship
- Knowledge about formulation, implementation and control of business strategy
- Knowledge about appropriate techniques and procedures for human resource assessment, communication and teamwork
- Knowledge to train the staff on all aspects related to creativity
- Knowing examples of creative team working in successful companies
- Knowledge about risk assessment

Skills

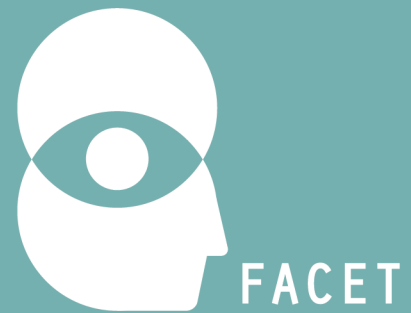
- Ability to think critically and strategically
- Can describe the characteristics of being an entrepreneur and of the entrepreneurship activity
- Ability to conceive and implement successful business strategies
- Ability to work in teams
- Identifies opportunities for continuous development and efficient use of informational sources and communication resources and of assisted training
- Can compare value-creating activities based on a risk assessment

Attitude

- Exercising critical thinking, and strategic vision
- Can communicate effectively
- Can team up with others
- Empathic and assertive
- Spirit of initiative and cooperative capacity

List of occupations/qualifications on which the curricula of this module could be integrated

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